

Nonprofits use creative methods to identify and serve those in need

For Janet Martin, identifying people in need of help is relatively simple. She is founder of the nonprofit organization Angels in Africa, which focuses on helping impoverished Masai people in Africa. “We work with the poorest of the poor people in Kenya,” said Martin, adding that their needs are evident.

“All you have to do is open your eyes,” she said.

Nonetheless, Martin pays close attention to the messages the community sends as the nonprofit delivers its services. For instance, when she built a small school about 20 years ago, the 12-student endeavor soon began attracting attention from the community. “They wanted to be part of it,” she recalled. In response to their interest, she began expanding the school, which now has 850 students.

“Entire villages will flock to the area where the school is, so they can become part of the community, and kids can get a good education,” she said.

For nonprofits, engaging the communities they serve is critical. No matter how good their programming or services, finding the right way to reach their target clients and deliver services in the most convenient and accessible way for their community can make or break their success in achieving their mission.

Some nonprofits have found that traditional methods of relationship building, like grassroots conversations with members of the community as Angels in Africa does, are highly effective. Other methods include enlisting the support of community leaders, participating in local events such as festivals, where they will get exposure; and engaging local residents as volunteers for hands-on projects or to share their knowledge.

Data-driven ways to identify those in need are also popular. Ninety percent of nonprofits collect data, and 40% of nonprofit professionals use data to make decisions, according to research firm everyaction, a provider of customer relationship management software to nonprofits and the educational community. One creative example is by Polaris, an organization that fights human trafficking. Using data from calls to its telephone hotline, Polaris creates a map of locations where human trafficking has been reported, enabling affected communities to respond.

Children’s Aid, a private child-welfare group headquartered in New York City, is also among those nonprofits increasingly turning to data. It has, for instance, turned to formalized screening of the young people it serves to identify those in need.

“In recent years, the medical community has been more keenly focused on understanding the social determinants of health, which are economic and social conditions in the environments in which people live, learn, work and play that affect a wide range of health and quality-of-life outcomes,” noted Anthony Ramos, vice president of marketing and communications at Children’s Aid. “Children’s Aid decided to incorporate screening for food insecurity—a social determinant of health—into every ‘well child’ visit at our health centers for families with children age 6 and under.”

Through the use of health screening, Children’s Aid was able to uncover information that some of the families involved might have otherwise been reticent to share. “We found that an alarming 12% of families lacked adequate food resources and were going hungry, and we believe that number could actually be higher if we account for families who may have withheld information during the screening,” said Ramos. “Health care staff were then able to connect those families with resources to ensure the family was well fed and the kids could get to school and continue to learn and grow.”

Using digital tools to reach those in need is also helping many nonprofits engage with people who need their services. Social media is playing an important role, with many nonprofits now designating someone on their team to formally guide their social media efforts, on either a part-time or full-time basis, the research found. Nonprofits such as the United Nations Children’s Fund are particularly active users of sites such as Twitter and Facebook to raise their public profile.



Angels in Africa found that members of its community were so happy with a dorm for girls at its school that it added one for boys, too.

But for many nonprofits, conversations with people who need services ideally continue long after initial contact. Setting up structured channels for ongoing communication and service delivery can also be very important.

One growing area of service delivery is through mobile apps. About half of charities in the U.S. and the U.K. have mobile apps designed for their beneficiaries. The Salvation Army is one example. It provides real-time updates on mobilization activities, coaching and community prayer.

Nontechnical approaches can be just as effective in keeping the lines of communication and service delivery open. Angels in Africa, for instance, relies on a formal school committee to provide input from parents. “They elect the people they would like to have on the committee, which helps plan the direction of the school,” Martin said.

Ideas submitted by the committee have resulted in the hiring of a chef to prepare meals for children at the school and a student farm, which raises staple foods such as beans, corn, tomatoes and kale.

“All of the kids at the school will end up working on the farm, planting and harvesting the crops,” said Martin. “Extra food will go into the kitchen.”

Another initiative the committee suggested was the building of a girl’s dormitory. Walking home in the evenings, many of the girls at the K-8 were unsafe. “So many would be taken or attacked,” said Martin. “It was very dangerous for them.”

The resulting girls’ dorm now sleeps 400 students. A boy’s dormitory followed. Students live in the dorms during three trimesters, with month-long breaks three times a year to return to living at home with their families, most of whom live three to four miles away from the school.

Angels in Africa also actively makes efforts to extend the relationships it has with children and their families beyond the time the children attend its schools. Once kids finish 8th grade, promising students are often invited to go to high school, which comes with fees that many families cannot afford. Angels in Africa is currently paying for 125 students to attend high school. If a student does well, the charity sends them to a university. Currently, there are 12 graduates from Angels in Africa schools, in college, said Martin.

“It warms your heart when you see that such a little bit of money and effort can make such a big difference,” said Martin.

Angels In Africa

What We Do:

First we feed their bodies, then we feed their minds. It is the only path to self-sustainability.

By providing the basic life essentials of food, water, clothing, and shelter to sustain our women and children, then empowering them with an excellent education, Angels in Africa is changing the way the Masai are regarded in Kenyan culture. We give them something that most people take for granted—we give these people HOPE.

We currently have 850 students in our K-8 boarding school and also support 125 students in high school and 12 students in university.

Many of these poorest of the poor go on to become doctors, lawyers, nurses, accountants, and teachers.

All of them give back to their community in the most meaningful ways!

How You Can Help:

1. Please visit our website at AngelsInAfrica.org.
2. Watch our videos and see for yourself how HOPE can change people.
3. Realize that 100% of all donations go towards our projects. There are no employees and no administrative costs come out of donations.
4. Happily decide to make a donation!
 - A donation of \$200 supports a student in our primary school for 1 year.
 - A donation of \$500 sponsors a student in a neighboring high school for 1 year.
 - A donation of \$1,000 pays for an entire year of tuition, room and board at a university in Nairobi for 1 year.
 - A donation of any amount provides books, uniforms, shoes, and school supplies for our students.
5. Think about joining us with your high school aged student for a good-will mission to Kenya. A life-altering experience! Email for more details: JanetMartinUSA@gmail.com

Please join Angels in Africa in bringing HOPE to some of the poorest people in the world!

Fast Facts:

Organization: Angels In Africa, Inc.

Employees: volunteers

Revenue: \$400,000 annually

335 Madison Ave., 24th Floor
New York, NY 10017
AngelsInAfrica.org



Help us support and educate women and girls to be agents of change in an emerging Kenyan Masai society.

Asante Sana!

www.AngelsInAfrica.org



Children's Aid

What We Do:

Imagine a world where children growing up in poverty aren't defined by their surroundings and have limitless opportunities. At Children's Aid, we have built a comprehensive network of services to make that vision a reality for nearly 50,000 children, youth, and their family members in four of New York City's most under-resourced communities. We know what it

takes for young people to learn in the classroom and beyond, to grow healthy and strong, and to become leaders of their own lives. Whether it's getting kids ready for kindergarten or college, building healthy lifestyles or strong families, one of our 100+ programs will serve as the next step in breaking the cycle of intergenerational poverty.

How You Can Help:

Join the Children's Aid family by making a tax-deductible gift today, supporting our youth as they build successful, independent lives. You're also invited to join us at our annual benefit in the Ziegfeld Ballroom, and to

participate in our NYC Marathon Team and our Golf Classic at the world-famous Baltusrol Golf Club. For those looking for exciting corporate partnership opportunities, there are a wide variety of options, including workplace fundraisers, holiday drives, and matching gifts programs. Companies who commit to supporting Children's Aid also have access to our meaningful volunteer opportunities for groups of all sizes, which range from one-day excursions, such as beautifying a site, to longer-term investments such as mentoring and ongoing tutoring programs. Our Associates Council is also a great option for young professionals looking to become the next Children's Aid leaders, which is an active and supportive community of early- and mid-career change-makers who plan fundraising events and volunteer with our children, and make lasting connections with like-minded colleagues. And as a recent winner of the Nonprofit Excellence Awards, you know that your generosity—in any and all forms—is supporting the highest-quality interventions in young people's lives, ensuring our next generation can achieve anything.

Fast Facts:

Organization: Children's Aid

Employees: 2,322

Revenue: \$134,407,048

Year Founded: 1853

711 Third Ave., Suite 700
New York NY 10017
ChildrensAidNYC.org

Visit ChildrensAidNYC.org for more information



Children's Aid
Every step of the way

We are on a mission to ensure that there are no limits to our children's potential.

**LEARN
GROW
LEAD**

www.ChildrensAidNYC.org



The Art of Problem Solving Initiative, Inc.

What We Do:

Bridge to Enter Advanced Mathematics (BEAM) creates realistic pathways for underserved students to become scientists, mathematicians, engineers, and computer scientists. Starting in 6th grade and continuing through college, our students learn advanced math, find a community of friends who love math, and develop the social-emotional skills to succeed at the same programs attended by more affluent students.

At BEAM, math is fun, engaging, exciting, and deep. Students attend intensive

middle school summer programs where they study advanced topics (such as number theory, astronomy, combinatorics, and programming—which they might not otherwise study until college) and then receive follow up through weekend enrichment classes, individual guidance, and mentoring throughout 8th grade and high school. BEAM's students are admitted into top high schools across the city (including the specialized schools such as Stuyvesant and Bronx Science), attend excellent high school summer programs for advanced study, and continue on to top colleges to major in STEM.

How You Can Help:

Over 50% of BEAM's annual funding comes through individual donors. To support the organization's recent growth, the board of directors has put forth a match: all new or increased donations through 12/31/2018 will be matched at a rate of 2.14:1, so that each \$1 donated becomes \$2.14 of impact, up to a total of \$275,000.

Corporate sponsors can support tables at our events, including our annual Slightly-Mathy Trivia Night in late October.

BEAM also welcomes volunteers to work with students on everything from math to college essays. Individuals may apply at www.beammath.org/volunteer. Companies interested in exploring a partnership should reach out to info@beammath.org or by calling (888) 264-2793.

For more information about BEAM, view our annual report at www.beammath.org/summer-report or reach out to info@beammath.org.

Fast Facts:

Organization: The Art of Problem Solving Initiative, Inc.

Employees: 25

Revenue: \$3,507,974

Main Initiative: Bridge to Enter Advanced Mathematics (BEAM)

55 Exchange Place, Suite 603
New York, NY 10005
beammath.org

Educational Alliance

Who We Are:

Educational Alliance brings together and partners with diverse communities in Lower Manhattan, offering individuals and families high-quality, multi-generational programs and services that enhance their well-being and socioeconomic opportunities. A historically Jewish organization, we have dedicated ourselves to improving the lives of all New Yorkers since 1889. Through our network of community centers on the Lower East Side and in the East Village we provide dynamic programs that center on education, health and wellness, arts and culture, and civic engagement, which serve the needs of people at all stages of their lives. We are a place where everyone is welcome and where progress is powered one relationship at a time.

How You Can Help:

A gift to Educational Alliance enables us to impact the lives of 50,000 New Yorkers annually. We invite individuals, foundations, and corporations to support our mission and services. Educational Alliance is a Charity Navigator Four-Star Organization, so you can trust your contribution has maximum impact on the people we serve and that our work with our partners is transparent and accountable.

You can improve the lives of New Yorkers by making a financial contribution, taking advantage of our volunteer opportunities, or developing a corporate partnership with Educational Alliance. Financial donations may support our

general operating expenses or be designated for specific purposes, like support of our dynamic teen center, innovative older adult services, or unique, community-based addiction recovery programs. Volunteer opportunities for individuals and groups allow you to work side-by-side with our talented staff and the people we serve, like the over 1,000 students in our community schools. Corporate partnerships—such as the ones we've developed with Morgan Stanley, Gap Inc., and ConEdison—help organizations positively impact their communities in ways that align with their missions.

For more information about Educational Alliance, visit us online at edalliance.org or contact us at info@edalliance.org.

Fast Facts:

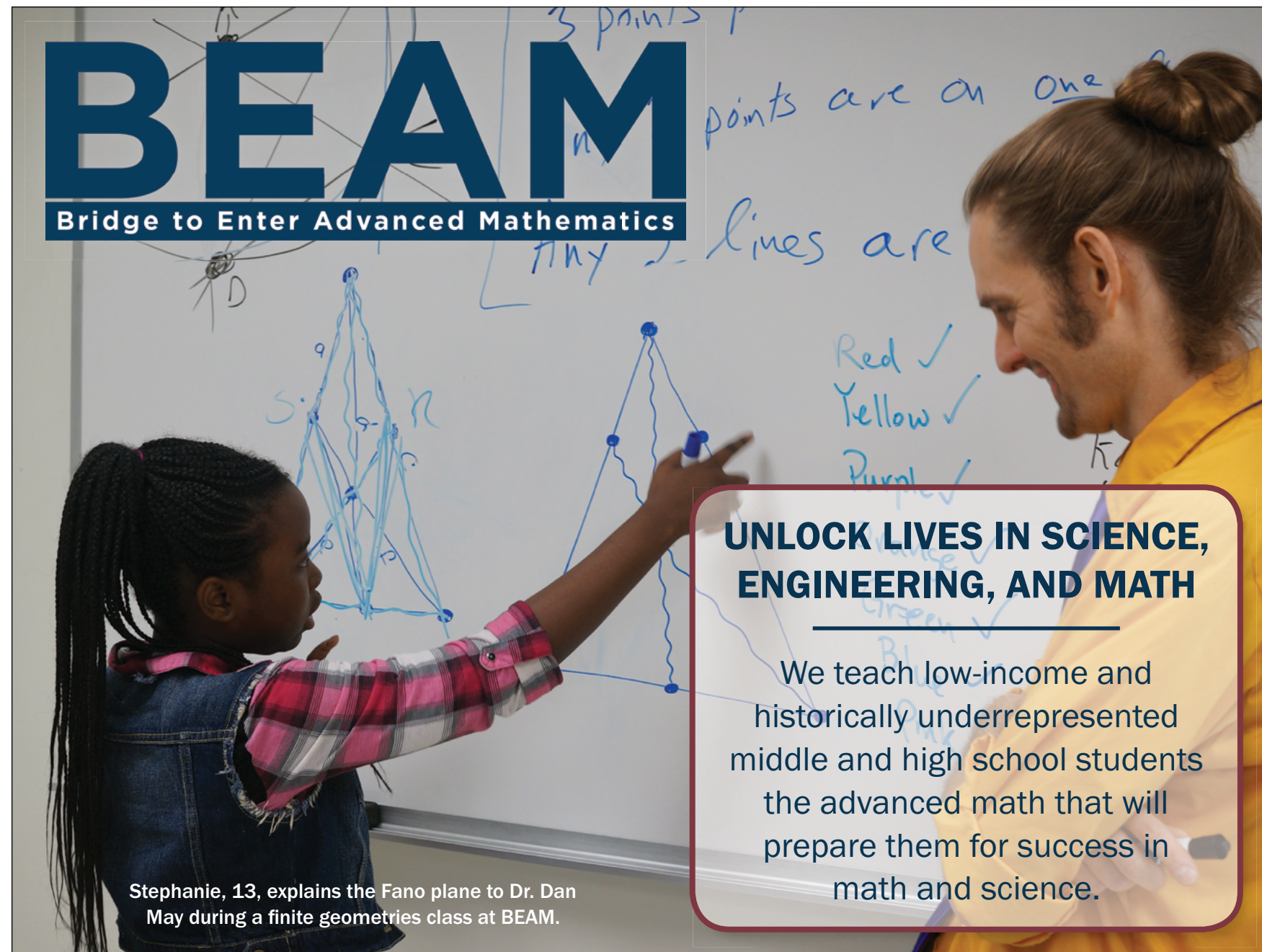
Organization: Educational Alliance

People Served: 50,000 New Yorkers annually

Revenue: \$47,492,000

Year Founded: 1889

197 East Broadway
New York, NY 10002
edalliance.org



Stephanie, 13, explains the Fano plane to Dr. Dan May during a finite geometries class at BEAM.



Educational Alliance brings together and partners with diverse communities in Lower Manhattan, offering individuals and families high-quality, multi-generational programs and services that enhance their well-being and socioeconomic opportunities. Since 1889, we have dedicated ourselves to improving the lives of all New Yorkers through our network of community centers on the Lower East Side and in the East Village, whose programs center on education, health and wellness, arts and culture, and civic engagement and serve the needs of people at all stages of their lives. We are a place where everyone is welcome and where progress is powered one relationship at a time. **For more, visit edalliance.org.**

Nonprofits fight income inequality through education

Students in affluent communities who love science and math often get a head start exploring their passions, participating in school science fairs and after-school enrichment programs from an early age. But in disadvantaged school districts, these resources don't always exist, and students must rely on classroom teaching alone.

That can leave lower-income children struggling to catch up if they decide to continue to study subjects later on, especially if instruction is lacking. "In college, they find they are not prepared for the level of the work; and their peers, who have this extra prep, will do much better," said Daniel Zaharopol, executive director of The Art of Problem Solving, a nonprofit based in New York City and Los Angeles.

The Art of Problem Solving aims to help close the gap through its program Bridge to Enter Advanced Mathematics (BEAM), which Zaharopol founded. BEAM brings advanced enrichment learning in math to low-income students.

The program starts the summer after sixth grade, when students who apply can attend a five-week program taught by both college professors and high-school students in New York City. The fast-growing program currently serves 200 students in the city.

"We're not just giving them the academic preparation but also building a community," said Zaharopol. "They are meeting other kids like them who are really interested in math and really serious about pursuing their academics."

The Art of Problem Solving is one of a number of nonprofits bringing extracurricular programs that lower-income students rarely have access to, to families of modest means.

Researchers have found that a lack of enrichment programs can have a big effect on students' future. According to a recent study by the Annenberg Institute for School Reform, "A growing body of research demonstrates that participation in organized activities outside the classroom helps cultivate the skills, habits, connections, and knowledge that prepare children for lifelong success: academic success in school, graduating from high school, going to college, getting a job, and participating in civic life." Studies also show that students who earn a postsecondary degree have a better chance of earning a middle-class income than those who don't.

Such gaps can contribute to income inequality, a pervasive problem throughout the country. The top 1% of earners in the U.S. averaged 26.3 times the income of the remaining 99%, according to a report released in 2018 by the Economic Policy Institute.

In New York City, income inequality is particularly pronounced. In 2014, the top 0.1 percent of earners brought in nearly 24% of the total income in the city, while 50% of earners brought in 7.4% of the city's total income, according to a report by the city's Independent Budget Office.

Income inequality is a complex problem that isn't easy to solve, but nonprofits are finding they can make a difference by offering programs that bolster students' knowledge and performance throughout the years they spend in school.

BEAM, for instance, doesn't stop at sixth grade. In seventh grade, students

attend a series of challenging math programs throughout the year, including a three-week, application-only program during the summer at Bard College or Union College. After that, there is a Saturday program for 8th through 12th grades. Along the way, the program helps students with other aspects of their academic careers, including gaining entry to New York City's top public schools, known for their academically challenging programs.

Ultimately, the enrichment programs are aimed at helping them succeed when they enter the workforce, notes Zaharopol. "It gives them the pathways to much higher-paying careers," he said.

As mentioned however, the causes of educational and income equality are complex, and the need for solutions extends beyond schools.

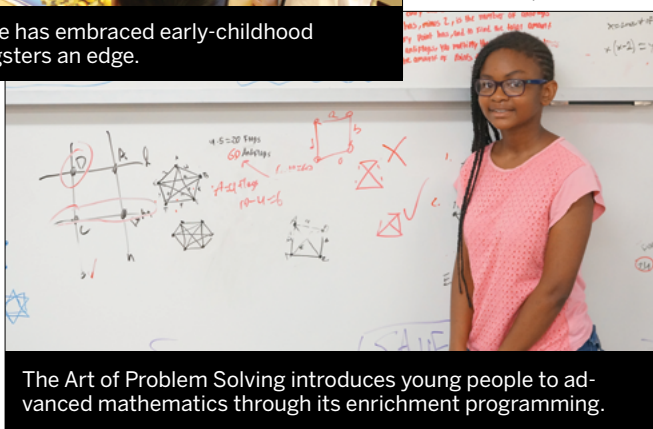
The Educational Alliance, based on the Lower East Side of Manhattan, works with both students and their parents to help make educational opportunities more accessible and brings together both low-income families and middle-class residents of the city through its programs. The organization runs a network of community centers on Manhattan's Lower East Side and in the East Village.

The nonprofit's Teen Center has in recent months

introduced programs such as a fashion studio, where students work with instructors from the Fashion Institute of Technology, and has teamed up with a computer programming company to offer workshops to teach them how to design video games, including those that include virtual reality.



The Educational Alliance has embraced early-childhood education to give youngsters an edge.



The Art of Problem Solving introduces young people to advanced mathematics through its enrichment programming.

"These kids are now getting a chance to do things that their public schools are not giving them a chance to do," said Alan van Capelle, president and CEO.

The Educational Alliance, also offers early childhood education. It was home to one of the first Head Start programs to open when the government program was introduced by the U.S. Department of Health and Human Services in 1965. As the children participate, their parents are invited to take part in English-as-a-second-language programs and take community college classes in partnership with City University of New York. Parents can also take a financial literacy course.

"We believe this two-generation approach to education is not only going to have long-term benefits for their academic progress but also finally give them a leg up into the middle class," said van Capelle.

The Educational Alliance has made an effort to ensure that its learning centers are more attractive than the typical one offered in programs for low-income students.

"If you walked into any of our community centers, everything is clean and beautiful," said van Capelle. "There is a heavy emphasis on customer service. We believe the folks walking in our doors are customers with agency to shop for service."

The Alliance's efforts extend beyond education to helping clients build networks of friends and neighbors to aid them in creating social capital that contributes to success.