



MAKING AN IMPACT ONE STEP AT A TIME



A LETTER FROM OUR EXECUTIVE DIRECTOR



Another Year of Making an Impact

Over the last year our impact in the community has remained consistent with continued outreach and partnership. With the economical divide continuing to impact our community, middle-income, and low to no income brothers and sisters have a greater need for support and resources. We are still committed to make an impact in the lives of individuals and families in urban communities. There is still a high demand for individuals, volunteers, and supporters who are passionate about helping others. We continue to make an impact in our community through our outreach efforts – and because of supporters like you, we can reach new heights to make a difference in this plight.

Our donors continue to support the mission of Project My Brother's Keeper. We continue to expand our outreach in the Essex County, NJ and Baltimore MD area. We are building our network of supporters, donors, volunteers, and friends – and continue to look for opportunities to leverage our resources to help those in need. This would not be possible without your support- THANK YOU!

While 2024 afforded us the opportunity to make an even greater impact in our communities, we have more work to do. In 2024 we have researched more community needs, as well as gained additional insights and understanding in affordable housing solutions. Partnering with other organizations such as the City of Newark Homeless Coalition, Kym Consulting, Newark's Hope Village, and Community Association Network has unlocked more opportunities for expanded outreach. We will continue to establish our credentials in the plight against homelessness by giving back to those in need, while raising additional capital through donations and grant funding. We will continue these efforts in 2024 & beyond pushing our overall agenda and supporting individuals and families in need.

We are extremely blessed and could not have made a difference for those in our community without your continued support. THANK YOU!

Lynette Braxton

Lynette Braxton

Executive Director, Project My Brother's Keeper – a NJ Non-Profit Corp



6,661

VALUED IN
DONATIONS



71

INSTAGRAM
FOLLOWERS



PROJECT MY BROTHERS KEEPER
A NJ NON-PROFIT CORPORATION

86

SHELTER SHOWER
SHOES

81

TOWELS



5

FAMILIES IN NEED
SUPPORTED



2

Community
Outreach
Drives



3

Shelters
Supported



98

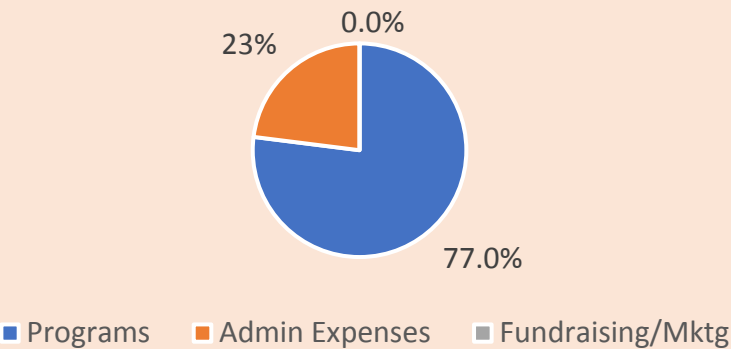
Facebook
Followers



Our Board Members, Donors, & Volunteers have Made the Difference!

FINANCIALS

How Your Gifts Were Used



FY2024 Financial Reports*

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
REVENUE & SUPPORT				
Cash Contributions	\$ 4,821.67	\$ -	\$ -	\$ 4,821.67
Investment Income	\$ -	\$ -	\$ -	\$ -
Other Income	\$ -	\$ -	\$ -	\$ -
Noncash Support	\$ 1,839.50	\$ -	\$ -	\$ 1,839.50
TOTAL REVENUE & SUPPORT	\$ 6,661.17	\$ -	\$ -	\$ 6,661.17
EXPENSES				
Programs	\$ 5,647.86	\$ -	\$ -	\$ 5,647.86
Fundraising		\$ -	\$ -	\$ -
General & Administrative	\$ 1,688.13	\$ -	\$ -	\$ 1,688.13
TOTAL EXPENSES	\$ 7,335.99	\$ -	\$ -	\$ 7,335.99
Change in Net Assets				
Net Assets, Beginning of Year	\$23,333.80	\$ -	\$ -	\$ 23,333.80
NET ASSETS, END OF YEAR	\$ 22,658.98	\$ -	\$ -	\$ 22,658.98

*Account Opened on September 21, 2019

New Steps in 2025



We are positioned to maintain our community impact in 2025! We continue our strategic plan in supporting immediate short-term community outreach efforts while building capital for our long-term vision.

Short-term efforts include continued support of local homeless shelters for men, women, and children in the Essex County NJ and Baltimore, MD areas. We are also increasing support of local families based on individualized needs. We will continue our partnerships and drives for organized community outreach efforts to include but not limited to toiletry drives, flip flop/shower shoes and towel drives, coat drives, and other support for shelters/families in need. We will continue to building more connectivity with Kym Konsulting, the City of Newark Homeless Coalition, University High School, Community Assistance Network (CAN), and Hope Village.

From a longer-term vision standpoint, we will also aggressively research affordable housing solutions and the overall HUD housing voucher program. Our goal is to build capital and research grant funding in preparation for purchasing land and breaking ground on an affordable home structure.

We are excited about the possibilities that lie ahead and look forward to your continued support to make our initiatives a success.



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