

# MAKING AN IMPACT ONE STEP AT A TIME



# A LETTER FROM OUR EXECUTIVE DIRECTOR



Lynette Braxton

# Together We Are Making Steps

I am so thankful for the impact you're making in the lives of the homeless citizens we serve and those in need in our urban communities. So many of these individuals wouldn't have a chance for affordable housing options or other outreach efforts without your support.

Through your generous support, you have set the start for our local impact in the Essex County, NJ area. We are still at the start of our work, but we are anticipating the momentum to build over the next 3-6 months. To date, we have secured over \$1,000 in funding to go towards our outreach and to ultimately support our affordable housing, tiny homes initiatives. This would not be possible without your support- THANK YOU!

You have helped us to begin to build our footprint in this outreach space- we now have our [projectmybrotherskeeper.org](http://projectmybrotherskeeper.org) website and social media footprint established. We are building relationships with other homeless outreach organizations to include the City of Newark Homeless Coalition. Partnering with the City of Newark, we are researching the tiny homes and affordable housing options. We will need additional capital to invest in this initiative and further discussions with the task force. We expect 2020 will result in continued support and additional fundraising/donations to reach our longer-term goals and overall mission.

As we look forward to 2020, we anticipate focusing our efforts on pandemic outreach and support through the first half of the year at least. The COVID-19 pandemic will bring more need for support resources from organizations such as ours. We will kick-off our toiletry drive to support the need for soap, toiletries, undergarments, and other items for the homeless and those in need. We are excited about this drive to make an impact in our community in this immediate time of need.

*Lynette Braxton*

Lynette Braxton

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



1,800

DOLLARS  
DONATED



24

WEBSITE  
VIEWS

PROJECT MY  
BROTHER'S  
KEEPER

A NJ NON-PROFIT  
CORPORATION

BUILDING TINY HOMES FOR HOMELESS CITIZENS  
IN OUR URBAN COMMUNITIES

4

DONORS  
REACHED

5

VOLUNTEERS



2

SOCIAL MEDIA  
FOLLOWERS



1,800

DOLLARS  
DONATED



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BROTHER'S  
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Project My Brother's Keeper is a 501(c)(3) nonprofit organization that is working to build tiny homes for the homeless, under-served citizens in our urban communities.

If you are interested in supporting our cause —

Please visit our website at [www.projectmybrotherskeeper.org](http://www.projectmybrotherskeeper.org)

Donations are tax-deductible under federal 501(c)(3) guidelines. All donations will be used to support homeless outreach and tiny home building efforts in the city of Newark, NJ and other Urban Communities.

## Project My Brother's Keeper a NJ Non-Profit Corporation

Building Tiny Homes for Homeless Citizens in our Urban Communities



(Recipient Name)  
(Address)  
(City, ST, ZIP Code)

Project My Brother's Keeper a NJ  
Non-Profit Corporation  
(Address, City, ST, ZIP Code)

### Key Offerings

Project My Brother's Keeper is a 501(c)(3) nonprofit organization that is working to build tiny homes for the homeless. Donations are tax-deductible.



### We Thrive from Donor Support

To make this initiative successful and improve community outreach, Project My Brother's Keeper relies on the support of private donors, as well as local, state, and federal grants. All private

Each Board Member and Advisor are required to support the cause. We ask all members provide financial support by way of annual give/get support: \$300 for Directors & \$100 for Advisory Board Members

Together we can make a difference in our urban communities. Will you join us?

### Contact Us:

Project My Brother's Keeper a NJ Non-Profit Corporation  
(973) 968-6173  
Contact us at [projectmybrotherskeeper@gmail.com](mailto:projectmybrotherskeeper@gmail.com)

Visit us on the Web:  
[www.projectmybrotherskeeper.org](http://www.projectmybrotherskeeper.org)

### Advisory Board\*

An Interim Advisory Board has been established to assist in the preliminary planning and establishment of Project My Brother's Keeper from inception to year 2 of operation. Advisory Board members are expected to provide advice and be a guiding resource for the organization—providing another layer of support and accountability.

Advisory Board members will consist of individuals from the following professional backgrounds, but not limited to:

- Medical/Therapeutic
- Law/Legal Reform
- Political Science
- Corporate/Business
- Architectural/Building
- Community/Organizational support
- Non-Profit Community Outreach

Project My Brother's Keeper needs Advisory Support as we embark on this effort to help those in need.

\*Board Members are not compensated but are shown periodic tokens of appreciation where possible.

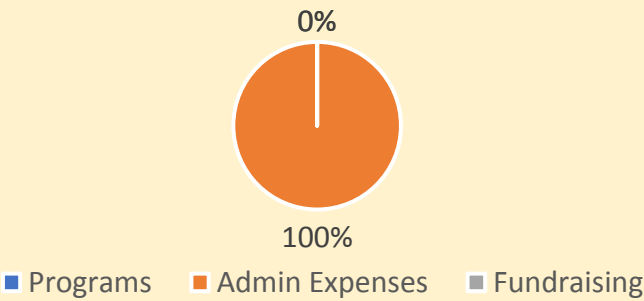
### Board of Directors\*

In addition to believing in the overall mission and purpose of Project My Brother's Keepers, Board members must make a conscience effort to positively impact the communities in which they live and work. We are looking for Board Members with experience in the following areas, but not limited to:

Our Board Members  
have Made the  
Difference!

# FINANCIALS

## How Your Gifts Were Used



## FY2019 Financial Reports\*

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
REVENUE & SUPPORT				
Cash Contributions	\$1,882.04	\$0	\$0	\$1,882.04
Investment Income	\$0	\$0	\$0	\$0
Other Income	\$0	\$0	\$0	\$0
Noncash Support	\$0	\$0	\$0	\$0
TOTAL REVENUE & SUPPORT	\$1,882.04	\$0	\$0	\$1,882.04
EXPENSES				
Programs	\$0	\$0	\$0	\$0
Fundraising	\$0	\$0	\$0	\$0
General & Administrative	\$771.29	\$0	\$0	\$771.29
TOTAL EXPENSES	\$771.29	\$0	\$0	\$771.29
Change in Net Assets				
Net Assets, Beginning of Year	\$0	\$0	\$0	\$0
NET ASSETS, END OF YEAR	\$1,110.75	\$0	\$0	\$1,110.75

\*Account Opened on September 21, 2019

# More Steps in 2020



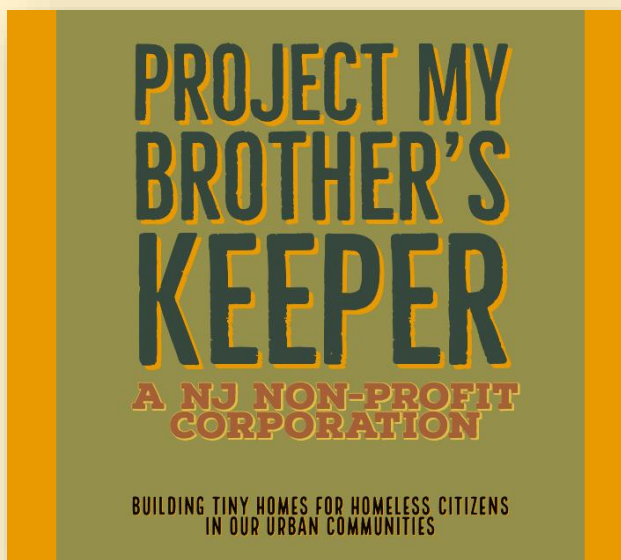
We are positioned to make a greater impact in 2020! We are planning to support immediate short-term outreach efforts in addition to building capital for our long-term vision.

Short-term efforts include toiletry drives and other community outreach initiatives for those in need during this pandemic. We are also increasing our partnerships to include volunteers who are currently involved in grassroots outreach efforts, as well as building more connectivity with the City of Newark Homeless Coalition.

From a longer-term vision standpoint, we will also aggressively research and build additional engagement/dialogue with the Coalition and City of Newark in their affordable housing/tiny home project. Our goal is to research the projects and build in preparation for purchasing land and breaking ground on a tiny home/affordable home structure.

Finally, we will continue to work with local colleges/universities for Internship support to expand our staff resources. We will look for interns to support our social media/engagement initiatives to continue to build our brand and awareness, and also grant writing and research support.

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



## Project My Brother's Keeper – a NJ Non-Profit Corp

PO Box 1364

Bloomfield, NJ 07003

973-968-6173

[www.projectmybrotherskeeper.org](http://www.projectmybrotherskeeper.org)