



PROJECT MY BROTHERS KEEPER
A NJ NON-PROFIT CORPORATION

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 and citizens in need we've served through-out the COVID-19 pandemic across our urban communities. With the economic and social impact of this plague, so many individuals and families stand in need of support and the plight of helping those in need is even greater than ever before. Our outreach efforts would not be possible without your support.

Through your generous support, you have allowed Project My Brother's Keeper to make a small impact in this great lugubrious circumstance faced by many in our society. We have set out to roll-up our sleeves and make an impact in the Essex County, NJ area, and through our collaboration with the City of Newark Homeless Coalition and other organizations, we are making a difference. We are still at the start of our work, and continue to build momentum – with more to do over the next 12 months. To date we have secured over \$5,000 in funding towards our outreach and to ultimately support our affordable housing, tiny homes initiatives, over \$3,000 in 2020 donations. This would not be possible without your support- THANK YOU!

You have helped us to begin to build our footprint in this outreach space- and established our social media presence as well as continued relationship and sponsorship building with other homeless outreach organizations to include the City of Newark Homeless Coalition. Partnering with the City of Newark, we are preparing to sponsor a Shelters for Homeless project to offer temporary code blue container shelters for homeless citizens. We will need additional capital to invest in this initiative and further discussions with the task force. We will continue these efforts in 2021 requesting additional fundraising/donations to reach our goals and overall mission.

As we step into 2021, we anticipate focusing our efforts on additional shelter and pandemic outreach. We will kick-off our fundraising campaign for support of container shelters and supplies for those in need. We are excited about this drive to make an impact in our community in this immediate time of need.

Lynette Braxton

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



3,900
DOLLARS
DONATED



50
INSTAGRAM
FOLLOWERS



19
DONORS
CONTRIBUTING

800
TOILETRY KITS
DISTRIBUTED



1,000
DOLLARS IN
HOLIDAY GIFT CARDS
DISTRIBUTED



2
STUDENT
INTERNS



3,600
DOLLARS IN
COMMUNITY
IMPACT

26
COMMUNITY
IMPACT
EVENTS



PHOTO GALLERY



Help Our Cause

Your support and contributions will further enable us to meet our goals and support the local COVID-19 community outreach efforts. Your generous donation will fund our mission to help those in need during this time of uncertainty. All donations are appreciated.

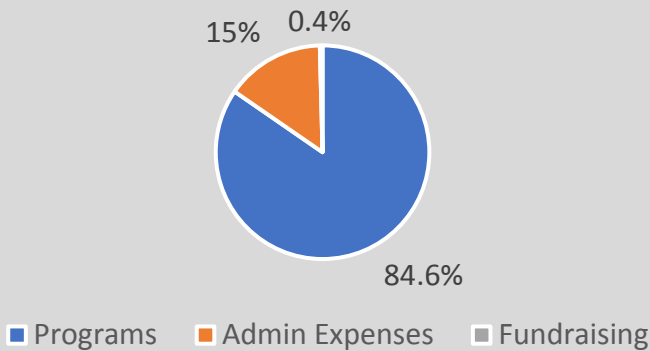
DONATE NOW



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

FINANCIALS

How Your Gifts Were Used



FY2020 Financial Reports*

| | Unrestricted | Temporarily Restricted | Permanently Restricted | Total |
|------------------------------------|-------------------|------------------------|------------------------|-------------------|
| REVENUE & SUPPORT | | | | |
| Cash Contributions | \$3,712.03 | \$0 | \$0 | \$3,712.03 |
| Investment Income | \$0 | \$0 | \$0 | \$0 |
| Other Income | \$1,000 | \$0 | \$0 | \$1,000 |
| Noncash Support | \$2,039.91 | \$0 | \$0 | \$2,039.91 |
| TOTAL REVENUE & SUPPORT | \$6,751.94 | \$0 | \$0 | \$6,751.94 |
| EXPENSES | | | | |
| Programs | \$4,562.16 | \$0 | \$0 | \$4,562.16 |
| Fundraising | \$21.71 | \$0 | \$0 | \$21.71 |
| General & Administrative | \$808.03 | \$0 | \$0 | \$808.03 |
| TOTAL EXPENSES | \$5,391.90 | \$0 | \$0 | \$5,391.90 |
| Change in Net Assets | | | | |
| Net Assets, Beginning of Year | \$1,110.75 | \$0 | \$0 | \$1,110.75 |
| NET ASSETS, END OF YEAR | \$2,470.79 | \$0 | \$0 | \$2,470.79 |

*Account Opened on September 21, 2019

More To Be Done in 2021



We are positioned to make a greater impact in 2021! 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/container shelter project. Our goal is to build capital and research grant funding in preparation for purchasing land and breaking ground on an affordable home structure.

Finally, we will continue to foster an environment in which additional board members and staff will want to join our efforts and support the cause. We will look for interns to support our social media and awareness, and grant writing.

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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