



Annual Report

Dear Friends,

2017 was an incredible year of growth and innovation at Room to Grow



Thank you for supporting us and for sharing our vision that one day all parents will have the resources they need to unlock their families' potential and become champions for babies and their community.

The most powerful thing we can do to change the future of our communities is to invest in children during their critical early years. Our prenatal to age three, two-generation program offers structured coaching, material goods for the baby, and community connections to support parents as they activate their natural strengths and expand their knowledge, so children thrive from the start. Through our work, parents are tapping into their self-efficacy to become hubs of knowledge and, ultimately, create social change.

I hope you will join me in celebrating the accomplishments that our families achieved this year. Thank you for joining us on this journey.

Warmly,

Allyson Crawford
CEO, Room to Grow

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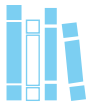
Room to Grow Outcomes



39% of mothers show a **reduction in risk for depression** after the first year

83%

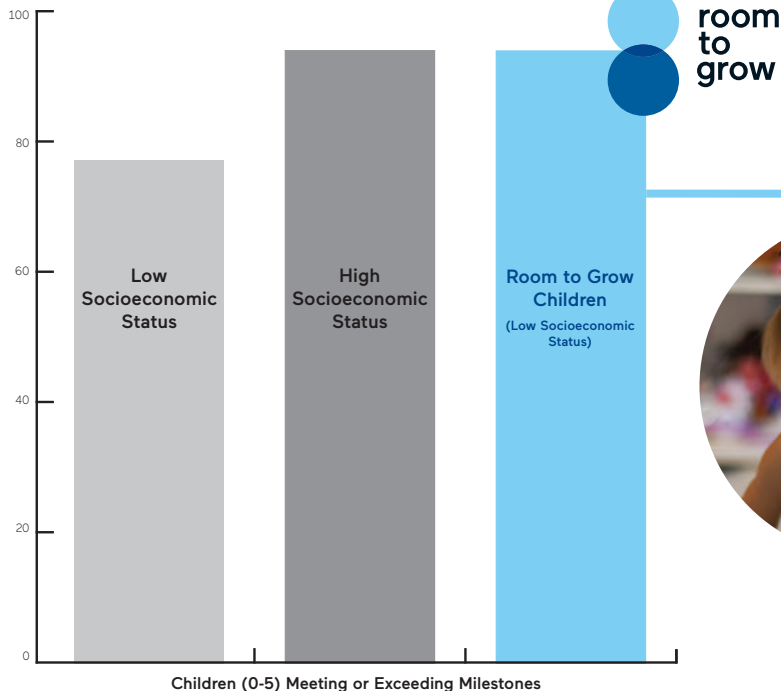
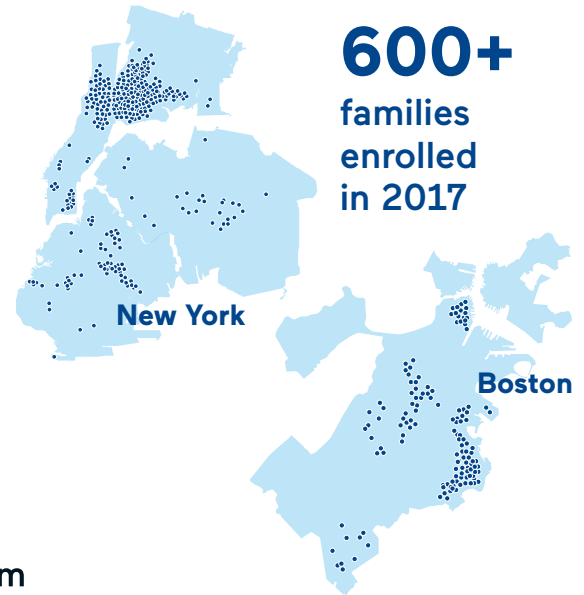
83% of families successfully **activate factors of resilience** that buffer against their risk factors



97% of parents **read to their children regularly** (vs. 45% of peers)

93%

93% of parents report that participating in Room to Grow **reduces their stress**



9 out of 10 children are meeting their developmental milestones on time — on par with children from high-income families

80%
of Room to
Grow parents
show high levels
of self-efficacy
and problem
solving

Jenni

With her husband living in the Dominican Republic, Jenni enrolled in Room to Grow alone, feeling scared and overwhelmed. She was living in tight quarters and desired a home that she and her son, Miguel, could call their own. During one-on-one sessions with her Room to Grow clinician, **Jenni not only developed the skills to thrive as a parent, she increased her confidence and self-efficacy.** On her own, Jenni found quality daycare for Miguel, played a critical role in helping her husband relocate to New York City, and found a safe and spacious apartment for the family. With everyone reunited, Jenni has been bringing Miguel's dad up to speed on all of the parenting advice that she's acquired at Room to Grow. As for Miguel, he loves all things sports and is meeting all of his developmental milestones.



What is self-efficacy?

It is the confidence in your capacity to respond to challenges and opportunities¹

As Jenni's story illustrates, we encourage self-efficacy because of its positive effects on one's health and well-being. We also support families as they give back to their communities, because thriving communities are built by members who believe in their ability to create positive change.²

1. Bandura, Albert, [Ed.]. [1995]. Self-efficacy in changing societies. Cambridge University Press.
2. Pinderhughes, H., Davis, R., & Williams, M. (2016). Adverse community experiences and resilience: A framework for addressing and preventing community trauma. Prevention Institute. Retrieved from: <https://www.preventioninstitute.org/sites/default/files/publications/Adverse%20Community%20Experiences%20and%20Resilience.pdf>



“If it wasn’t for Room to Grow, the stress at home and work would have gotten to me. Instead of quitting my job, I stuck it out, achieved a promotion, and slowly things became better.”

**Our
Parents
are our most
important
partners**



Melaine & Soloman

After their first year at Room to Grow, Melaine and Soloman's son, Mesiyah, was diagnosed with a tumor which caused a significant delay in his speech development and motor skills. To help Mesiyah get back on track, **their Room to Grow clinician guided the family to select special sensory toys to develop Mesiyah's balance.** Their clinician also coached Melaine and Soloman on how to use the toys at home to aid in Mesiyah's recovery. Mesiyah is currently enrolled in a special education school through Early Intervention, and he is now excelling and on track.

“Room to Grow is a place where you build a family. They help you, they guide you, and they show you your path.”



Graduate parent, Jeanette, with Becky Shipp, former Health Policy Advisor to the Senate Finance Committee, and Allyson Crawford, Room to Grow CEO

Jeanette

Jeanette graduated from Room to Grow with her twin girls in 2017. Given her enthusiasm for our program, **she was invited to join our CEO on an advocacy trip to Washington, D.C.** Jeanette spoke with Representatives about her experience at Room to Grow and had a particularly passionate conversation with Becky Shipp that ended in a private tour of the Capitol Building (pictured above). Jeanette later reflected, “The trip made me feel like a real part of the organization — it was a life changing experience.”



Graduate parent, Tiara, with son Alijah

Tiara

While at Room to Grow, Tiara embraced every opportunity to learn about her son Alijah’s growth and development. **As she strengthened her skills as a parent, Tiara also blossomed as a leader in her community.** Leveraging her confidence and drive to unlock her own potential as a community advocate, Tiara now serves as the President of the Charlestown Resident Alliance and represents over 1,000 families who reside in public housing. Alijah began Pre-K this year and loves the Boston Red Sox.

Your Impact in 2017

Thank you to all our
Room to Grow champions.
Contact info@roomtogrow.org
to learn about how to
get more involved.



4,942

volunteers contributed
over 11,000 hours
of support



1,394

supporters donated
over 150,000
baby items



50%

increase in monthly
donors through our
Nurture Network



1,015

supporters attended
Room to Grow events



nearly
10K

followers across
our social networks

Ambassadors

Room to Grow ambassadors play an important role in our organization. From the Young Professionals Council which raises funds through social events to our Junior Ambassadors (ages 10-18) who take action in their communities to raise awareness for Room to Grow — there are many ways to get involved.

Young Professionals Council Members at Bowling for Babies Fundraiser



Volunteers

Volunteers are critical to keeping our shelves stocked with baby essentials. Last year, over 11,000 volunteer hours were donated to sort clothes, toys, and books so that baby essentials could be provided to our families.

Baupost employees volunteering in Boston



Matching Gifts

Liberty Mutual Insurance doubled their employees' giving to Room to Grow in 2017 by contributing over \$11,000 in matching funds. You can double your own impact by asking your employer to match your or your spouse's financial donations to Room to Grow.

Birthday Parties

Lauren and Scott Wolf asked for donations to Room to Grow in lieu of birthday presents for their daughter's first birthday. Collecting donations as part of a celebration is a great way to make philanthropy a family affair.

Lauren & Scott Wolf celebrating their daughter's first birthday



Drives & Fundraisers

After organizing a drive for baby items, Peloton employees also raised funds for Room to Grow through their annual 5K race. Organizing a drive or fundraiser is a fantastic way to support us with your colleagues, friends, or neighbors.

The Peloton Team at their 5K race



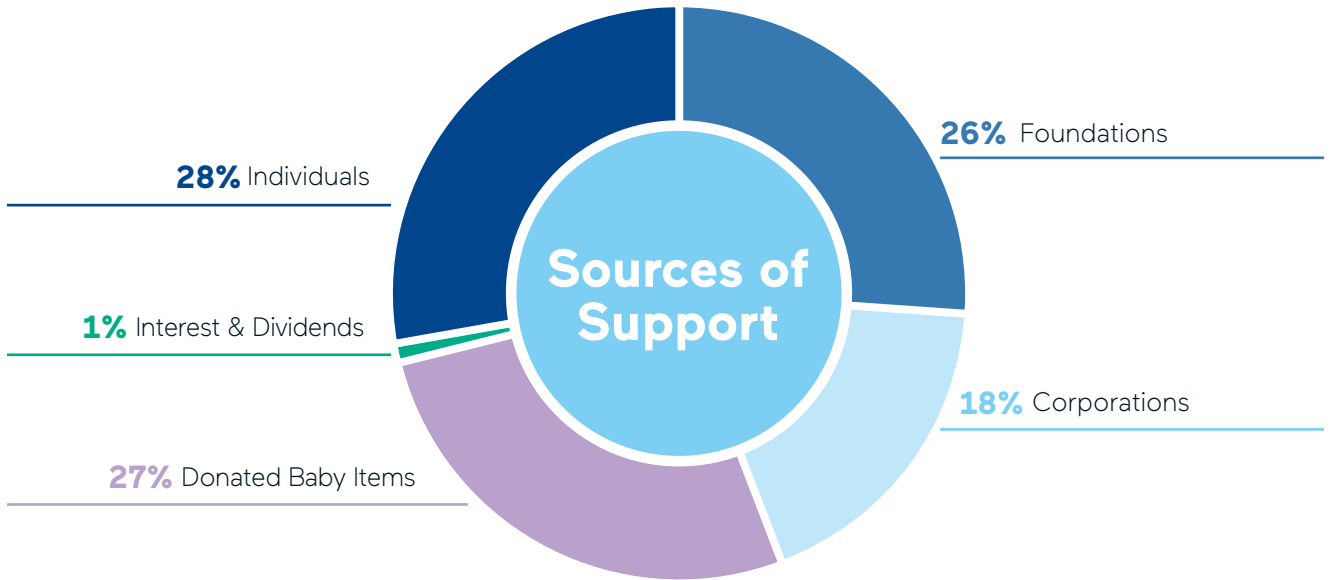
2017 Corporate & Foundation Partners

Room to Grow's generous donors ensure the continued success of our families

- 360PR+
- The Abacus Foundation for the Arts and Sciences
- A.C. Ratshesky Foundation
- The Acorn Foundation
- Amundi Pioneer Asset Management
- Baby2Baby
- BlackRock
- Bloomberg Philanthropies
- Blue Cross Blue Shield of Massachusetts
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- The Brown Foundation, Inc.
- Bushrod H. Campbell and Adah F. Hall Charity Fund
- Clark R. Smith Family Foundation
- COFRA Foundation
- Connors Family Office
- Couch Family Foundation
- Creative Artists Agency Foundation
- Credit Suisse Americas Foundation
- DivcoWest
- Doe Family Foundation
- Douglas Elliman Real Estate
- Duane Reade Charitable Foundation
- The Edith Glick Shoolman Children's Foundation
- Empire BlueCross BlueShield HealthPlus
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- Susquehanna International Group
- Theda and Tamblin Clark Smith Family Foundation, Inc.
- The TJX Companies, Inc.
- Thomas Anthony Pappas Charitable Foundation
- Viking Global Foundation, Inc.
- Wilmington Trust, N.A., an M&T Bank Affiliate

Financial Health

Diversified Sources of Revenue



\$3.45M
Operating Costs



72% Direct Program Support

28% Development & Administration

The financial information shown here was derived from Room to Grow's 2017 audited financial statements



Leadership

Board of Directors 2017

James Athanasoulas, *Boston Chair* • Mary E.D. Cannon, *President*
Jennifer Dowd • Sarah D. Greenhill • Jeff Hoffman
Eve Lehrman, MD, *New York Chair* • Giselle Nelson • Carlton Smith
Uma Thurman • Brooke Thurston • Christi Raftery Wood

Boston Board 2017

Robert Baldassarre • Peter Conlin • Danielle Frissell • Anne S. Hildreth
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New York Board 2017

Erika Bearman • Rahil Briggs • Cleo Cavolo • Richard B. Chalker III • Tim Creedon
Liana Downey • Claire Ellis • Mike Feliton • Alexandra of Greece, CLS
Rashaan R. Reid • Ann Silverman • Maggie Rokous Towles

Julie Burns, CSW
Founder

Allyson Crawford
CEO

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