

ANNUAL REPORT 2022



ABOUT US



The Women's Housing and Economic Development Corporation (WHEDco) is a community development organization founded on the radically simple idea that all people deserve to live in healthy, vibrant communities. Working in the South Bronx, we build award-winning, sustainable, affordable homes that become anchors for strong communities. Our mission is to create and bridge access to resources in the South Bronx that support thriving neighborhoods: from high-quality early education and youth academic and arts enrichment programs, to economic opportunity, healthy food, and the arts. We help our communities navigate crises and everyday challenges by continuously assessing needs, adapting our programming, and targeting our services where they are needed most.



A WORD FROM OUR PRESIDENT



Dear Friend,

WHEDco proudly celebrated our **30th anniversary** in 2022! (Personally, I marked 25 years at WHEDco and my fifth year as President - time flies!) Over the past three decades, WHEDco has grown from a team of three, led by our Founder Nancy Biberman, to a leading organization in the Bronx with over 300 employees and an annual reach of 40,000 people each year.

We are deeply proud of the ways in which our organization has grown and evolved to meet the needs of countless families, thanks to our dedicated and talented staff and the unwavering support of our Board of Directors, partners, and friends, who make our work possible year-after-year.

Adding to our long track record of transforming lives and communities, in 2022:

- Families who have faced homelessness found stability, security and wrap-around support in their new homes at our award-winning Bronx Commons development;
- Home-based childcare providers in our network operated thriving businesses, providing critical care to children and facilitating parents' return to the workforce;
- Children enrolled in our Early Childhood and After School programs accessed meaningful learning opportunities and experiences, as well as social-emotional support, to get back on track after two unprecedented school years;
- More families in our community and local merchants became better-connected to accessible, affordable financial products through the launch of the Bronx People's Federal Credit Union; and
- Artists brought music to the streets, activating our Bronx Music Hall plaza in anticipation of a 2023 grand opening.

Although this report just scratches the surface of all that we have achieved in our 30th year, we are proud to provide highlights of the meaningful work happening across our organization.

As we look ahead to new milestones on the horizon, we are energized by the progress we have made, the collective aspirations our communities hold, and the continued commitment of all those who help advance our mission each year. The work continues!

In solidarity,

A handwritten signature in blue ink, which appears to read 'Davon Russell'.

Davon Russell
President, WHEDco

AFFORDABLE HOMES

Beautiful, affordable homes are the foundation for healthy, stable families. WHEDco provides homes for more than 1,500 people, including formerly homeless individuals and families, at our three housing developments in the South Bronx: Urban Horizons, Intervale Green, and Bronx Commons. Driven by a deep commitment to environmental sustainability and community health, we incorporate green features throughout our buildings.

BRONX COMMONS

WHEDco's award-winning Bronx Commons development welcomed its first tenants in February 2020, just as COVID-19 pandemic began. Within one year, we fully leased all 305 affordable homes to households earning between 30 percent and 110 percent of the area median income, and formerly homeless families and individuals, including survivors of domestic violence. On-site amenities and services supporting community wellness include a rooftop farm, an internal rooftop courtyard, bike parking, three community rooms, family support and wellness staff, and the largest solar panel array on any multifamily building in the borough.

We also opened a resident fitness center in December 2021, outfitted with Peloton and Precor equipment, and offered free Peloton memberships to all residents over age 18. Also in 2021, we began providing free broadband WiFi for residents of Bronx Commons, as well as Urban Horizons and Intervale Green, narrowing the digital divide.

Like all of WHEDco's buildings, Bronx Commons is more than just housing. Its cultural centerpiece, the Bronx Music Hall, will begin hosting programs in 2023 (see the Arts and Culture section below for more details). Two outdoor plazas with amphitheater seating already bring our music programming and public green space to the streets. The development also features a 150-seat, NYC Department of Education-operated 3-K and Pre-K program; street-facing commercial space for small businesses and community programming; and the WHEDco Melrose Community Access Support and Training (CAST) Center, a 2,200 square-foot hub for small business, family support services, and community engagement that will open in 2023.

Bronx Commons, WHEDco's latest affordable housing development



BRONX COMMONS

AWARDS

In 2022, the Urban Land Institute (ULI) recognized Bronx Commons by presenting WHEDco and our co-developer, BFC Partners, with its **Award for Excellence in Affordable Housing Development**.

In 2020, Bronx Commons won the New York Housing Conference's 2020 **Community Impact Competition**, which recognized affordable housing developments that epitomize high standards in design, health, environmental sustainability, and affordability, and had a positive impact on their communities during the COVID pandemic.



WHEDco's President, Davon Russell, accepts the ULI Award in December 2022, along with co-developer, BFC Partners



Bronx Commons residents, Richard (9) and Jace (1)

RESIDENT PROFILE: THE TELLEZ-MALAVE FAMILY

For Julie Tellez, Richard Malave, and their two children, Richard (9) and Jace (1), Bronx Commons has provided the stability that eluded them for many years. After periods of housing insecurity and homelessness—including 18 months in a shelter—the family moved into Bronx Commons in February 2022. Today, they are thriving. Both parents are employed full-time—Julie as a home health aide and Richard as a housekeeper at New York Presbyterian Hospital. Julie recently signed up for a membership at Bronx Commons' fitness center, which is free for all residents, and plans to start a workout regimen with WHEDco's Wellness Coordinator. Richard, now in fourth grade, is thrilled to have his own bedroom. The whole family loves WHEDco's weekly "family night" movie screenings and looks forward to attending events at the Bronx Music Hall when it opens.

"It's been a long journey but my family is now in a home that we love, where we know we'll stay for many years," Julie says.

COMMUNITY DEVELOPMENT

Our Community Development Department engages in community planning, advocacy, neighborhood revitalization, business assistance, and cultural initiatives that build exciting, innovative spaces and communities where people, arts, and the economy thrive. We also participate in a number of coalitions that aim to improve the small business ecosystem and promote equitable economic development, health, and overall vibrancy across the Bronx and greater New York City.

BRONX FINANCIAL ACCESS COALITION

For decades, the Bronx has had the fewest bank branches per household in the country. So, when many of the borough's remaining bank branches closed during the height of the pandemic, WHEDco's Community Development team collaborated with citywide partners through the Association for Neighborhood and Housing Development as well as fellow Bronx nonprofits—Banana Kelly Community Improvement Association, University Neighborhood Housing Program, and We Stay/Nos Quedamos—to advocate for bringing desperately needed financial services to our communities.



In 2022, we continued our collective work as the new Bronx Financial Access Coalition, teaming up with the Lower East Side People's Federal Credit Union to launch The Bronx People's Credit Union Mobile Branch. Traveling to underbanked neighborhoods throughout the borough, the mobile branch offers credit-union memberships with free checking accounts, credit builder loans, low-cost auto loans, and other affordable products and services that support financial stability and wealth-building.

Our mobile branch has been a financial lifeline to more than 95 Bronxites who have signed up for memberships in our first nine months on the road. But there's more work to do. We continue to advocate for more affordable and convenient financial services throughout the borough and we are planning with the credit union for the opening of the first permanent branch—The Bronx People's Federal Credit Union—by 2023.



MERCHANT PROFILE: WILL BRYANT, JUICEADE

Will Bryant opened his small business, JuiceAde, a Black-owned Minority Business Enterprise (MBE), four years ago in the Crotona Park neighborhood, serving healthy smoothies, juices, and vegan food. Because most of his customers were people who worked in the area, business dried up when the pandemic hit. But with WHEDco's support, he was able to keep JuiceAde open. Our Community Development team helped him amplify his marketing through social media, press coverage, promotions, and partnerships with other local organizations and businesses. In 2022, we helped him secure a coveted \$5,000 grant from our partner, Local Initiatives Support Corporation (LISC), to pay his bills and catch up on payroll for his four employees. JuiceAde was one of only six NYC businesses to receive the award. Now on firmer financial footing and seeing the growing demand for healthy food in the community, Will plans to open a second location.

"WHEDco has been a godsend to my business since day one," he says. "I know they'll always be here for me when I need something."

FAMILY SUPPORT

WHEDco helps families and communities flourish by providing tools and resources they need to succeed. Our Family Support services include public benefits screening, enrollment, and advocacy; mental health counseling; information on health insurance and access to medical care; housing assistance and support for residents to maintain housing; connections to legal assistance; our community food pantry; and our School Partnership Program, which places licensed social workers in our partner public schools to help students and their families discuss mental health, academic, social and other issues and build their capabilities and resources to address them.

We work closely with residents of our buildings and with WHEDco's third-party property management companies to identify residents who are in arrears with rent payments or who are in legal proceedings regarding chronic non-payment of rent. As part of a partnership with BronxWorks, we operated an Emergency Rental Assistance Program (ERAP) to provide financial assistance to households that were unable to pay rent and utilities due to the COVID-19 Pandemic. Through this program, we assisted 530 community members and residents with ERAP applications, obtained 120 known/declared approvals, and secured more than \$1.2 million in assistance to keep community residents in their homes.

With support from two private funders, we piloted and established a \$160,000 emergency expense fund to pay for clients' unplanned and emergency expenses. Thus far, the most common expenses we have paid are utilities, followed by medical expenses, furniture, and other miscellaneous bills.

CLIENT PROFILE: MS. MONTERO

Ms. Montero moved to the Bronx in 1996. A survivor of domestic violence, she struggled mentally and physically for over a decade. In 2006, she sought help from WHEDco's Family Support team and tapped into our comprehensive wrap-around services, including mental health counseling, rental assistance and access to SNAP benefits. She also enrolled her daughter in our Early Childhood Discovery Center and was able to participate in our Family Literacy Program to strengthen her English language skills.

In 2010, seeking a deeper sense of purpose and what she calls another form of therapy, Ms. Montero began volunteering at WHEDco's Community Food Pantry and has rarely missed a Wednesday since! She has been a steadfast volunteer for the past 13 years, supporting food security for hundreds of other Bronx residents each month and taking great joy in seeing families like her own get the help that they need. She says she doesn't know where she would be without the role that WHEDco has played in her life.



“WHEDco to me, and for sure to the community, is a godsend,” Ms. Montero says. “It helps people tremendously in all aspects of their lives.”

HOME-BASED CHILDCARE

WHEDco's Home-based Childcare program supports thousands of childcare providers citywide, including a professional network of approximately 300 licensed providers primarily based in the Bronx. The program's impact is three-fold: creating income-generation opportunities for providers; supporting parents as they pursue employment and education; and fostering early childhood development and learning. Established at WHEDco's inception, our services for home-based childcare providers include professional development and training, technical and small business assistance, coaching, regulatory guidance, and home visits to help providers implement tools and resources in their programs and maintain regulatory standards.

In 2022, we continued helping childcare providers keep their businesses open and growing amid lingering impacts of the pandemic that caused thousands of childcare programs in New York City to close. To date, we have helped our providers access more than \$27 million in pandemic-related grants.



Leila Lopez (far left) at her home-based childcare business

PROVIDER SPOTLIGHT: LEILA LOPEZ

In 2019, Leila Lopez left a sales job to stay home and care for her third child, who had significant health challenges. Still wanting to work and needing income, she became a home-based childcare provider. She worked with WHEDco to launch her new business and soon had more than ten children enrolled in her program. Then, when COVID hit months later, her enrollment plummeted. Despite immense challenges, she kept her doors open—and even cared for the children of essential health-care workers for free during the height of the pandemic.

To cover her expenses, WHEDco helped Leila secure \$80,000 in New York State grants. Word of mouth spread about the quality of her program and as more parents returned to work, her enrollment rose again. Today, she employs three staff members and cares for 16 children, for an annual average tuition revenue of \$150,000. But for Leila, it's about more than just the bottom line.

“Raising Little Bear is more than a business—it’s a family,” she says. “WHEDco has helped me through hard times so I can be there for families that count on me to care for their children.”

EARLY CHILDHOOD DEVELOPMENT

WHEDco's Urban Horizons Early Childhood Discovery Center, a NYC Department of Education Head Start program, serves 103 preschool children and their families from 20 different countries during critical stages of development. Each year, 100 percent of the students move on, prepared for kindergarten, ensuring they begin their school careers ready to succeed.

Meanwhile, our Family Literacy program teaches English to adult learners with pre-school or school-aged children, helping them and their children thrive. The 27-week program creates a bridge between home and school by building upon families' strengths, culture, language, and personal histories.

In 2022, WHEDco integrated Smart Board and robotic camera technology into all of our classrooms and provided families with at-home devices to strengthen the home-school connection.



In 2022, our teachers integrated Smart Board technology into their curriculum in all six classrooms



2022 Stepping Up Ceremony

PARENT PROFILE: MARIA SIDEBEH

Maria Sidebeh embodies the diversity and generosity at the heart of the South Bronx. Two years ago, when her youngest daughter Ida (now 5) started WHEDco's Head Start program, Maria served on our parent council and became chairperson. Soon, she began volunteering in our Family Literacy program, too. As a Gambian woman born in Spain, fluent in both Spanish and Soninke, Maria's ability to communicate and empathize with so many families has uplifted our early education programs. Maria is motivated by a desire to help families benefit from the resources that enhanced her own children's development.

"With WHEDco, I am teaching Spanish-speakers and members of our African community to read so they can help their kids with their homework," Maria says.

EDUCATION & YOUTH DEVELOPMENT

WHEDco reaches more than 1,200 students annually in grades K - 12 through youth education and development programs that provide academic, athletic, and cultural opportunities, while empowering students to think critically, make smart choices, and contribute responsibly as leaders in their community. Our programs include our After-School Enrichment and Extended Day Programs at three partner public schools; Summer Arts Day Camp; Project STEP, a middle-to-high school transition program; Just Ask Me (JAM), an innovative peer-led sexuality and reproductive health education program for elementary and middle school students; and our College Access Teen Program.



We are adapting our programs to equip students with tools to confront new realities. With marijuana use increasing among teens across NYC, we added a drug education curriculum to JAM focused on making informed decisions to decline or delay using drugs. To cope with pandemic-related mental health challenges and other stressors, We launched a new mindfulness program in our after-school program IN 2022.

ALUMNI SPOTLIGHT: RAYANNE FIGUEROA

Today, Rayanne Figueroa is excelling in her freshman year at Mercy College in Dobbs Ferry, NY and credits WHEDco with helping put her on the path to success. As a student at PS/IS 218, she participated in WHEDco's After-School Enrichment Program from kindergarten through eighth grade, experiencing a wide variety of activities, from percussion and dance to sewing and chess.



As a middle school student, she took WHEDco's JAM classes, learning about sexual health and relationships. She found the knowledge so important that she wanted to impart it to younger students, so she became a JAM peer educator as well as a group leader in our afterschool and summer camp programs. "As a high school student, you are familiar with what other young people are experiencing, so I was able to relate to the students I was teaching and they were receptive because they knew I understood them," says Rayanne, who was named Spectrum News NY1's "New Yorker of the Week" in 2022 for her JAM work.

"WHEDco helps so many kids learn to be independent, and they teach you how to use the resources around you," she adds. "There are so many people at WHEDco who help kids if they are going through something difficult. Knowing that I can ask for help is one of the most important things I learned at WHEDco."

ARTS & CULTURE

WHEDco's Bronx Music Heritage Center (BMHC) is committed to presenting and promoting Bronx music, cultivating Bronx artists, spurring neighborhood revival, and providing free and low-cost cultural programs that channel the borough's dynamic music history. The BMHC holds concerts, classes and other free and low-cost programming in the BMHC Lab, a 1,400 sq. ft. storefront space in our Intervale Green building. The BMHC's core programs include: live music, dance, and spoken-word events, community showcases, music and dance classes, film screenings, and art exhibitions.

In 2022, WHEDco received a \$2.5 million grant from The Andrew W. Mellon Foundation to complete construction of the Bronx Music Hall (BMH), located at our Bronx Commons mixed-use development. Currently in the final stages of construction, the BMH will serve as the permanent home to the BMHC and provide a 14,000 sq. ft. world-class showcase for Bronx music and performing and visual arts. It offers a variety of flexible indoor and outdoor spaces, including a 250-person-capacity performance space with moveable seating; a lobby and exhibit hall; a multi-use classroom and dance studio; a sound studio; and public amphitheater-style seating in two adjacent plazas for outdoor performances. At full operation, the BMH is anticipated to draw 20,000 people in-person each year to performances, classes, exhibits, and events—quadrupling the current reach of our arts programming.

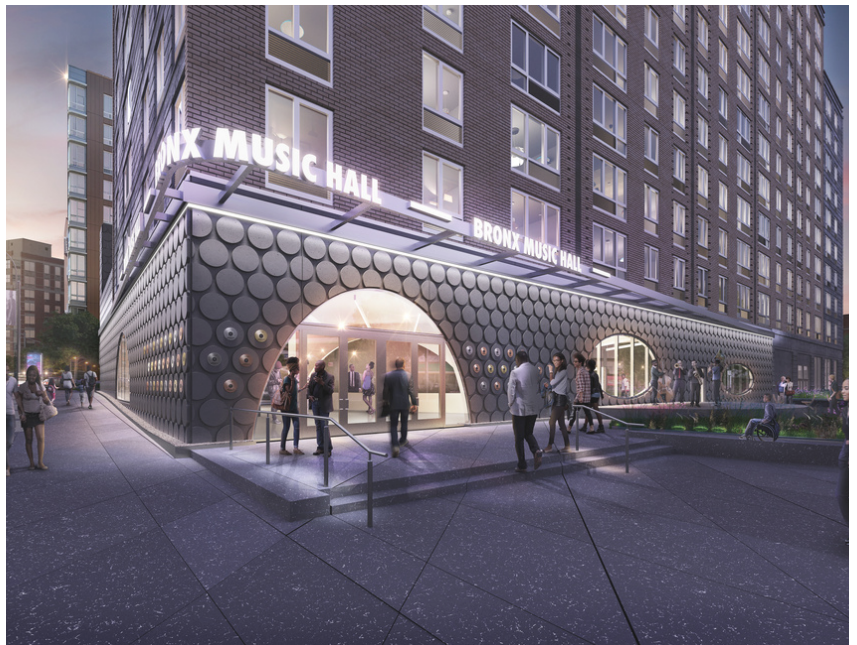
BRONX MUSIC HALL PLAZA PERFORMANCES

After moving hundreds of classes, performances, and open-mic events to a virtual format during the pandemic, in-person BMHC events returned in 2021 and 2022 on our BMH Plaza. We hosted more than two dozen free pop-up performances in the outdoor space, attracting nearly 1,500 audience members and generating anticipation for the soon-to-open venue.

These and other programs increased local awareness of and engagement in musical and artistic activities that reflect the borough's diversity and vibrancy, enabled South Bronx audiences to maintain critical connections to each other and to their community throughout the pandemic, and built excitement about the new Bronx Music Hall.



The BMH outdoor plaza was home to over two dozen performances in 2022.



The BMH is currently in the final stages of construction.

2022 MEDIA HIGHLIGHTS



New Yorker of the Week: Rayanne Figueroa

COVID-19 agrava crisis de guarderías en NY

**Bronx Day Care Provider Thriving Despite
Pandemic Setbacks**



**Rock the Bronx' Summer Concert Series
Highlights Borough's Musical Culture**

**Second Graders Get to be Doctors for a Day
With
Medical Students**



Bronx Talk: Bronx Banking

**Bronx Financial Access Coalition Holds Bank
Closure Tour on Burnside**



**The Challenge of Keeping a Bronx Day Care
Open During the Pandemic**



Therapy Dogs Visit WHEDco Summer Camp



A Bank on Wheels for the Bronx

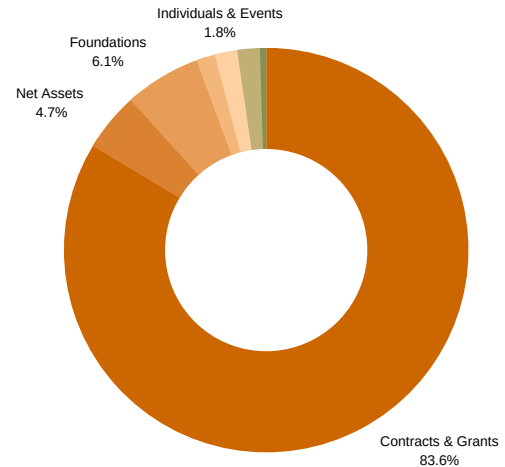
FINANCIALS

CONSOLIDATED FINANCIAL STATEMENTS, JUNE 30, 2022

(EXCERPTS)

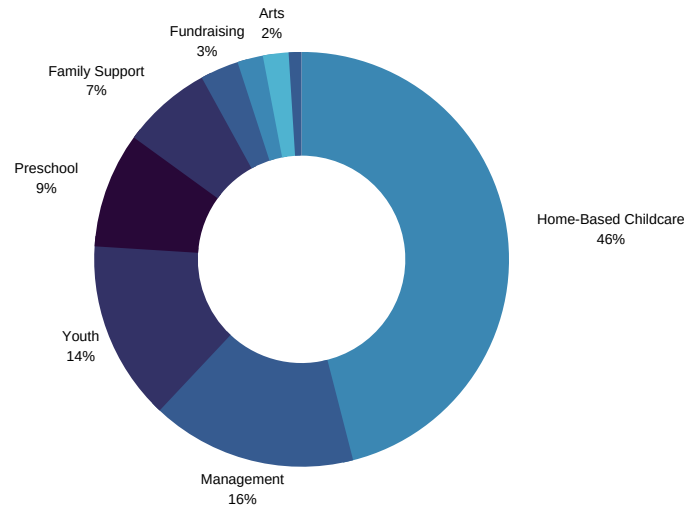
UNRESTRICTED REVENUES

Contracts and Grants	\$26,030,883
Rental Income	\$419,127
Foundations	\$1,892,325
Net Assets Released from Donor Restrictions	\$1,455,285
Individuals/Special Events	\$567,388
Other Income	\$31,444
Donated Services	\$177,117
Investment and Interest Income	\$561,845
TOTAL	\$31,135,414



EXPENSES

Home-Based Childcare	\$10,464,124
Youth Services	\$3,033,511
Preschool	\$2,145,021
Family Support	\$1,520,747
Community Development	\$453,591
Housing/Asset Management	\$245,512
Arts	\$343,567
Bronx CookSpace	\$161,216
Management and General	\$3,589,687
Fundraising	\$653,565
TOTAL	\$22,610,541



ASSETS

Total Current Assets	\$26,705,891
Other Assets	\$15,469,064
TOTAL	\$42,174,955

LIABILITIES & NET ASSETS

Total Current Liabilities	\$3,962,335
Total Net Assets	\$38,126,125
TOTAL LIABILITIES & NET ASSETS	\$42,174,955

SPECIAL THANKS

GOVERNMENT FUNDERS

NEW YORK CITY

NYC Administration for Children's Services
NYC Council
NYC Department of Cultural Affairs
NYC Department of Education
NYC Department of Health and Mental Hygiene
NYC Department of Youth and Community Development
NYC Human Resources Administration
NYC Mayor's Office of Criminal Justice
NYC Small Business Services

NEW YORK STATE

New York State Council on the Arts
NYS Education Department
NYS Department of Health
NYS Office of Children and Family Services
NYS Office of Parks, Recreation, and Historic Preservation
NYS Office of Temporary and Disability Assistance

FEDERAL

National Endowment for the Arts
National Endowment for the Humanities (Humanities NY)

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JPMorgan Chase Foundation
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Laurie M. Tisch Illumination Fund
Lemle & Wolff Companies
Leventhal Family Charitable Foundation
Live Music Society
Local Initiatives Support Corporation
M&T Bank
M&T Charitable Foundation
Marshall Wace North America
Mosaic Network and Fund in the New York Community Trust
NBA Foundation
New Yankee Stadium Community Benefits Fund
New York Community Trust
New York Restoration Project
New York Yankees
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Share Our Strength

Continued on next page

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The Cowles Charitable Trust
The Hagedorn Fund
The Rachel Miller Fund
Tiger Foundation
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United Way New York City
United Way of Suncoast
Verizon Foundation
Webster Bank
Weill Cornell Medicine
Wells Fargo
William Randolph Hearst Foundation
WXY Architecture & Urban Design

INDIVIDUAL DONORS

\$225,000+

John D. Howard

\$10,000 - \$24,999

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Tania Brief & Andrew Ehrlich
Lori and Alexandre Chemla
Soledad and Bob Hurst
Beth and Ira Leventhal
Jodi and Marc Schneider

\$5,000 - \$9,999

Anonymous
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Scott A. Martin
John Rhea

\$2,500 - \$4,999

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Sharmi Sobhan

\$1,000 - \$2,499

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Angela Ortiz
Sean Simmons
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\$500 - \$999

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Jesse Baumgartner
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Andrea Cohen
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James Hayman
John Kenny & Ellen McBurney
Rebecca Kramnick & Philip Cohen
Kerry Steib

\$250 - \$499

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Kasey Chaleunsouk
Carmen Ciparick
Jean Forster
Meghan Gallagher & Roger Gill
Spencer Kympton & Lucy Mao
Stephen Land
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WHEDco's Urban Horizons
development in the South Bronx

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OUR STAFF

Total Number of Employees: 315

- Full-Time Staff: 166
- Part-Time Staff: 149

Approximately 65% of our staff is from or currently lives in the Bronx.

The information on this page is current as of the date of publication on 07.01.2023

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