



newreach

**Annual Report
Fiscal Year 2020**



Our Mission

New Reach inspires independence for all people affected by homelessness and poverty through a continuum of housing and support using the most innovative, progressive, equitable and inclusive methods.



Serving women
and children



Based in Southern CT



We help over 3,600 at-
risk people per year

Message from CEO



Although 2020 was a year like none other, we are proud to report that New Reach calmly carried on amidst the storm and maintained focus on moving toward our strategic priorities while providing the same exceptional level of care to families in our community who needed help. Without missing a beat, our leadership team, case managers, administrative, and shelter staff showed up every day—whether remotely or in person—ensuring that essential services continued to be delivered.

But we did more than just carry on. We also moved forward. Our current strategic plan calls for New Reach to evolve by refining and increasing our program offerings; improving organizational excellence by recruiting and retaining highly talented staff; and building a more sustainable future for the organization by increasing private revenue from diverse sources. We made progress with all those initiatives in 2020, and our work continues this year.

Through it all, one thing remains true: You make it all possible. Your unwavering support helps transform the lives of some of the most vulnerable families in Connecticut. Your generosity inspires hope and builds independent, self-reliant futures for people when they need it the most. Thank you for helping to end homelessness and housing insecurity—you are the heroes of our community.

New Reach Leadership

Kellyann Day
Chief Executive Officer

Nicole Barnofski
Chief Program Officer

Marta Goldman
Senior Director of
Investments and Partnerships

Cindy Lavoie
Director of Finance

Lisa Asadourian
Chief Operating Officer

Meredith Damboise
Senior Director of Quality
Assurance and Compliance

Brooke Lombardo
Director of Clinical Services

Fred De Pourcq
Director of Fixed Assets

Board of Directors

Cathy Pettinella
Chair

Fred Leaf
Treasurer

Alfred Smith Jr.

Michael Holmes

John Keyes

Greg McLaughlin

Aisha Bello

Leo Connors Jr.
Vice Chair

Nova Taylor
Secretary

Diana Teixeira

David Kadamus

Vernette Gray

Jorge Jimenez

We're working every day to make homelessness in Connecticut rare, brief, and one-time



Our Stable Families Program has been **preventing** homelessness for more than a decade by helping those who are at risk of being evicted stay in their homes.



New Reach provides **crisis services** to those who are already homeless, offering safe shelter and food, intensive support and guidance, as well as lightly used furniture for those who are ready to move on to their new home.



Our **housing** provides supportive, affordable living spaces for those who need short- or long-term assistance.

Our Impact



3,686 people served,
56% of whom were children

98% of households avoided eviction through
the Stable Families Program

73% of households moved on to housing from
our shelters, compared to 53% statewide

90% of households were
diverted from shelter

100% of Supportive Housing households continued
on to permanent housing



Building Hopeful Futures

“When I entered New Reach I was broken and lost. So many people in the homeless system had let me down, but with the help of my Integrated Care Program peer support specialist and case manager I now have my own place, a car, and things I never thought I would have a year ago. Even though life may get tough, this program was the end of being alone.” - Krystal

When they came to New Reach, Krystal and her partner were unemployed and needed help getting off the streets. In addition to housing, Krystal desperately needed to see a doctor. With nowhere else to turn, Krystal found New Reach. Krystal’s peer support specialist and case manager in our Integrated Care Program created a plan that helped her secure a safe place to stay, access to healthcare, and social security income. During this time, Krystal’s partner found a job that helped them afford a two-bedroom apartment in New Haven. Krystal’s Peer Support Specialist offered the coaching and mentorship she needed to improve her life.

Krystal is in a much better place today, both mentally and financially. Her self-esteem has improved substantially and she is maintaining stability. Krystal has consistently kept her doctor’s appointments, which has proven vital in maintaining her health. With the support of New Reach, Krystal and her husband are building a more hopeful future.



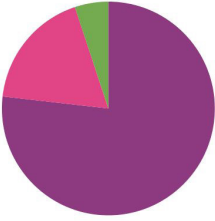
A New Haven mother Anna* became homeless when her boyfriend kicked her out of their home after learning about her HIV diagnosis. To make matters worse, her job only provided limited hours due to the COVID-19 pandemic, making it impossible to afford an apartment on her own. She and her teenage son came to New Reach to find help with housing, support, and a fresh start.

Anna has persevered through many challenges with the help of New Reach’s Rapid Rehousing and Supportive Housing programs. New Reach worked with Anna to find an apartment that would accept her housing voucher, helped update her resume, and provided her with bus passes so she would be able to travel to job interviews.

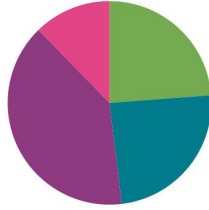
In a very short amount of time she has accomplished so much. She is proud to have secured a full-time job at Amazon, and she and her son now have a safe place to call home. They are looking forward to a more hopeful future.

*Name has been changed for anonymity.

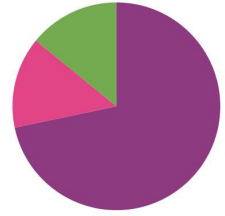
Financial Summary



\$6,637,069
Expenses



\$4,860,005
Program Detail



\$7,718,696
Revenue & Support

- Programming **76.8%**
- Operating **18.1%**
- Fundraising **5.1%**

- Family Stabilization Services **23.8%**
- Shelters **24.3%**
- Supportive Housing **39.6%**
- Affordable Housing **12.3%**

- Public Funding **71.7%**
- Private Funding **14.2%**
- Earned Income **14.1%**



Thank you for supporting New Reach this year

Corporate, Foundation and Community

- Affinity Federal Credit Union Foundation
- Ameriprise Financial
- Archdiocese of Hartford
- Bank of America
- Bank of America Charitable Foundation
- Bob's Discount Furniture
- Bomba Socks
- Catholic Charity League
- City Missionary Association of New Haven
- City of Bridgeport
- City of New Haven
- Connecticut Department of Housing
- Connecticut Department of Mental Health and Addiction Services
- Costco
- DaVita
- Department of Housing and Urban Development
- Ernest and Joan Trefz Foundation
- Fairfield County Community Foundation
- Goldberg Family Foundation
- Guilford Savings Bank
- Hunger Relief & Development, Inc.
- John H. & Ethel G. Noble Foundation
- Jordan's Furniture
- Kettering Family Foundation
- Knights of Columbus
- Lewis G. Schaeneman Foundation, Inc.
- Liberty Bank
- Liberty Bank Foundation
- Milano & Wanat LLC
- Near & Far Aid Association, Inc.
- New Haven County Bar Foundation, Inc.
- NewAlliance Foundation
- Newman's Own Foundation
- People's United Bank - Woodbridge
- People's United Community Foundation
- Priscilla A. Schaeneman Fund
- Ralph & June Rossi Charitable Foundation
- Spring Glen Church Benevolence Committee
- St. George Kindness Group
- Stanley Family Foundation
- Substance Abuse and Mental Health Services Administration
- TD Charitable Foundation
- The Community Foundation for Greater New Haven
- The Dammann Fund, Inc.
- The Eder Family Foundation, Inc.
- The Inner-City Foundation for Charity and Education
- The R & W Family Donor Advised Fund
- The Sunshine Fund
- The Werth Family Foundation
- Town Fair Tire
- Town Fair Tire Foundation
- Trinity Episcopal Church on the Green
- United Way of Greater New Haven
- Vertical Church
- Webster Bank
- William Casper Graustein Foundation
- Yale Community Fund for New Haven
- Yale Hunger and Homelessness Action Project
- Yale New Haven Hospital / Community & Government Relations



newreach
BUILDING HOPEFUL FUTURES

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