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Annual
Report



LIFT

Founded nearly 20 years ago and headquartered in Washington D.C. with offices in Chicago, Los Angeles and New York, LIFT is a national nonprofit dedicated to empowering families to break the cycle of intergenerational poverty.

Our goal: connecting people to the resources and networks they need to achieve economic mobility.

LIFT coaches build trusted relationships with low-income parents and caregivers of young children. We help them with immediate needs such as child care and transportation, and long-term goals, such as better paying jobs or continuing education. Not to mention all the things in between, like opening bank accounts, establishing credit and building strong social networks.

Two decades ago, we opened our doors to families in need and what we knew then still holds true now: low-income parents and caregivers want what all parents do – to make a better life for themselves and their children.

By investing in parents today, we are ensuring their children are stronger tomorrow.



WHY WE LIFT

See the full version of this year's annual report:
liftcommunities.org/annual-report

2017 Annual Report

- Letter from our CEO and Chairman 3
- Who are LIFT's members? 7
- Our accomplishments 9
- The past year 13
- Financials 19
- Donors 21
- Board and staff roster 35

The theme of this year's annual report is **Why We LIFT**.

We routinely ask our staff, board members and volunteers to share their *Why I LIFT* stories. Doing so is a way to ground our shared work in our own personal history and motivations, and to get to the root of what drives our sense of urgency to pursue our mission of empowering families to break the cycle of poverty. It is also an acknowledgement of the fact that, every day, our members entrust us with deeply personal information about their backgrounds and aspirations, and as part of our commitment to equity, we must also open ourselves to the vulnerability and opportunity of sharing our stories with each other.

This is a complicated time in America – a time when we're seeing so many of our country's racial, cultural, economic and geographic divides laid bare. At LIFT, we believe that there has never been a more important time to cross the lines that artificially divide us. Part of what we uncover whenever we share our *Why I LIFT* stories is that our hopes and dreams for ourselves and our families tend to be remarkably similar no matter where we live or who we are. At the most basic level, we all want to pass on a brighter future to our children. Any differences tend to come down to how difficult it is for some to access the capital to realize their dreams.

So at LIFT, we're seeking to bridge that capital gap between families' dreams and realities. We know that when we help families grow their human, social and financial capital, we can achieve transformative change for children and communities. In last year's annual report, we spelled out the scientific and economic research that tells us that by focusing on helping parents of young children escape poverty, we can lift two generations at once.

Our accomplishments over the last year show us that this is a winning strategy. When families are committed to LIFT's program, they decreased their debt by an average of \$2,000 and increased their savings by an average of \$950. And the families in our program who saw increases in their income witnessed gains by an average of \$7,500 (which is equivalent to a 50 percent or greater increase in their annual income). We are truly proud that 76 percent reported an increase in social support after working with LIFT – all huge wins for families living in poverty. Most importantly, our families are feeling better equipped to meet their children's needs and ensure that their children are well set up to succeed in school and in life.

And this is just the beginning. We recently completed an ambitious four-year strategic plan aimed at lifting an additional 25,000 parents and children out of poverty through our direct services, while also launching a bold systems change strategy targeted at the six million families with young children in poverty in the US. The plan will cost \$40 million over four years to achieve, and we are thrilled to feature Jonathan and Jeannie Lavine in this report – extraordinary supporters who have made a catalytic \$4 million investment in this plan. With this strong wind in our sails, combined with the support of the broader LIFT community, we are confident we can secure the resources necessary to propel our work with families forward in the next four years.

We couldn't do what we do without the support of people like you. As you read on and think about why you LIFT, we hope you will choose to continue investing in LIFT's hardworking families.



Kirsten

Kirsten E. Lodal
CEO, Co-Founder



Steve

Steve Rotella
Chairman, National Board of Directors

Angie Ramkalan
LIFT-New York Parent Member



“ | **LIFT**

because I want Althea
to have the life I never had.”

Read Angie and the Lavine's full stories:
liftcommunities.org/annual-report

“ **WE LIFT**

because we should and,
fortunately, we can.”



Jeannie and Jonathan Lavine
LIFT supporters




OUR MEMBERS ARE


LIFT MEMBERS

are the parents and caregivers of young children that we serve.

Tenacious, fierce and determined, they want what all parents want – a stable home for their families and a bright future for their children.

 **88%**
female

 **39%**
employed full or part-time

 **95%**
people of color

 **61%**
have a high school degree or higher

WHEN THEY FIRST COME TO US

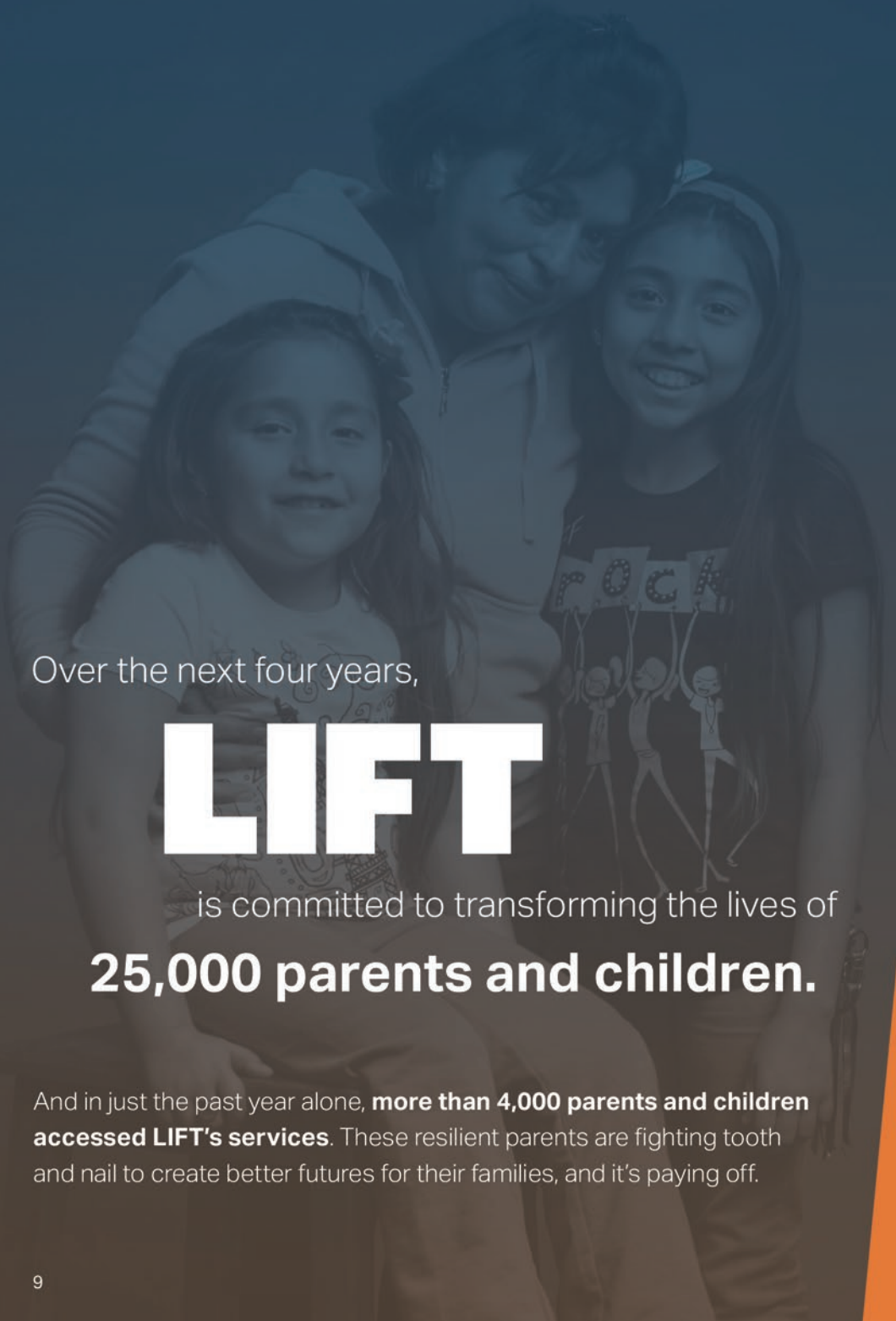
53%
have reliable child care

69%
have a bank account

45%
know their credit score

\$1,000
in debt with one in four having over **\$10,000** in debt.

\$17,000
average income across four of the most expensive cities. The average income for a U.S. household is **\$59,039**.



Over the next four years,

LIFT

is committed to transforming the lives of
25,000 parents and children.

And in just the past year alone, **more than 4,000 parents and children accessed LIFT's services.** These resilient parents are fighting tooth and nail to create better futures for their families, and it's paying off.



\$950

savings increase



\$2,000

debt decrease

Members who committed to LIFT's program reported an **average savings increase of \$950** and an **average debt decrease of \$2,000.**

57%

with low levels of hope
increased their hope and confidence

63%

with high levels of stress
decreased their feelings of stress

76%

with low social support
increased their social supports

LIFT

is about more than just helping parents.

It's about empowering them.

Making them feel respected.

At LIFT, we treat all our members with the **kindness and dignity they deserve** – and it shows.

Thanks to our **73** clinically-trained volunteer coaches, **more than 17,000 hours** were spent working with LIFT parents – that's the equivalent of **\$500,000** of donated time.

See more stats on our interactive microsite:
liftcommunities.org/annual-report

96%

believe they can turn to LIFT in a time of need

97%

feel they are treated with courtesy, dignity and respect at LIFT

96%

get new and useful information at LIFT

95%

feel they are making progress on their goals

96%

would recommend LIFT to a friend or relative

LIFT IN THE PAST YEAR



2016

July LIFT hosts **LIFTopolis** for 300 students at the **Bank of America Student Leaders Summit**

August LIFT-Los Angeles Executive Director **Michelle Rhone-Collins**, Board Chair **Cash Warren** and his wife **Jessica Alba** featured in **Variety** magazine's entertainment philanthropy issue

LIFT-Los Angeles partners with **CBS Interactive** to coordinate a back-to-school night for 20 families to receive backpacks, school supplies and food

September LIFT publishes **A Parent's Perspective**, a look at how to better support parent and caregiver engagement to improve children's educational outcomes

September LIFT-Chicago Executive Director **Sol Anderson** featured on **Timshel's** podcast, discussing how technology can help the social impact community raise awareness and galvanize people around a cause

LIFT-DC announces formal partnerships with two of the city's most recognized nonprofit organizations, **Martha's Table** and **Bright Beginnings**, to recruit new parents to its program

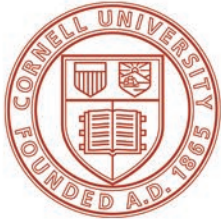
November LIFT publishes **Listening Better: 10 Lessons from LIFT's Member Feedback Survey**

December LIFT-Los Angeles hosts its **3rd annual Holiday Fiesta** and gift exchange for member families and LIFT supporters

LIFT-New York hosts its annual holiday party – each child left the event with a gift wrapped toy, generously donated by **StoneCastle Partners, LLC**, and a new winter coat



IN THE PAST YEAR



Consumer Financial Protection Bureau



2017

- February** LIFT-Los Angeles partners with **CELL-ED** to provide members with free, mobile English as a Second Language (ESL) classes
- March** LIFT partners with the **Consumer Financial Protection Bureau** to improve financial capabilities for parents
- April** LIFT-New York partners with **Cornell University** to produce **My Plate Wednesdays**, which provides parents with nutritional literacy while incorporating fun and collaborative activities

LIFT is featured on the **Meeting of the Minds** blog, a vehicle the global leadership network uses to have thought leaders from the public, private, nonprofit and academic sectors identify initiatives that can be scaled from city-to-city

- May** LIFT: ART 2017 takes place in Los Angeles, raising **\$340,000** for families in need
- LIFT-Los Angeles chosen as winners of the **LA2050** and **First 5 LA #MyLA2015** challenge
- LIFT-DC hosts **Ideas42** for parent interviews on their experiences voting and thoughts on increasing voting participation in underrepresented communities
- June** LIFT-Chicago partners with **iF Charities** to give **Chicago's Little LIFTers** a day of family fun
- LIFT-Los Angeles partners with **The Wildwoods Foundation** and takes 15 families on a hiking trip and photo expedition to the Santa Monica mountains
- LIFT-DC joins **The Family Engagement Learning Network**, sponsored by **The Bainum Family Foundation**, to provide training, technical assistance, collaborative time and action planning time for parents

Kelli Phillips
LIFT-Chicago Parent Member



“ | **LIFT**

to make a difference.
Not just for my community,
but for my family.
For my children.
For my mother.
I do it all for them.”

Read Kelli and Maggie's full stories:
liftcommunities.org/annual-report

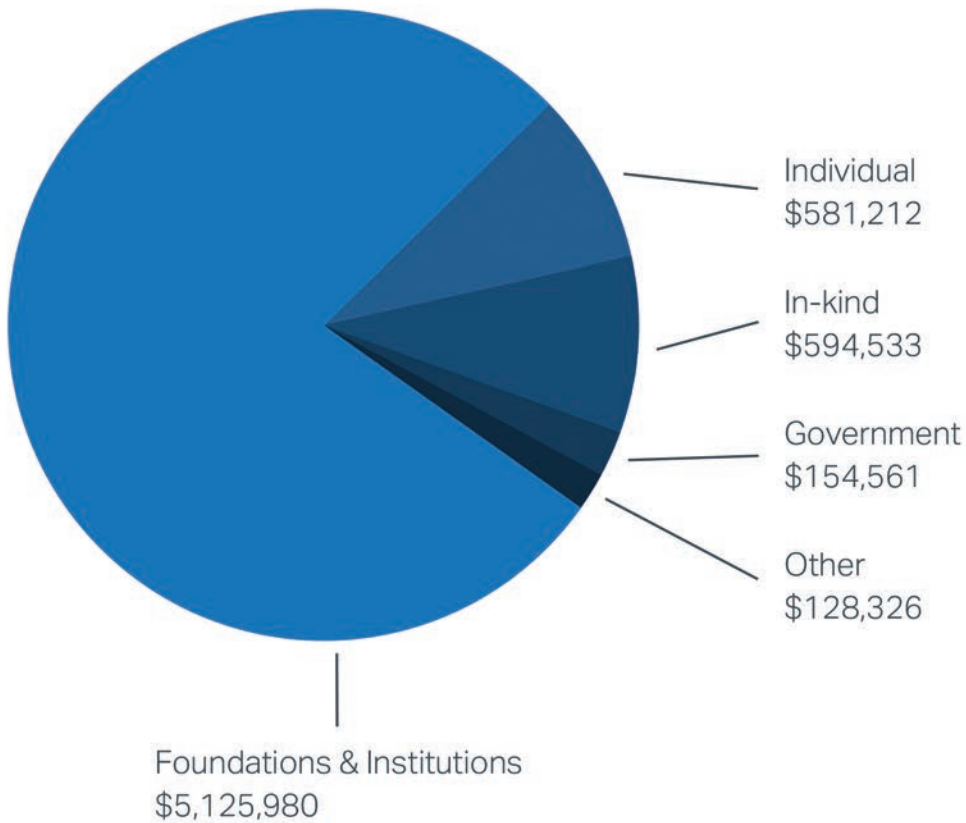
“ | **LIFT**

because I cannot be silent.
If I remain neutral in situations
of injustice, then I've sided
with the oppressor.”

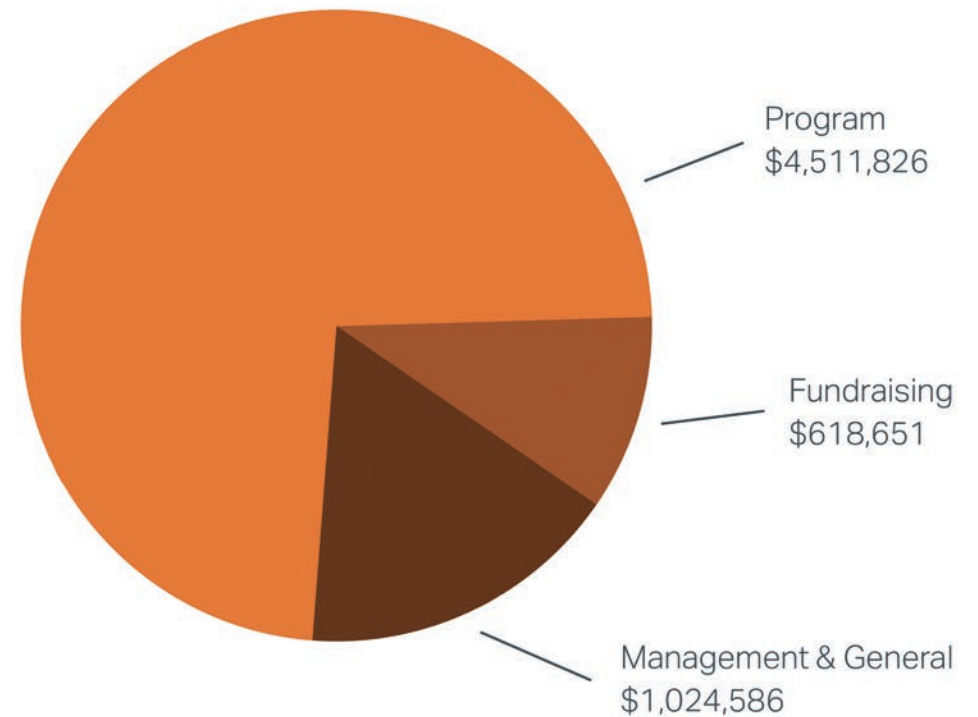


Maggie Lindrooth
Operations Associate, LIFT-Chicago

Revenue total: **\$6,584,612**



Expenses total: **\$6,155,063**



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 LIFT is a Charity Navigator Four Star Charity
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