



Annual Report

2023

Table of Contents

About Jersey Cares & Our Vision.....	3
2023 Program Impact.....	4
Volunteer Opportunity Calendar.....	5
Collection Drives.....	6
Corporate Service Program.....	7
Dr. Martin Luther King, Jr. Day of Service.....	8
Care of the Park.....	8
Youth Service Opportunities.....	9
Volunteer Center of South Jersey.....	10
Lead Sponsors & Supporters.....	11
Board of Directors.....	12
Associate Board of Directors.....	12

About Us

Founded in 1993, Jersey Cares is a dynamic nonprofit organization dedicated to mobilizing and empowering volunteers. Our mission is to increase the level of meaningful volunteer engagement in New Jersey by creating and managing impactful projects that address critical community-identified needs. Teaming up with local nonprofits, public schools, and government agencies, Jersey Cares offers a diverse array of volunteer opportunities for individuals, families, corporate employees, and community groups. Together, we address a wide range of issue areas in New Jersey and beyond.

Our Vision

We envision a New Jersey where every person is empowered to take meaningful action toward the most critical challenges in their community. Together, we aim to alleviate pressing issues such as food insecurity, access to education, mental health, homelessness, and more. Through the unifying force of volunteerism, our goal is not only to spark positive change, but also to nurture a strong sense of unity among people of different backgrounds.





2023

Program Impact

Jersey Cares meets community identified needs in New Jersey through impactful programs like the [Volunteer Opportunity Calendar](#), listing hundreds of public volunteer opportunities available every day; statewide [Collection Drives](#), providing thousands of essential items to individuals across New Jersey; [Dr. Martin Luther King, Jr. Day of Service](#), engaging hundreds of volunteers on a singular day to promote social justice and civic engagement; [Care of the Park](#) a volunteer stewardship program at the historic Essex County Branch Brook Park; [Corporate Service Program](#), creating custom volunteer projects for corporate employee groups; [Project Coordinator Program](#), training individuals to lead recurring volunteer opportunities; and others. In this report, you will learn about the positive change created through these programs in 2023.

Volunteer Opportunity Calendar

Jersey Cares' premier initiative, the Volunteer Opportunity Calendar, presents a diverse array of volunteer projects catering to individuals with varied interests and skill sets. This program collaborates with nonprofit organizations, municipalities, parks, and various entities across New Jersey, enhancing their capacity to address the needs of the people and communities they serve. Both individuals and groups have the opportunity to engage in recurring volunteer activities, such as providing meals to food-insecure families, revitalizing public parks and outdoor spaces, offering educational support to students, and much more.

2,465
Volunteer
Opportunities

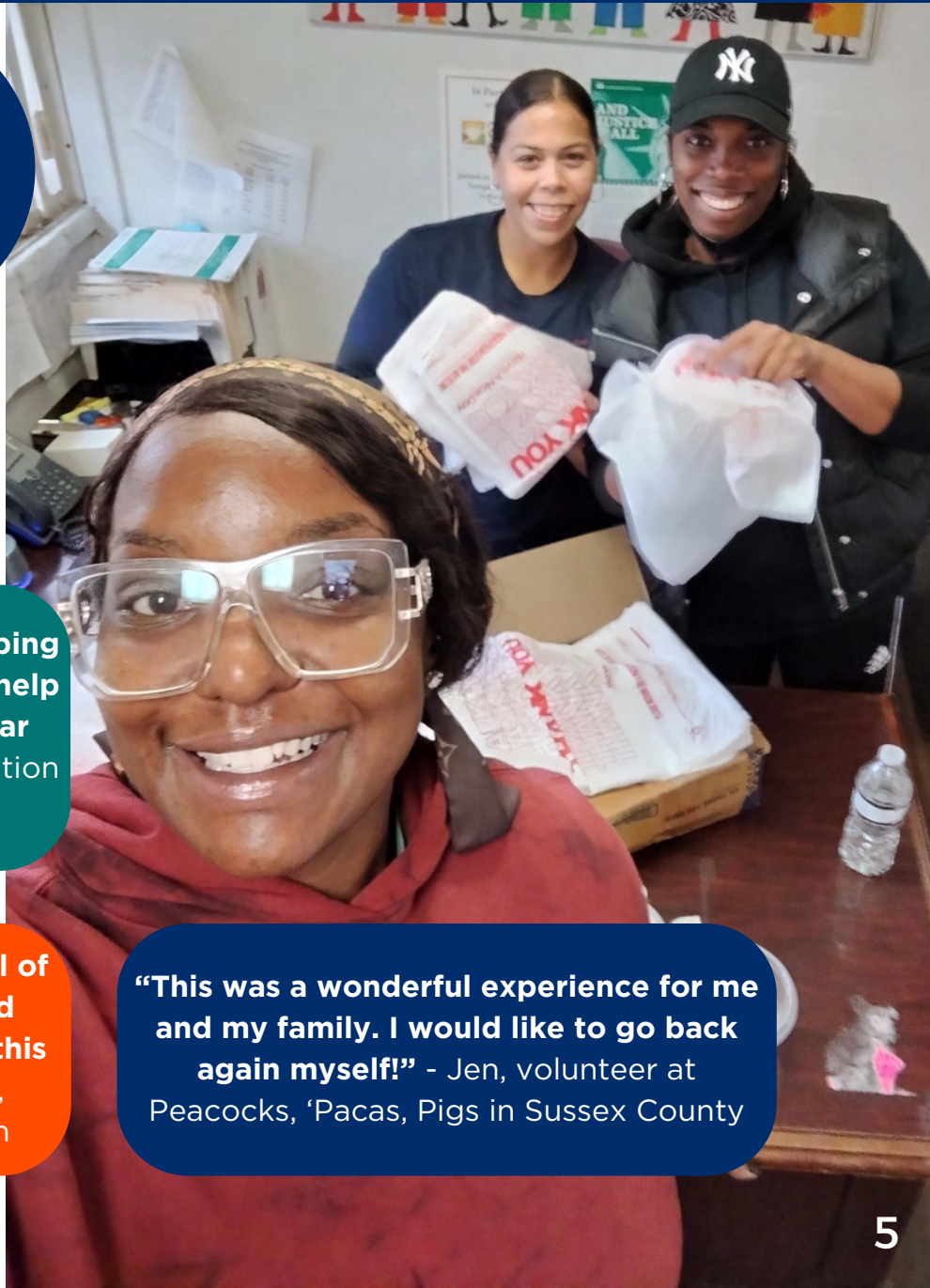
24,509 Service
Hours
Completed

102 Nonprofit
and
Community
Organizations
Served

"It was gratifying knowing I was helping to sort supplies that will be used to help our community members in the near future." - Kenneth, volunteer at Donation Sorting in Secaucus

"I was very impressed with the level of professionalism, organization, and enjoyment that I experienced with this volunteer opportunity." - Kristen, volunteer at Marketplace in Clifton

"This was a wonderful experience for me and my family. I would like to go back again myself!" - Jen, volunteer at Peacocks, 'Pacas, Pigs in Sussex County



Collection Drives

Year after year, we witness children heading to school without backpacks, individuals enduring freezing winters without coats, and families grappling to afford basic household essentials like soap and toothpaste. In 2023, Jersey Cares met the needs of thousands of New Jersey residents by collecting, sorting, and distributing essential items through several statewide collection drives.



The Jersey Cares Coat Drive
18,208 winter coats distributed

Halloween Costume Drive
5,420 Halloween costumes distributed

First Night Kit Program
3,370 hygiene kits distributed

Diaper Drive
13,310 diapers distributed

Animal Shelter Helpers
334 Animal Shelter Kits distributed

School Supply Drive

4,585 backpacks and supplies distributed to 65 community partners in 12 counties.

The impact of the School Supply Drive in 2023 was demonstrated through collaboration with the East Orange School District, focusing on the students under the New Jersey McKinney-Vento Education for Homeless Children and Youth Program. This state-driven program offers crucial services to students experiencing homelessness, ensuring their enrollment and regular attendance in school. Ultimately, the program aims to guide students to high school graduation, steering them away from poverty and homelessness as adults. Jersey Cares provided school supplies to hundreds of students in East Orange, many of whom are enrolled in the McKinney-Vento program.

“Having these supplies from Jersey Cares is pertinent to the ongoing success of our scholars,” said Demetrisha Barnes, East Orange School District Parent & Community Specialist. “Many of our scholars would be unprepared daily without the generosity of Jersey Cares. McKinney-Vento students and others experiencing extenuating circumstances were able to begin the school year prepared with backpacks and school supplies.”



Corporate Service Program

Jersey Cares collaborates with a diverse array of corporations to curate impactful volunteer opportunities tailored for their employees. This collaboration introduces an innovative pathway for nonprofits and community organizations to discover creative solutions to their distinct needs. It empowers corporate volunteer groups to undertake special projects such as room transformations, interactive workshops with students, large-scale package assembly projects, and others that extend meaningful support to the community.

**10,222
Volunteers
Engaged in
240 Projects**

**21,548 Service
Hours
Completed**

**150 Nonprofit
and
Community
Organizations
Served**



Insmed & the Transformation of Camp Jotoni

In 2023, Jersey Cares continued a dynamic partnership with Insmed, a global pharmaceutical company headquartered in Bridgewater, NJ. During the second annual "Global Day of Good", Insmed engaged more than 500 of its employees in volunteer projects throughout Somerset County. Notably, one of these projects unfolded at Camp Jotoni, a subsidiary of the Arc of Somerset devoted to offering respite programs and services for individuals with developmental disabilities.

Faced with financial constraints and limited manpower to undertake special projects, Camp Jotoni sought assistance from Jersey Cares and Insmed to breathe new life into the camp's facilities. Among a myriad of issues, Camp Jotoni's art room, a hub of creativity, was in dire need of new furniture, organization, and cleaning. The firepit, a centerpiece for camp gatherings, was dysfunctional. A lack of outdoor seating areas hindered the vibrant communal spirit. Furthermore, an overgrown walking trail limited the immersive outdoor experience the camp aimed to provide.

On November 2nd, 2023, a group of 100 Insmed employees descended upon Camp Jotoni fueled to breathe new life into its grounds. After hours of hard work, the art room was transformed with new paint and stylish furniture, the firepit was restored to its former glory, the installation of wooden benches and seating areas throughout the campgrounds breathed new life into communal spaces, and the overgrown walking trail was expertly trimmed and realigned, among many other transformations. "I couldn't believe my eyes," said Sandee Miller, the Associate Executive Director of the Arc of Somerset. "They brought tools, supplies, paint and completely transformed the camp. I hope each volunteer knows how much this will mean to the campers."

This marks just the beginning of Insmed's partnership with Camp Jotoni. Guided by the expertise of Jersey Cares, our collective commitment extends towards delivering transformative services not only to the camp, but to other deserving organizations throughout Somerset County for years to come.

Dr. Martin Luther King, Jr. Day of Service

The Jersey Cares Dr. Martin Luther King, Jr. Day of Service (MLK Day) engages people across New Jersey to embody Dr. King's vision and bring people of all ages and backgrounds together, strengthening their communities and building a stronger New Jersey. On Monday, January 13, 2023, Jersey Cares hosted dozens of volunteer projects benefiting public schools, community centers, food banks, and other nonprofit organizations in New Jersey.



1,662 Service Hours Completed

813 Volunteers Engaged

24 Nonprofit and Community Organizations Served

Care of the Park

Care of the Park powered by Jersey Cares is a legacy initiative that protects and preserves a masterwork of landscape architecture in Essex County Branch Brook Park, principally through volunteer stewardship. Over the years, Care of the Park volunteers have helped transform Branch Brook Park from an overgrown, underused space to a place where Newark residents can gather to enjoy nature and connect with fellow community members.

The Nature Conservancy Partnership

In 2023, through a strategic partnership with The Nature Conservancy, Branch Brook Park Alliance and Jersey Cares achieved a significant milestone in our ongoing commitment to environmental stewardship at Essex County Branch Brook Park. Together, more than 200 trees were successfully installed, substantially expanding the park's tree canopy. This initiative not only enhances the aesthetic appeal and ecological integrity of the park but also lays a solid foundation for the environmental well-being of future generations. By increasing the tree canopy, we contribute to improved air quality, increased biodiversity, and enhanced recreational spaces for our community, aligning with our efforts to create accessible and enriching experiences for all park visitors. This partnership underscores our dedication to preserving the park's natural beauty and ensuring its role as a green oasis for generations to come.



**3,600
Volunteers
Engaged**

**14,000
Service
Hours
Completed**

Youth Service Opportunities

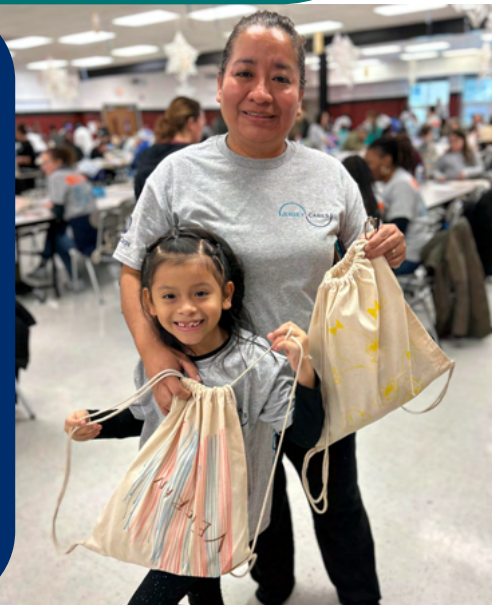
In 2023, Jersey Cares empowered countless young individuals in New Jersey to take action toward the most pressing issues in their communities through an array of volunteer initiatives.

Removing Barriers to Youth Service

Volunteering at a young age can provide valuable learning experiences for our youth, yet finding meaningful youth service opportunities often presents a challenge for parents and educators alike.

Dave Herman, Principal of PS 15 in Jersey City, acknowledged this difficulty, stating, "Finding meaningful ways for our kids to gain community service hours isn't easy," Obstacles like age restrictions, travel limitations, and timing frequently impede youth from participating in meaningful volunteer activities.

Nevertheless, it remains crucial for us, as adults, to eliminate barriers to volunteerism for our youth. In 2023, Jersey Cares addressed these challenges head-on. "Volunteering with Jersey Cares helps our kids practice empathy, inclusivity, and unity—important qualities for shaping the leaders of tomorrow."



Youth Service Events

Volunteers ages 4-17 and their families participate in turn-key volunteer projects benefiting New Jersey communities. During these events, youth are tasked with creating kits or care packages to be donated to a Jersey Cares community partner. Past events included the assembly of First Responder Kits to honor our service people, Teachers Appreciation kits for public school teachers, and others.

Jersey Cares Clubs

Designed for K-12 schools in New Jersey, Jersey Cares Clubs provide students with service learning and volunteer opportunities. Students learn how to identify critical needs in their communities and design service projects to address those needs.

Social Media Ambassador Program

Using their network of friends, family, and community members, youth volunteers use social media to help Jersey Cares recruit and engage more volunteers in impactful programs while earning volunteer service hours.

President's Volunteer Service Award

The President's Volunteer Service Award (PVSA) honors individuals whose volunteer service positively impacts communities in every corner of the nation and inspires those around them to take action. As a PVSA Certifying Organization, Jersey Cares awards the PVSA to inspiring youth volunteers serving New Jersey communities.

DIY Volunteer Projects

Jersey Cares Do-It-Yourself Volunteer Projects provide opportunities for young people to make a difference in their community in their own time. Jersey Cares provides youth with step-by-step instructions to create care packages, hygiene kits, blankets, or other items to benefit community members in New Jersey.



Volunteer Center of South Jersey

The Volunteer Center of South Jersey (VCSJ) plays a vital role in linking individuals to meaningful volunteer opportunities throughout South Jersey while enhancing the capacity of nonprofits to effectively serve their communities. The recent merger between Jersey Cares and VCSJ has greatly enhanced Jersey Cares' ability to address community-identified needs in South Jersey through the powerful force of volunteerism.

New Jersey Youth Service Collaborative

A comprehensive website offering service opportunities and programming for youth and families in collaboration with the Governor's Office on Volunteerism, the United Way of Northern NJ, and Youth Service America.

Family Impact Program

An inclusive service initiative promoting family unity and community support, aimed at addressing local nonprofits' unmet needs while celebrating the collective strength of families working together.

Volunteer Engagement Training

Leaders from community organizations participated in a six-part series to learn effective volunteer recruitment and engagement.

Youth Workforce Development

An internship program pairing young individuals aged 16-24 with nonprofits to foster organizational development while cultivating vital job and life skills.

Special Service Projects

The "Crocheting for a Cause" initiative donated 200+ handmade warmth items to shelters and nonprofits while "Project Appreciation" donated 600+ care packages to first responders to commemorate 9/11 Day of Service and Remembrance.

Taste of the Community

For over 26 years, Taste of the Community has been one of the best networking events in South Jersey, bringing together businesses, nonprofits, volunteers, and community leaders for a fun night to sip, savor, and connect. The event supports restaurants and eateries in South Jersey by showcasing and promoting some of their best dishes.



VOLUNTEER CENTER
of South Jersey



Lead Sponsors & Supporters

Our work is not possible without the generous support of corporations, foundations, and other supporters. Thank you for helping to increase the level of meaningful volunteer engagement in New Jersey.

\$300,000+

AbbVie

\$150,000 - \$299,999

UBS
Vertex, Inc.

\$100,000 - \$149,999

Barclays
Prudential

\$50,000 - \$99,999

CarMax
Fidelity Investments
Insméd
RWJBarnabas Health
The State of New Jersey

\$25,000 - \$49,999

BNP Paribas
Eli Lilly & Co.
Goldman Sachs
National Basketball Association
National Football League
Sanofi
Victoria Foundation

\$10,000 - \$24,999

Alvogen
Betson Enterprises
Connor Strong & Buckelew
Enterprise
Fetch
L'Oreal
LIXIL
Major League Baseball
Mondelez International, Inc.
MUFG
New York Red Bulls
Salesforce
UPS
Vornado Realty Trust
Wasserman

\$5,000 - \$9,999

Booz Allen Hamilton
Ferring
Johnson & Johnson
Lord Abbett
PSEG



Board of Directors

The Jersey Cares Board of Directors are professionals dedicated to creating a better New Jersey through community service. The board provides strategic direction and financial support to help Jersey Cares meet our mission.

Carl Archer, Esq., Chair
Archer Law Offices, LLP

Shannon K. Lazare, Vice President
M&T Bank

Stacy B. Greene, Treasurer
Big Brothers, Big Sisters of the Carolinas

Cody D. Miller, Secretary
Rowan College of South Jersey

Heba Abbas
Pfizer

Maneesh Agarwal
Wizeline

Yvette Anderson
MTN Organization

Diana Blankman
Sanofi

Tracy J. Henrikson
Eli Lilly and Company

Associate Board of Directors

Acting as Jersey Cares ambassadors, the Associate Board of Directors drives the mission of Jersey Cares forward by hosting fundraising events, increasing awareness of Jersey Cares programs, identifying meaningful partnerships, recruiting volunteers, and more.

Jenn Almeida
NaTishia Aromire
Chloe Ayvaliotis
Crystal Bailey
Tracy Echavarria
Tonya Enos Gibson
Theodore Gill

Andrew Hansen
Diana Levy
Rosalyn Macaulay
Marion McGlynn
Jaymee Morik
Jessica Naucapoma
John Renz

Cynthia Samuel
Sejal Shah
Anand Singh
Elizabeth Trainor
Carlos Vazquez
Donna Wilson





**290 West Mount Pleasant Avenue, Suite 1320
Livingston, NJ 07039**

Instagram: @jerseycares

X (Twitter): @jerseycares

Facebook: facebook.com/jerseycares

LinkedIn: LinkedIn.com/company/Jersey-Cares

