



**2021 ANNUAL
REPORT**

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ABOUT US

Jersey Cares, a nonprofit organization, established in 1993, recruits and engages volunteers in rewarding, effective efforts that address community-identified needs. We partner with local nonprofits to identify needs and implement volunteer projects to meet these needs. We provide individuals, families, corporate employees, and community groups with a wide variety of volunteer opportunities that range from tutoring children to painting new murals in schools. Jersey Cares is an affiliate of the Points of Light network, an innovative alliance of volunteer catalysts throughout the world.

OUR VISION

Recent history has posed many unique and evolving challenges to our communities. Food insecurity, student learning gaps, mental health issues, environmental crises, global pandemics, and other challenges have negatively impacted the quality of life for individuals and families across the world. To address these pressing issues, Jersey Cares believes we must create deep and meaningful partnerships across all sectors of society. We envision a New Jersey in which everyone is motivated and empowered to make a positive difference.



“ WE MUST ADJUST TO CHANGING TIMES AND STILL HOLD TO UNCHANGING PRINCIPLES. ”
- JIMMY CARTER

A MESSAGE FROM LEADERSHIP

Friends of Jersey Cares,

Our words cannot express the gratitude we feel for the heartfelt contributions of the Jersey Cares family over the last year. All who have made a positive difference this year – by feeding a family, teaching a child, comforting an animal, donating a coat, donating some dollars, sharing their story, using their voice, building a bridge and so much more – have permanently added to the story of forward movement that is defining our world. If we ever wondered “how resilient are we?”, now we know. We have all pulled together to bring our communities through the last year(s) and we are all responsible for a newly awakened momentum toward a supportive, equitable, collaborative, and – dare we say – even brighter future. How quickly we get there depends on how well we embrace the opportunity to work together, how well we value each other in disagreement and find the truth of our humanity in our collective experience. To the Jersey Cares family who have reached out and come together to build this fabric of community through actions big and small, you are the leaders who are building a better world.

The following pages highlight the tactical and tangible accomplishments of the last year, and we’re pleased to share them in words and numbers. The real results, however, are unfolding in the advancement of our individual and collective worlds.

Sincerely,

Brian E. Dean
President and CEO

Tracy J. Henrikson
Chair, Board of Directors



COVID-19 RESPONSE

Since the onset of the COVID-19 pandemic, Jersey Cares has been on the forefront of meeting the most pressing needs of New Jersey communities. Jersey Cares has worked together with hundreds of our nonprofit and community partners to implement new and continuing programs that benefit vulnerable populations:

HEALTHY FOOD DELIVERY PROGRAM – Every family should know where their next meal is coming from. In partnership with the Common Market, Jersey Cares launched the Healthy Food Delivery Program to provide basic groceries to families in need during the pandemic. With the support of our corporate partners, Jersey Cares distributed over 28,000 boxes filled with fruits and vegetables, a quart of yogurt, a loaf of bread, and a dozen eggs to New Jersey communities in need.



DIAPER DRIVE – Parents will do anything to ensure the health and safety of their children. Obtaining basic childcare supplies, like diapers, was extremely challenging at the start of the pandemic. The Jersey Cares Diaper Drive enabled volunteers to collect diapers for families in need using contact-less drop-off. Since 2020, Jersey Cares has collected and distributed more than 62,000 diapers to nonprofit organizations throughout New Jersey.



VIRTUAL WORKSHOPS – Chronic stress, uncertainty, and lack of social interaction are only a few issues faced by students and teachers as distance learning became a new normal. To mitigate these issues, Jersey Cares created a variety of educational workshops for volunteer groups to conduct with New Jersey students virtually. Facilitated with thousands of students throughout the state, these workshops allowed students to gain unique social experiences while learning modern-day skills related to financial literacy, STEM education, and much more.



SENIOR SHOPPERS PROGRAM – Obtaining basic groceries became a weekly challenge for isolated, homebound senior citizens during the height of the pandemic. Through the Senior Shoppers program, hundreds of Jersey Cares volunteers shopped for and delivered over 1,000 custom grocery orders for senior citizens in NJ from April 2020 to December 2021.

AT-HOME KIT ASSEMBLY PROGRAM – Whenever our communities are faced with a major crisis, there are always people willing to help. The At-Home Kit Assembly Program allows volunteers to assemble a variety of kits and packages from the safety of their homes. In response to the emerging needs of our nonprofit partners, these kits provided essential items to individuals in-need individuals such as hygiene products, educational materials, clothing, mental health resources, and more.



2021 PROGRAM IMPACT

Volunteering in 2021 was challenging for individuals and groups alike. Despite obstacles faced by volunteers, like social distancing and working from home, Jersey Cares rose to support New Jersey citizens and nonprofits through our primary programs in addition to our COVID-19 response efforts.



“On behalf of all the parents and students in East Orange whose lives are impacted by the assistance from Jersey Cares, I say a million thanks!”
 – Narda, Teacher at East Orange School District



“The work as usual, with all Jersey Cares projects, was outstanding. They even had more time to do a couple of other things. The improvements totally blew us away.”
 – Dom, Director at Camp Liberty



VOLUNTEER OPPORTUNITY CALENDAR

The Jersey Cares Volunteer Opportunity Calendar offers a wide variety of volunteer initiatives with supporting and strengthening nonprofits, schools, municipalities, and more throughout New Jersey to meet the needs of local communities. Individuals and groups can participate in recurring volunteer opportunities that provide meals to food insecure families, restore our public parks and outdoor spaces, provide students with educational support, and much more.

In 2021, the Volunteer Opportunity Calendar continued to provide valuable volunteer services to our nonprofit partners despite the challenges presented by the COVID-19 pandemic:



1,489
 VOLUNTEER OPPORTUNITIES

4,696
 VOLUNTEERS ENGAGED

15,285
 VOLUNTEER HOURS

“I was drawn to the fact that Jersey Cares welcomes volunteers from all over the state, with few restrictions, allowing people from all walks of life to join together in helping others. Plus, it makes such a difference that projects are short term, allowing volunteers to spend as much time as they’d like volunteering.”
 – Sister Katherine, Jersey Cares Project Coordinator

COLLECTION DRIVES & ANNUAL EVENTS

The pandemic redefined what is “essential” in our day-to-day lives. Jersey Cares Collection Drives & Annual Events ensure our community members are given the essentials to live safe and healthy lifestyles. In 2021, Jersey Cares served thousands of individuals through our Collection Drives & Annual Events:



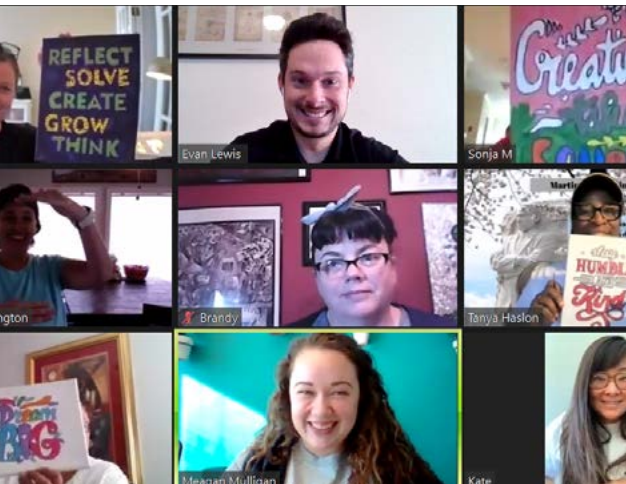
COAT DRIVE

November 9th, 2020 – January 10th, 2021

For the past 25 years, The Jersey Cares Coat Drive has mobilized the collection and distribution of thousands of "gently used" winter coats to men, women, children, and infants in need.

20,461 WINTER COATS COLLECTED
88 PARTNERS SERVED

“Without the help of Jersey Cares, we would not reach as many in need as we do. We are always grateful to have change agents like them working tirelessly to help nonprofits like mine.”
– Yvette, MTN Organization



DR. MARTIN LUTHER KING, JR. DAY OF SERVICE

January 18th, 2021

Each year on MLK Day in January, Jersey Cares engages people across the state to embody Dr. King's vision of service. Volunteers honor Dr. King's legacy by participating in a variety of initiatives that uplift our communities such as our “Hunger Simulation” workshop.

14 VOLUNTEER OPPORTUNITIES
662 VOLUNTEERS ENGAGED

SCHOOL SUPPLY DRIVE

June 7th – August 25th, 2021

Jersey Cares collects and distributes school supply kits to students throughout the state, each including a backpack, notebooks, folders, pens, pencils, scissors, markers, crayons, pencil cases, rulers, erasers, and other school items.

4,646 SCHOOL SUPPLY KITS DISTRIBUTED
56 NONPROFIT SERVED

“The supplies and backpacks that families received helped alleviate the pressure our community faces into buying these items.”
– Johanna, Harmony - Family Success Center



HALLOWEEN COSTUME DRIVE

September 7th – October 20th, 2021

For thousands of children across New Jersey, Halloween costumes often don't make the list of essentials in the family budget. Jersey Cares collects new and gently used Halloween costumes to bring magic to life for these children.

4,988 HALLOWEEN COSTUMES DISTRIBUTED
33 PARTNERS SERVED

“We were able to assist many families this year and to see the smiling faces of the many children is very rewarding.”
– Judith, Straight and Narrow Inc



FROSTY'S FRIENDS GIFT GIVING INITIATIVE

November 8th – December 10th, 2021

Frosty's Friends helps fulfill the wishes of children who may not normally receive gifts during the holiday season. Each year, “Frosty” brings holiday cheer to thousands of children in New Jersey.

4,603 HOLIDAY WISHES GRANTED
24 NONPROFIT PARTNERS SERVED



“Love is what Love does, is the feeling I receive from Jersey Cares. I've been apart of the Frosty Friends Program since 2005. I must say that every year it gets better and better. Thank you Jersey Cares for all of the support, compassion, love, and hard work you give to families and communities all year long.”
– Shaunda, Chosen Generation Ministries



FIRST NIGHT KIT PROGRAM

January 1st – December 31st, 2021

Jersey Cares volunteers collect hygiene items for domestic violence shelters, transitional housing facilities, runaway safe havens, foster homes and other organizations with transitional populations. These items are given to their clients during the “first night” of their stay. In 2021, Jersey Cares collected & distributed 1,629 First Night Kits.

ANIMAL SHELTER HELPERS

January 1st – December 21st, 2021

Jersey Cares provides essential animal supplies to no-kill rescue shelters for animals during their stay prior to a permanent adoption. In 2021, volunteers collected hundreds of animal supplies distributed to animal shelters throughout NJ.



CORPORATE SERVICE PROGRAM

Jersey Cares partners with a broad spectrum of corporations to create impactful volunteer opportunities for thousands of employees throughout the state and beyond. These opportunities are customized to the preferred schedules and impact areas of our corporate partners while meeting the needs of our communities.



5,505
VOLUNTEERS ENGAGED

8,023
VOLUNTEER HOURS

103
COMMUNITY PARTNERS SERVED

272
VOLUNTEER PROJECTS

12,257
CHILDREN SERVED

5,597
KITS ASSEMBLED

661
SENIOR CITIZENS SERVED

29,269
MEALS PACKED & SERVED

CORPORATE SERVICE & VIRTUAL VOLUNTEERISM

Since “working from home” became the new normal for corporate employees in 2020 & 2021, the desire to volunteer from home has grown exponentially. Jersey Cares has developed a wide variety of nationally praised virtual volunteer programs that benefit communities locally and globally. This includes opportunities such as:

VIRTUAL WORKSHOPS WITH STUDENTS – To mitigate the stress and lack of social interaction for students during a difficult period of remote learning, Jersey Cares created a variety of educational workshops for volunteer groups to conduct with NJ students virtually. Facilitated with thousands of students throughout the state, these workshops allowed students to gain unique social experiences while learning modern-day skills related to financial literacy, STEM education, and much more.

AT-HOME KIT ASSEMBLY – The At-Home Kit Assembly Program allows volunteers to assemble a variety of kits and packages from the safety of their homes. In response to the emerging needs of our nonprofit partners, these kits provided essential items to in-need individuals such as hygiene products, educational materials, clothing, mental health resources, and more.

VIRTUAL TEAM BUILDING PROGRAMS – Building a culture of volunteerism and service learning has become not only a goal, but a strategy for companies around the globe. With virtual volunteer activities that encourage teamwork and foster collaboration, Jersey Cares helps our corporate partners turn any virtual meeting into an opportunity to team-build and strengthen our communities.

“We are always grateful and delighted to host the terrific corporate groups that Jersey Cares organizes for volunteering at CFBNJ!”
– Staff Member, Community Foodbank of NJ



JERSEY CARES CORPORATE SPONSORS

The support of our corporate partners is essential to the work we do. These partners enable Jersey Cares to expand its portfolio of nonprofit partners, engage thousands more volunteers each year, and create unique connections in the communities we serve. Thank you to all of our 2021 Corporate Sponsors!

\$125,000 - \$250,000

Barclays
Prudential
RWJ Barnabas Health
UBS

\$100,000 - \$124,999

Rao's Homemade
Vertex

\$50,000 - \$74,999

BNP Paribas
Fidelity Investments
JPMorgan Chase
MetLife
National Basketball Association

\$25,000 - \$49,999

Bank of America
Eli Lilly & Company
Goldman Sachs
L'Oreal
Nasdaq

\$10,000 - \$24,999

Enterprise
Equitable
Ferring Pharmaceuticals
Forbes
Mondelez International
New York Red Bulls
Sanofi

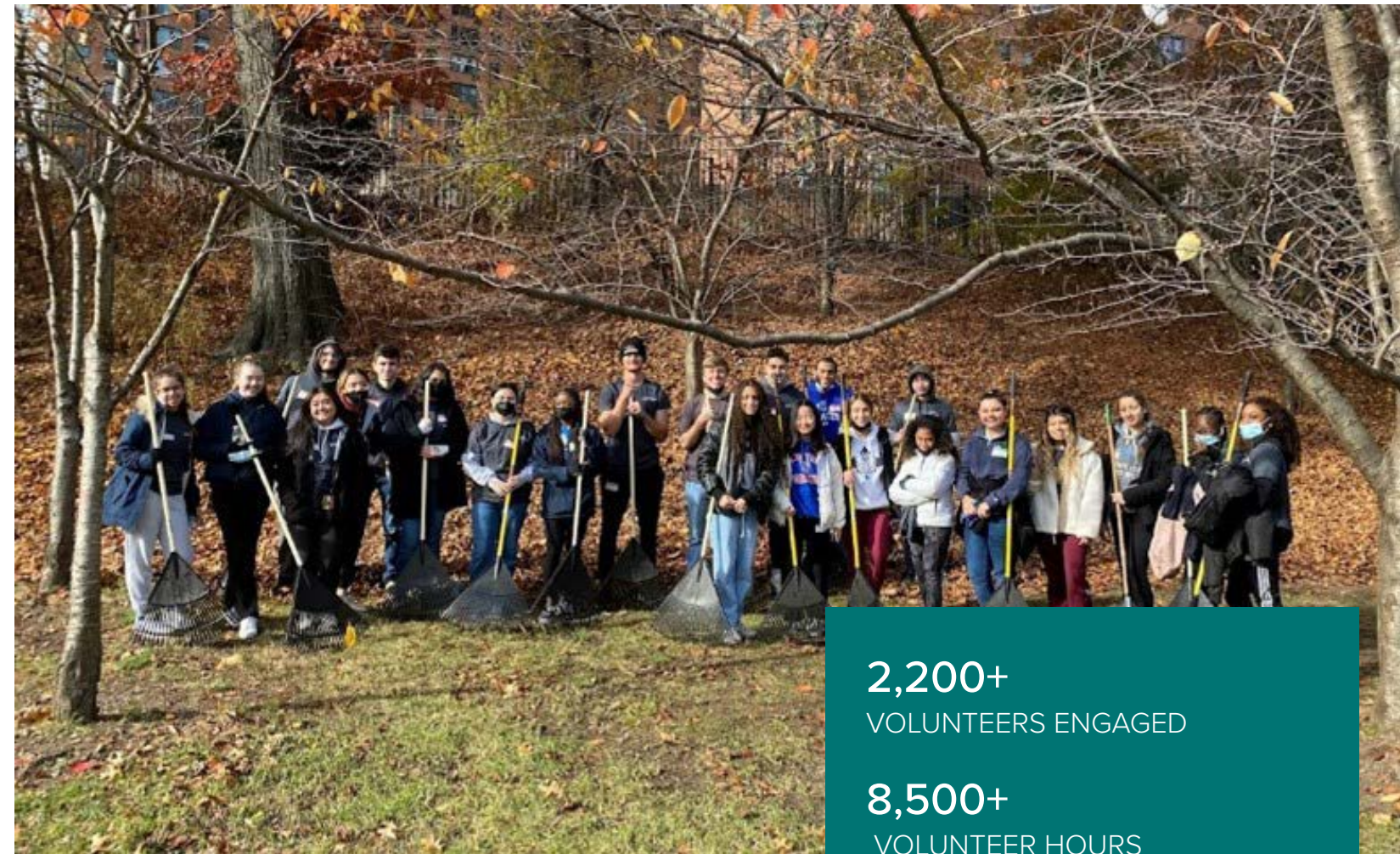
\$5,000 - \$9,999

Activision
Association of NJ Chiropractors
Covanta
Crestron
Siemens
Valley National Bank

CARE OF THE PARK

Care of the Park powered by Jersey Cares is a legacy initiative of Branch Brook Park Alliance. As the conservancy for Essex County Branch Brook Park, we protect and preserve a masterwork of landscape architecture principally through volunteer stewardship and workforce development. Core to our mission, we implement programs and partner with organizations that have a positive impact on the social determinants of health for our constituents as they consume the park's resources.

In 2021, Care of the Park engaged over 1,100 community members in health and well-being programs, placing a spotlight on improving the health outcomes for all. Programs includes activities such as yoga, capoeira, and aerobic exercise through boot camp, running, walking groups, and more. Care of the Park also partners with the City of Newark Youth One-Stop Career Center to provide youth workforce development to 20 Newark youth. Park Ambassadors spend four days a week in the landscape learning about horticulture and stewardship and developing critical workforce skills.



2,200+
VOLUNTEERS ENGAGED

8,500+
VOLUNTEER HOURS

"The program benefitted me by helping me write a resume, using my summer wisely, learning tips such as how not to procrastinate and how to advocate for myself and self-marketing tips that will take me a long way beyond high school and college."

– Reniand, Park Ambassador

YOUTH WORKFORCE DEVELOPMENT PROGRAM

Jersey Cares Youth Workforce Development (YWD) is a cross-sector collaborative bridge program during out-of-school-time that provides opportunities for low-to-moderate-income youth ages 16- 24 to build economic mobility. The YWD connects underrepresented youth to positive professional relationships, developing critical 21st Century job and life skills.

In tandem with Jersey Cares program staff who provide coaching, our nonprofit partners provide the program’s participants with necessary field experience.

AS A RESULT OF THIS PROGRAM IN 2020-2021:

Youth ages 16-24 learned skills related to entrepreneurship, financial literacy, public speaking, leadership, and more.

80% of fellows reported that they are thinking about their future, completed a job application, and connected with employers and employment opportunities.



COMMUNITY LEADERS

As our world continues to change, the needs of our communities change with it. To better understand the needs of our communities and create collaborative relationships across sectors, Jersey Cares has created two new initiatives in 2021:

NONPROFIT ADVISORY COUNCIL

The mission of the Jersey Cares Nonprofit Advisory Council is to create a network of community leaders who will share, collaborate, and advise Jersey Cares in the systemic development of its programs for the support of participants and communities. Meetings are held virtually on a quarterly basis to discuss key issues in communities throughout New Jersey and how we can collectively address them. Each meeting addresses topics related to volunteerism, collaboration across nonprofits, relationship building in the community, and partnership expansion.

ASSOCIATE BOARD

The Jersey Cares Associate Board is a group of emerging leaders who dedicate their own time, talents, networks, and resources to support the work and mission of the organization. During monthly meetings, associate board members collaborate with Jersey Cares staff to help improve programming, develop volunteer recruitment strategies, and create fundraising opportunities.



“This program gave me confidence for the future and the ambitions I am willing to achieve. It taught me having the mindset and doing the actions to help others is powerful and fulfilling.”
 – Lydia, Student at Rutgers University, Newark

“Serving on the Jersey Cares Associate Board has provided me the opportunity to further give back to an organization that does so much for the community in such a meaningful way. Working together with other professionals across a variety of industries allows us to share our varied experiences to help Jersey Cares advance their mission to make a positive difference across the state.”
 – Jaymee, Jersey Cares Associate Board Member

BOARD OF DIRECTORS

Our 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.

Brian E. Dean
President and CEO

Tracy J. Henrikson, Chair
Eli Lilly and Company

Christopher Zegers, Vice President
IVIONICS

Carl Archer, Esq., Treasurer
Archer Law Office, LLC.

Stacy B. Greene, Secretary
Big Brothers, Big Sisters of the Central Carolinas

Maneesh Agarwal
Wizeline

Diana Blankman
Sanofi

Shannon K. Lazare
M&T Bank

Cody D. Miller
Rowan College of South Jersey



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