

ANNUAL REPORT | 2022

THE TENDER FOUNDATION community review

THETENDERFOUNDATION.COM



“

At Tender, we are building a safety net for single mamas living on the margins in Atlanta, so that they can invest in what they need - from housing to keeping the fridge stocked - and everything in between. Our mission is simple - help our moms resist poverty and focus on what's important: their children.

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MISSION STATEMENT	2
VISION STATEMENT	3
OUR FOUR SAFETY NET PILLARS	4
NOTE FROM OUR FOUNDER	5
BILL PAY IMPACT	7
BENEFITS SNAPSHOT	8
HIGHLIGHT REEL	10
FINANCIAL SNAPSHOT	11
BY THE NUMBERS	12
COMMUNITY PARTNERSHIPS	14
TESTIMONIALS: DIAPER BANK	15
TESTIMONIALS: THE BRIDGE	16
TESTIMONIALS: BILL PAY	18
JOIN THE COMMUNITY	19

VISION STATEMENT

The Tender foundation believes that every child deserves a home, food in their belly, and access to essentials, such as diapers.

Furthermore, no mother should have to parent under the stress of survival - no matter what.

We live in a world where single motherhood is often stigmatized, shamed, and devalued. We believe everybody should have access to the social and material means to live a flourishing life.





I

THE BRIDGE

A direct cash transfer program that is providing 25 Black, single mamas with \$500 per month for a full 12 months - no strings attached - because all of us should have equal access to the material and social means necessary to live a flourishing life. Each mama in The Bridge also has access to free optional offerings, including mental health services, tech certification courses, a virtual mama circle, and a financial empowerment program.

II

GROCERY GIFT CARD DISTRIBUTION

Electronic gift-cards emailed to our mamas to be used in stores or online - on whatever they decide their family needs because mama knows best and we value our mama's autonomy.

III

BILL PAY ASSISTANCE

Emergency support with rent, utilities, and childcare costs.

IV

DIAPER BANK

Free diapers, wipes, and formula benefits the physical and mental health of the entire family.



2022 was a transformative year for Tender.

Our team grew, we solidified processes, we held our first event, we launched a new program, but most importantly - we reached more families. I'm excited to share more about why the work we are doing is deeply intertwined with my own personal story and shine a light on our accomplishments in 2022.

What a lot of folks don't know is that the only difference between myself and our Tender mamas is luck. As a young, Black woman who got pregnant at 20 years old, I didn't know how I was going to support the baby in my belly financially, but I knew I would do anything for her - a determination all of our mamas at Tender share - regardless of the odds being stacked against them. Early on in my second trimester however, the tides turned for my family. I didn't work harder, I don't deserve access more than anybody else - we just got lucky. So while I've never had to worry about paying my rent or if I would have enough diapers, I do know the dread of uncertainty on how to provide, and once that was solved, the tiredness and the wish for somebody else to help wake up in the middle of the night with the baby or hiding alone in the bathroom for five minutes because you have nothing left to give in that moment.

Throughout the world, single moms are designing creative solutions to the intersecting everyday issues that misogyny, racism, lack of financial buffers, and other systemic barriers cause. And for the single mothers here in Atlanta - ***Tender is their safety net if all else fails.***

We have always been committed to helping our moms resist poverty and focus on what's truly important - their children - without the insurmountable stress of trying to merely survive.

Today, I am truly thrilled to share what our 2022 looked like with you throughout this report. ***We fulfilled 1100 requests for support in 2022, a 127% increase from 2021.***

That's thanks, in no small part, to our supporters - folks like you, who also believe every child deserves a home, food in their belly, and access to essentials like clean diapers. And that no mother should have to parent under the pressures of survival.

I hope you will be as proud as I am while reading through the remarkable triumphs our small, but mighty team made last year.

Thank you for your support and eagerness to learn more about our work. Together we'll go far.

With gratitude,
Jaycina Almond



“

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- Jaycina Almond (Founder + Executive Director)

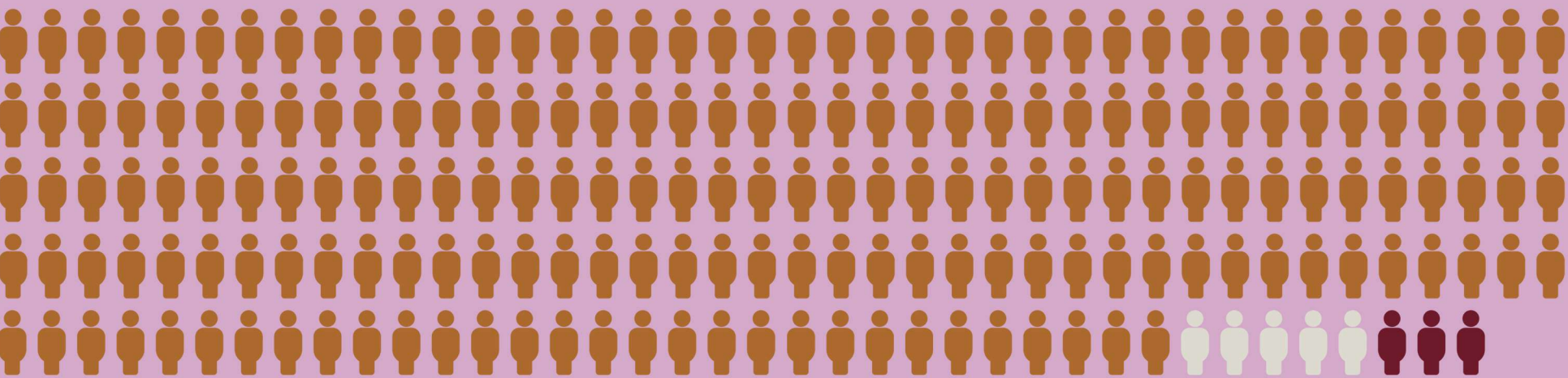
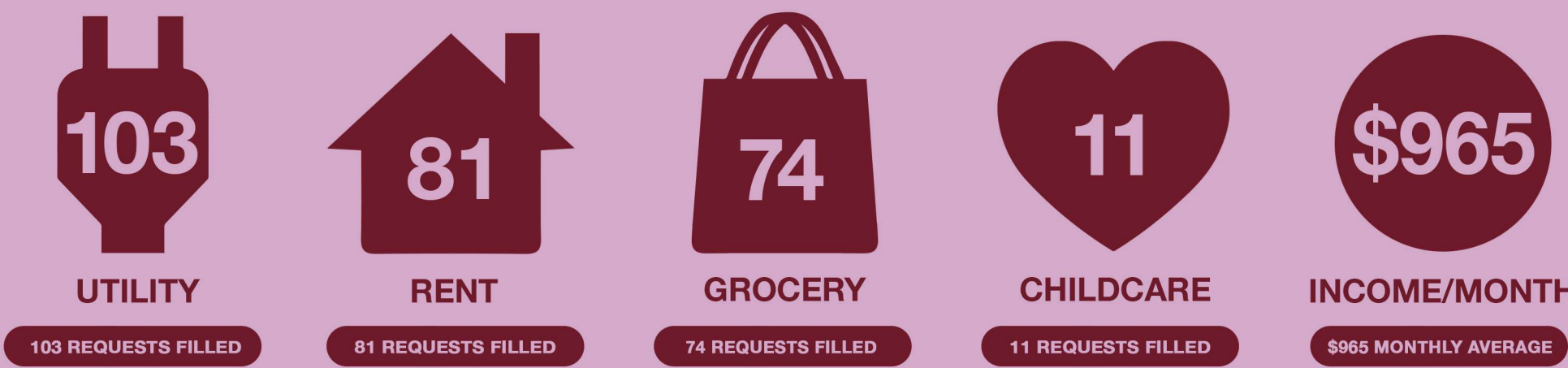


472 CHILDREN SUPPORTED

268 TOTAL BILLS IMPACTED

198 REQUESTS FULFILLED

3 AVG. CHILDREN PER HOUSEHOLD

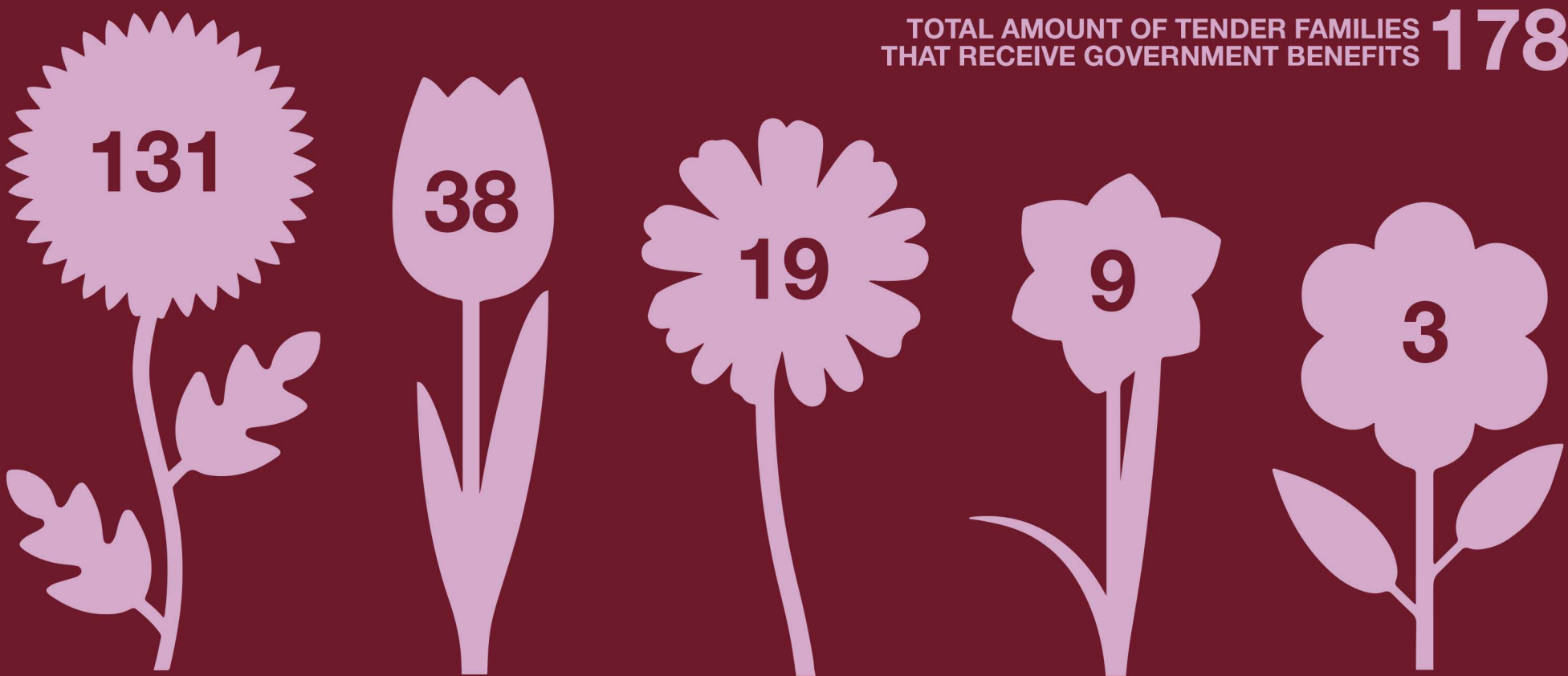


TOTAL MOMS SUPPORTED 198

190 BLACK MOMS SUPPORTED

5 WHITE MOMS SUPPORTED

3 HISPANIC MOMS SUPPORTED



EBT/SNAP

EBT is an electronic system that allows a Supplemental Nutrition Assistance Program (SNAP) participant to pay for food using SNAP benefits. **SNAP** gives eligible low-income households extra food-purchasing assistance to supplement food budgets.

131 MAMAS RECEIVED

WIC

The **WIC** program aims to safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.

38 MAMAS RECEIVED

HUD

The **Housing Choice Voucher Program** is a tenant-based rental assistance program that assists extremely low income individuals and families in renting safe, decent, and affordable dwelling units in the private rental market. Funded by the US Department of **HUD**.

19 MAMAS RECEIVED

CHIP

CHIP provides low-cost health coverage to children in families that earn too much money to qualify for Medicaid. In some states, CHIP covers pregnant women. Each state offers CHIP coverage, and works closely with its state Medicaid program.

9 MAMAS RECEIVED

TANF

TANF stands for Temporary Assistance for Needy Families. The TANF program, which is time limited and federally funded, assists families with children when the parents or other responsible relatives cannot provide for the family's basic needs.

3 MAMAS RECEIVED

“

I am a student at Georgia Tech finishing up my last year studying chemical engineering. I am a single mother who has escaped domestic violence and restarted my life with my boys in a new place. I work part time in the lab when I am not in class, but am struggling to maintain everything given limited child care, sickness, and so much debt. Covid keeps causing the daycare to close and I must take off from school and work to watch my sons, so it is becoming quite difficult to make the paycheck match my expenses.

”



We hired our first Diaper Bank **Program Manager!**

JANUARY 2022



QuavoCares Foundation donated \$150,000 to help us develop + pilot a new guaranteed income program!

MARCH 2022

Our Diaper Bank was featured on **Fox 5's Good Day ATL** segment!

APRIL 2022



Our Diaper Bank was featured on **Live with Kelly and Ryan**, a national talk show! They also donated 10,000 diapers!

MAY 2022

We partnered with **CareSource** to mail diapers to their members living in rural GA

JUNE 2022



We hosted a **Back 2 School Giveaway** for our families to have some fun & get the necessary supplies for the upcoming school year!

AUGUST 2022

We launched **The Bridge** - our guaranteed income program!

DECEMBER 2022



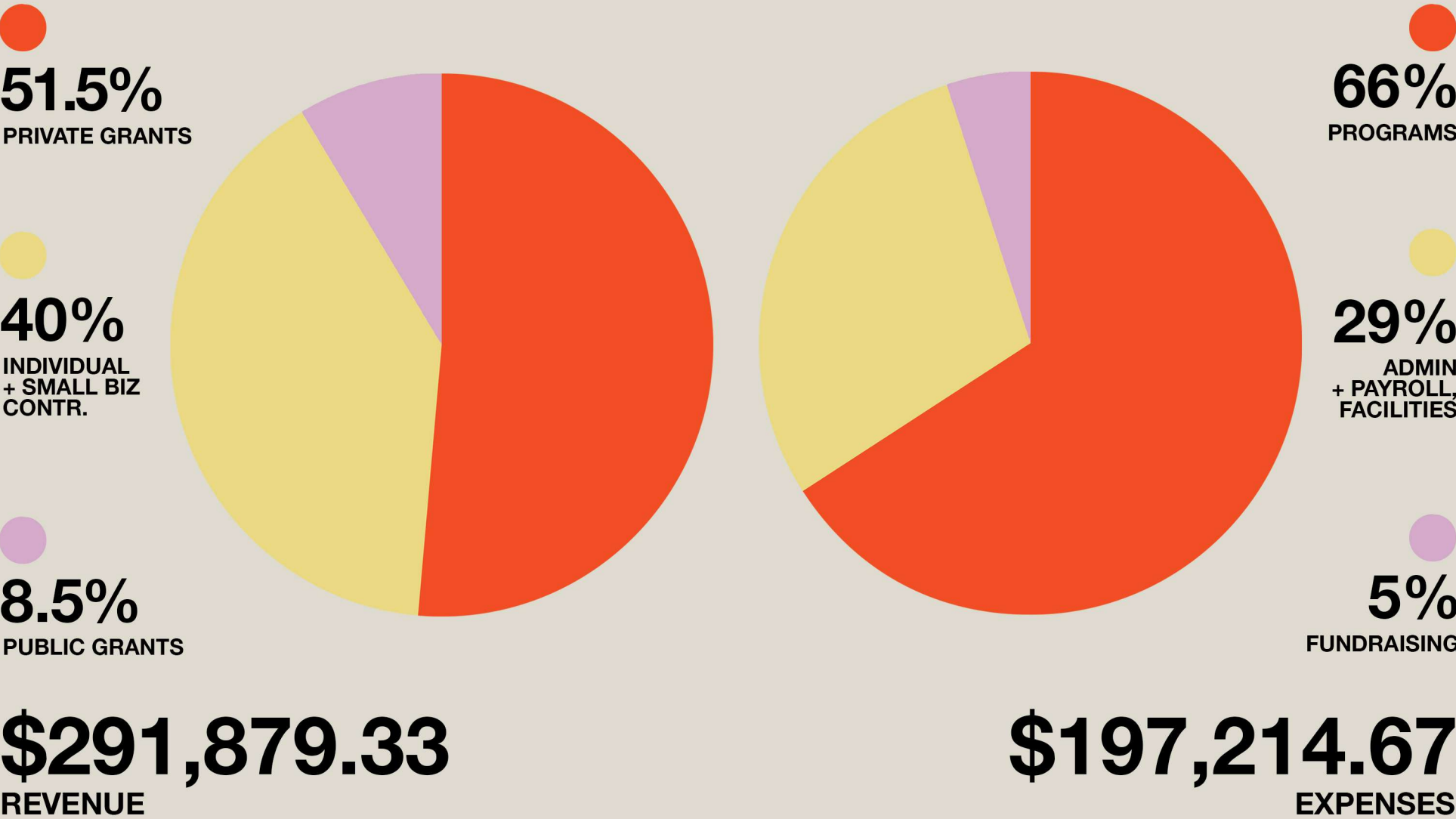
We were accepted into the **Common Future Accelerator Program** for organizations that are working towards closing the racial wealth gap!

NOVEMBER 2022

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

2022 HIGHLIGHTS

In 2022, our generous supporters helped us raise almost \$292,000, a new record for our organization. These contributions opened the door for us to launch a new program, hire staff, and more than double our reach. Folks like you created a real, life-changing impact for our mamas.



160,000

Social Media Impressions Made

41,460

Diapers Distributed

12,517

Social Media Followers

1000

Packs of Wipes Distributed

939

Diaper Bank Requests Fulfilled

828

Diaper Deliveries Made

444

Cans of Formula Distributed

310

New Donors Investing In Our Mamas

155

Hours Clocked By Our Volunteers Who Showed Up For Us

103

Utility Bills Paid

81

Rent Assistance Requests Fulfilled

74

Mamas Received Grocery Assistance

11

Press Features Advocating For Our Mamas

tender

11

Childcare Bills Paid

“

I just want to say this has been such a blessing to my family. I lost the two closest people in my life this year and the fact that someone was able to assist me with things I could not afford was nothing but a pure blessing. I pray that one day I'm able to show my true appreciation to you all for everything you do. Tender personally has become an extended family. I may not have met everyone yet but I am forever grateful for all of you. May God continue to allow you all to do what you've been doing.

”





NESTIG

Nestig donated 64 cribs to our mamas in 2022



BETTER HELP

Donated free therapy to our mamas

Ref

REFORMATION

Reformation opened its first store in Atlanta and hosted a diaper drive the entire month of their grand opening!

colee

HOTEL COLLEE

Hosted a Mother's Day diaper drive!



QUAVOCARES X TENDER

Back 2 School Giveaway - Our whole community was invited for a day filled with fun, music, food, + free school supplies!



SACKVILLE & CO

The founders at Sackville & Co. pledged to donate 10% of sales to Tender long-term!



IMPACT CHARITABLE

IC shared their direct cash transfer program playbook that we used to develop The Bridge



INSIGHT GLOBAL

We were able to invite all of our mamas to the Be The Light Tour, where they had free childcare and the opportunity to get free resume writing, connect with potential employers, practice interview skills, and get professional headshots.

RE: DIAPER BANK



“ Thank you guys so so much, these surely come in handy. ”

“ Any help is greatly appreciated. I am the grandmother of the children needing help with diapers and wipes and this program is such a blessing. Thank you for all you do. ”

“ Thanks so much! I have twin girls, they are a month old. It's such a blessing to have this love and support for children and mothers. I greatly appreciate it. ”

“ Tender comes through. It really comes in handy. If you need help and you're a single mom and you know, it's hard out here to do it by yourself. Tender is where it's at. ”

“ I contacted Tender in need of diapers, wipes, and formula because I had lost my job and wasn't able to provide my baby what he needed. Tender has helped me in so many ways - Tender is definitely my lifesaver.” ”

“ I am a fighter for equality and as the only Black woman in the Atlanta area who works as an Up Rigger part-time in a white male dominated field, I have to fight for space. I have to make it be known that I am willing to go over and beyond to get the work done when opportunities present themselves because I have three children to provide for. My sister passed away last February and I took on adopting her 2 year old son who is autistic despite having others tell me to just let him go into the foster care system. I’m going to keep him out of the system and also now on the verge of getting my 17 year old niece out of the foster care system in the next month and a half. I am a believer that anything is possible, you just have to be determined. ”

“ My son was accepted into CITA tech school. There is only a general bus stop for transportation and in order for him to get to the bus stop he has to ride with me which makes him get to bus stop 1 hour early and because I work in Cartersville, I get off at 4:00 pm and pass by bus stop after 5:00pm and he gets dropped back off at general pick up at 3:50pm, which means he has to wait another hour for me. The bus stop is 1 mile from our home but there is no public transportation or sidewalks for him to walk. The Bridge allows me to Uber him to and from home so he does not have to wait between 2 and a half hours extra. He is a straight A student and is in advanced classes. We went through a lot to apply for this school and to get him there. This is his dream to become an IT Engineer. ”

RE: THE BRIDGE



RE: THE BRIDGE



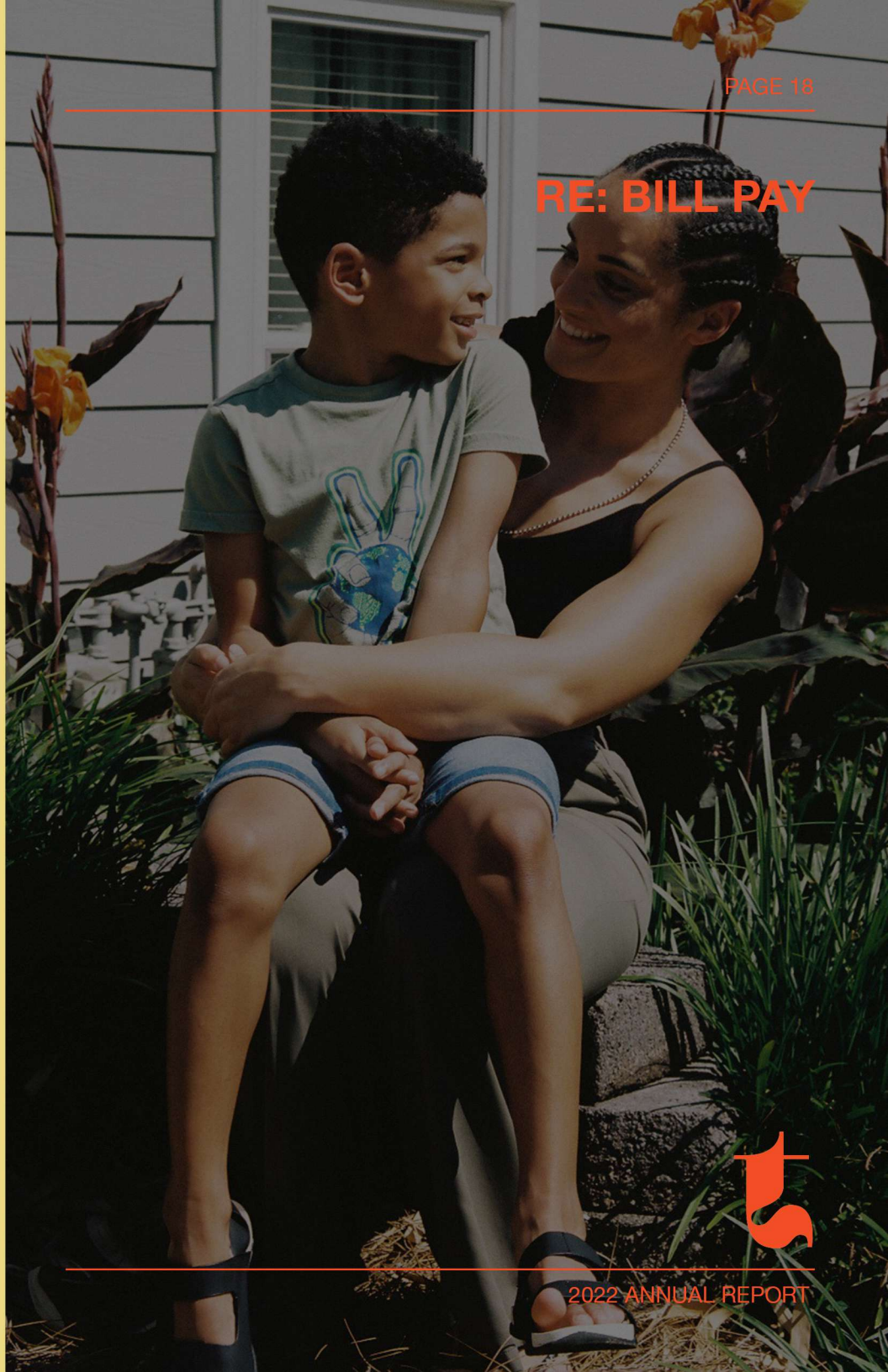
“ I teach music to children on weekends periodically (my son also takes the class) and I did some background work for television recently. I also write settlement demands for a paralegal firm once a month. This month I made \$250 from that work but it can be and has often been as low as \$125. My son is growing fast. So, I often come up short when he so quickly out grows his shoes and clothing, aside from what he may ruin due to just being a child and having fun or eating a little messily. I struggle to pay for school field trips, project supplies for school, school pictures, the activities he is interested in, and all the little things that are coming up now that he is in the 3rd grade, and more is expected of him. I have no outside help. His father refuses to be a part of his life and will not make child support payments. I just want to be able to keep him looking well put together and to give him the opportunity to do the things he wants to do, like cub scouts, sports etc. My son is an only child, and that sometimes comes with loneliness.... He needs outside activity and friends to feel like he isn't so alone. The Bridge will allow me to get him involved in some things and will insert a little room for breathing. This would also allow me to pay for after school care so that I can work a little longer, potentially take better paying gigs, and not have to cut my workday short to be home to get him off of the bus. ”

“ I’ve been a mom since I was 17. I became a mother before I even knew who I was as a person! This is truly all I know. It sounds a little sad but this is my life and I strive to make sure that my kids never go without! We’ve been in our current place for 2 years and the other day my eldest told me he was proud of us for not moving. That meant a lot to me. Knowing that my kids are paying attention and watching only pushes me to go harder in life. ”

“ Nothing was missing in my experience with Tender. I would love to meet them all on a face-to-face basis just so I can thank them and show them how much they have impacted me and my daughter. I wish you all success and happiness and peace! God bless you guys. I can't believe these sweet loving women have just opened their hearts to help me and many others! With my daughter going back to school in a few weeks I'll be back at work and I will most definitely follow up and lend a hand and also donate. Even after they fulfilled my request they stayed in contact with me and helped me in many other ways. I'm so happy god put them in my life. ”

“ Tender team, I wanted to say I thank God for this organization. I have twins and at a time when we were in need of assistance, Tender came through for us in a big way with rent, diapers and wipes, and grocery assistance. And also, another thing that makes the organization awesome is that I receive information on other ways to help me whether its job offers, housing opportunities, other organizations, and more. Thank you, Tender!!! ”

RE: BILL PAY





join the community

CONTACT: jaycina@thetenderfoundation.com | DONATE: www.thetenderfoundation.com/donate



INSTAGRAM

@tender



TWITTER

@tenderatl



FACEBOOK

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