

FOUNDATIONS OF TOMORROW



NORWESCAP
Creating Opportunities. Changing Lives.

ANNUAL REPORT
2023

THANK YOU

We extend our heartfelt gratitude to every supporter who has partnered with us in 2023. Your generosity and commitment have changed lives and laid the groundwork for a better tomorrow.

Whether through financial contributions, donations, or volunteering, each act of kindness has made a tangible difference in the lives of thousands of people we serve.

STENZEN CONTENT

- 1 MISSION & VISION
- 2 LETTER FROM THE CEO
- 3 HOW WE WORK
- 4 IMPACT HIGHLIGHTS
- 6 IMPACT SPOTLIGHTS
- 7 PARTICIPANT STORIES
- 8 FINANCIALS
- 10 PARTNER SPOTLIGHTS
- 12 LEADERSHIP & BOARD
- 13 PROGRAM SPOTLIGHT
- 13 WHY WE GIVE

Norwescap is proud to share our 100/100 "Give with Confidence" Encompass Rating from Charity Navigator, the world's largest independent charity evaluator. Visit our Charity Navigator profile to learn more.



MISSION & VISION

Norwescap has been a supportive cornerstone to New Jersey residents since 1965, offering crucial assistance, effective strategies, and necessary resources to overcome economic hurdles. Our tailored programs provide access to **stable housing**, **nutritious food**, **healthcare**, **education**, and more, bridging the gap between surviving and **thriving**. By empowering individuals and families, **Norwescap** transforms poverty into a springboard for economic **empowerment** and societal advancement.

Our impact resonates throughout the community, alleviating pressure on local social services and healthcare systems while boosting resilience. **Norwescap** helps individuals achieve **financial independence**, **self-confidence**, and **personal autonomy** through educational and financial empowerment programs. We provide a lifeline to those in crisis, offering immediate needs like food, shelter, and healthcare while guiding them toward **long-term stability**.

By fostering **solidarity**, **respect**, and **mutual support**, **Norwescap** strengthens the community's commitment to its residents. Our focus on family wellbeing nurtures healthier generations, and our community initiatives and volunteer programs revitalize neighborhoods and foster vibrant, self-sustaining communities. With comprehensive support systems tailored to unique needs, **Norwescap** ensures that everyone has the opportunity to thrive.





Mark Valli

LETTER FROM THE CEO

This has been a fantastic year for Norwescap. We have witnessed remarkable growth, innovation, and impact over the last couple of years, with several projects coming to fruition while others are just starting to take off. This has required a level of engagement with our donors and supporters that we have never seen before.

We have seen increases in public funding and secured highly competitive grants. Some of our government partners have asked us to expand our efforts and we were recognized by our funders as national leaders for some of our programs.

With our corporate and foundation support, we were able to dramatically expand our Neighborhood Revitalization efforts in Phillipsburg and Sussex Borough. Additionally, we were able to expand the amount of food we could deliver to our pantries while improving the nutritional value of food and enhancing the customer experience for pantry visitors by creating a template for a greater choice of foods.

We also saw a growing number of individual donors supporting our mission in both small and large ways, bucking the national trend of decreased giving. We believe our growing support stems from increasing communications with our supporters and the community at large.

Remarkable engagement from our partners and supporters is helping Norwescap to expand and improve our impact. We literally could not do our work without you.

Thank you for helping us achieve new heights.

Mark Valli
Norwescap, CEO

HOW WE WORK

At **Norwescap**, we believe in building foundations for a better tomorrow by meeting our participants where they are and guiding them on a journey toward thriving. Each family's experience is unique, and we are committed to revolutionizing the way we work to ensure seamless access to our array of services.

In 2020, we introduced **Engagement Partners**, a team dedicated to identifying participants' aspirations and helping them overcome obstacles. We understand that true change takes time, so our approach goes beyond crisis intervention. Our **Engagement Partners** establish a baseline through initial assessments, then conduct follow-up assessments frequently to track progress and adjust strategies to meet evolving needs and goals.

Our commitment to creating **foundations for tomorrow** extends to proactive follow-ups, ensuring that participants are connected to the right resources at the right time. By focusing on outcomes and **building strong connections**, we **empower individuals** and families to create lasting change in their lives and communities.

ROMA SCALE METHODOLOGY

ROMA (Results Oriented Management and Accountability), is a tool designed to encourage an outcomes-based approach to the service delivery, management and administration of human services.



Thriving



Stable



Safe

prevention line



Vulnerable



In Crisis



In 2023, Norwescap conducted 4,524 check-ins with 3,506 households allowing Engagement Partners to assess participants' progress and offer tailored support for next steps.



83.8% of Norwescap clients who sought help fell just above or just below our 'Prevention Line,' indicating that most of our Participants come to us before they are in crisis.

1,764 households participated in multiple check-ins, enabling ongoing assessment and adjustment of strategies. Of those:

- Over 14% moved above the Prevention Line
- Over 40% stayed above the threshold

13,324

6,560

13,324 Participants in 6,560 households received services from Norwescap

IMPACT HIGHLIGHTS

These numbers reflect the dedication of our team and the resilience of our Participants.

1,189

Families benefitted from childcare placements, childcare subsidies, or by participating in Head Start

599

Households advanced in their career by improving their benefits, hours, or pay

1,173

Families received support to find or remain in homes supported by rental, energy, and housing placement programs

87.1%

of Participants are highly likely to recommend Norwescap to a friend or family member

1,336

People worked toward improving and maintaining their health through free health screenings, preventative care, or wellness classes

389

200

People volunteered at Norwescap

Households improved their financial situation by improving credit, increasing savings/net worth, or otherwise improving their financial well-being

1,913

Households were provided with additional referrals to internal supplementary services, or external service providers

During the Agency fiscal year, we received **457** client satisfaction surveys. Participants indicated their satisfaction on a 5-point scale.

Treated with respect: 4.46 / 5

Felt comfortable: 4.45 / 5

Reasonable response time: 4.39 / 5

JASMINE'S JOURNEY

A TALE OF RESILIENCE, HOPE, AND HOMEOWNERSHIP

Owning a home has long been considered a fundamental part of the "American Dream," and it was Jasmine's too.

In Jasmine's story, she overcomes many challenges to make it a reality.



BREAKING GROUND

SARA'S PATH TO SUCCESS

In May 2022, Sara found herself burdened with the emotional and practical toll of a divorce, and the financial strain it brings. The upheaval led Sara and her two young children to relocate to her mother's home. Faced with new responsibilities of being head of her household, Sara soon realized conventional career paths were limiting her opportunities.



Scan the QR to read the full story



INSPIRING CHANGE

LAURA'S IMPACT AT NORWESCAP HEAD START



Laura, a single mom of two boys, enrolled her son Jacob in one of our full-day Head Start programs. Seeing the significant impact the program made on Jacob's language skills, Laura also enrolled her other son Kylian in the Early Head Start home-based program, which focuses on secure parent-child relationships and positive home learning environments through weekly visits.

Since enrolling her children in Head Start, Laura has actively volunteered with Head Start and Early Head Start, participated in parent meetings, trainings, and workshops and serving as the Policy Council Representative and Vice-Chairperson for the center, advocating for parents' voices in program decisions.

Families in Head Start and Early Head Start receive more than excellent classroom instruction - they receive extensive support from dedicated Family Workers who assist them in accessing programs like SNAP, WIC, LIHEAP, and housing vouchers to help them thrive. Parent volunteers, like Laura, not only strengthen their community connections and life skills but also contribute to their child's learning environment and the program as a whole.

Scan the QR to
read about the
benefits of
volunteering

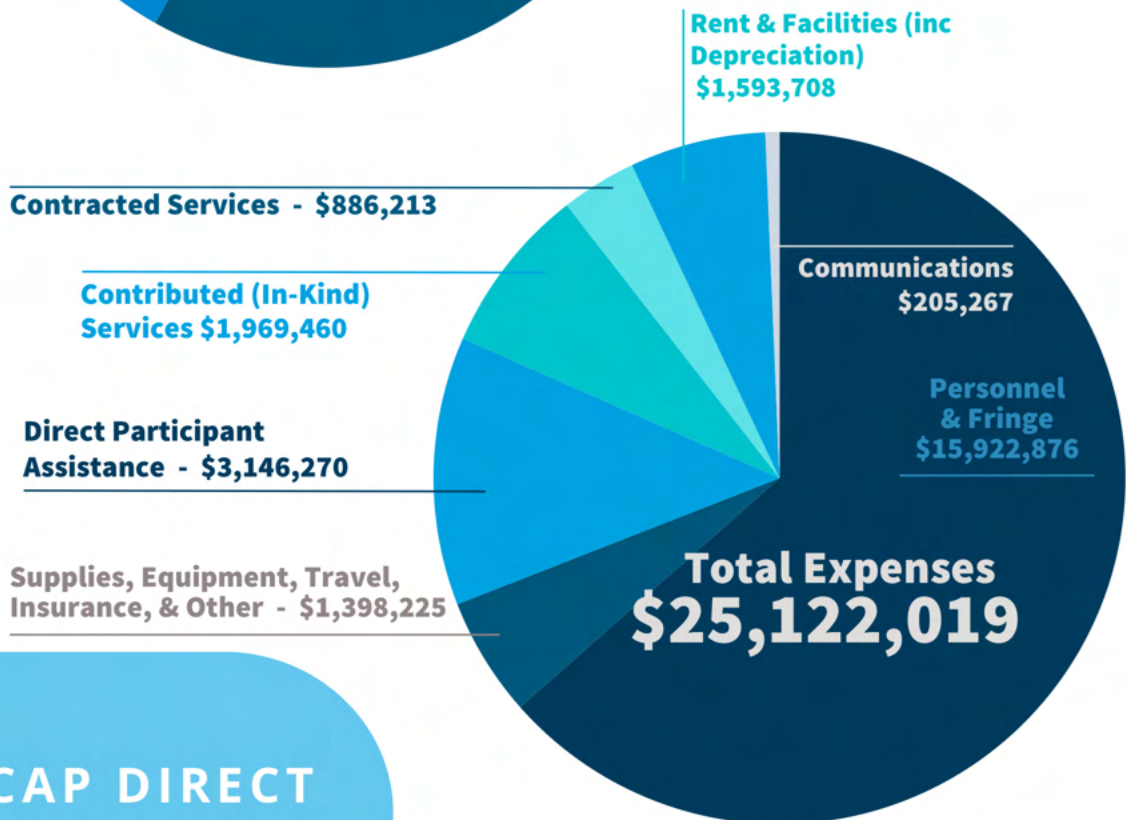
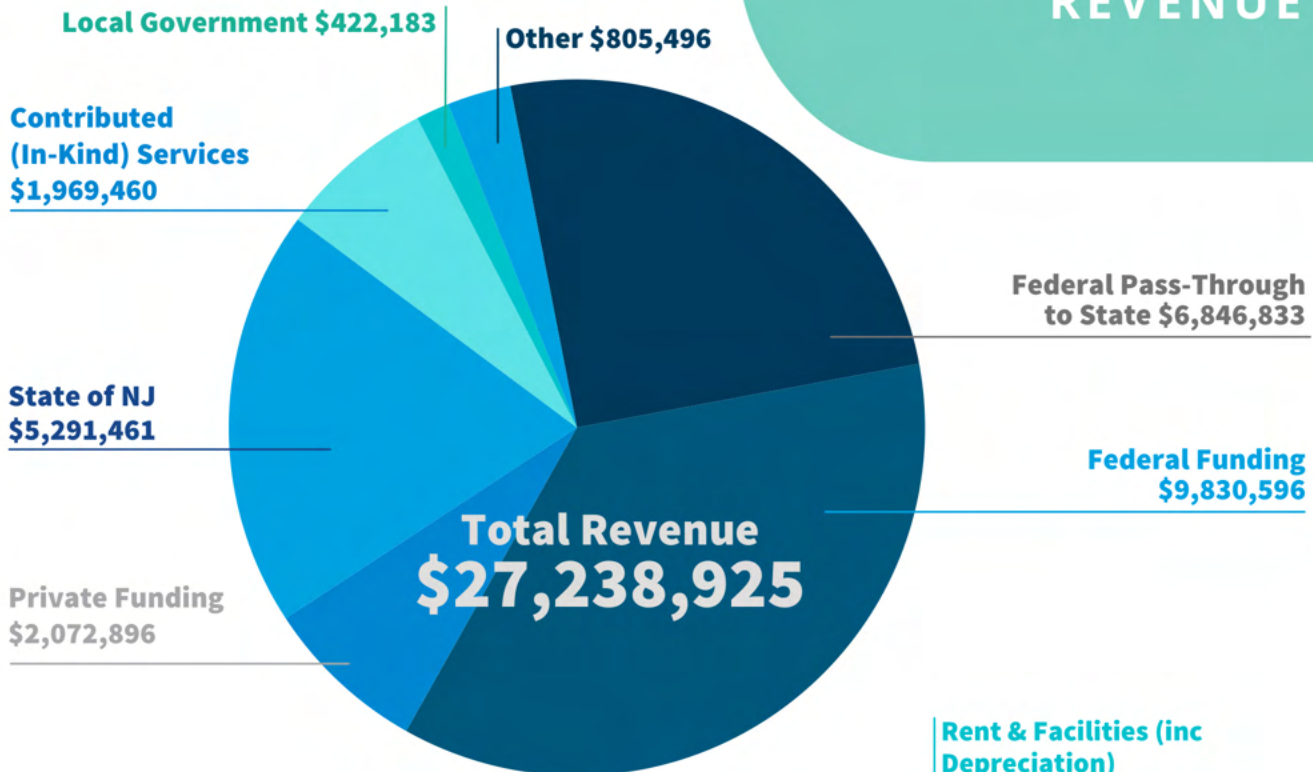


IMPACT SPOTLIGHTS

FINANCIALS

Revenue and Expenses for Fiscal Year
September 1, 2022 to August 31, 2023

NORWESCAP DIRECT REVENUE FY23



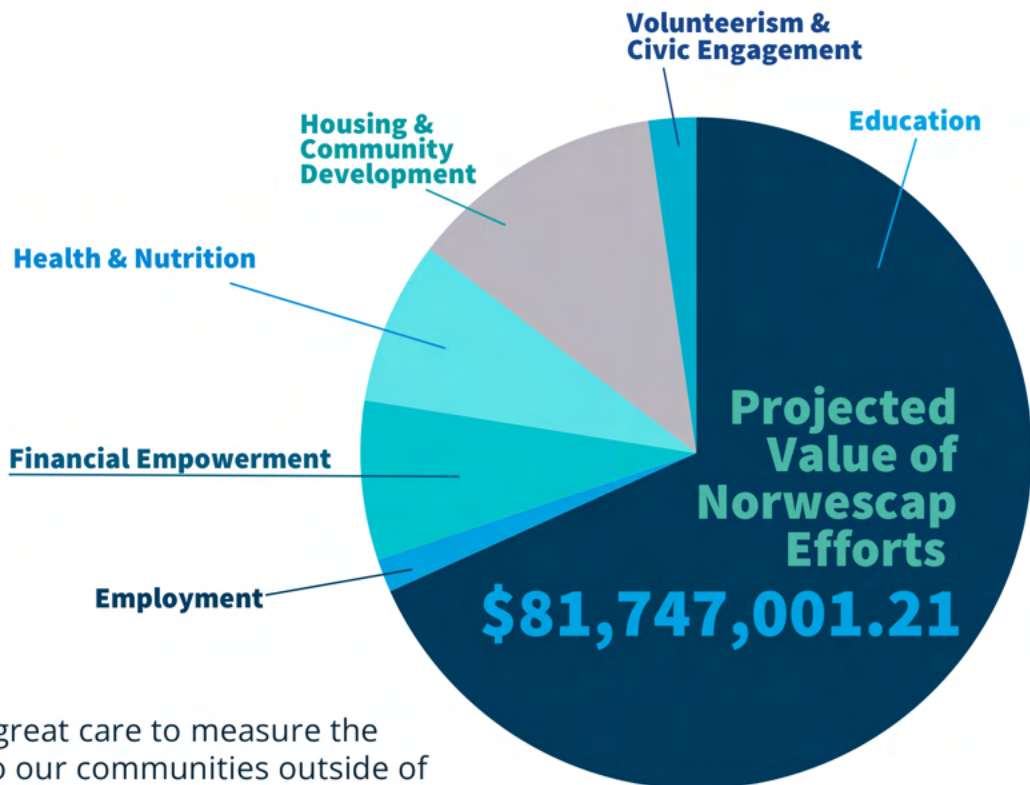
NORWESCAP DIRECT EXPENSES FY23

Financial Impact of Norwescap Efforts

Education	\$70,160,682.11
Employment	\$13,067.50
Financial Empowerment	\$3,133,414.00
Health & Nutrition	\$3,225,741.15
Housing & Community Development	\$5,026,669.50
Volunteerism & Civic Engagement	\$187,426.95

Total Projected Value

\$81,747,001.21



Norwescap takes great care to measure the dollars we bring to our communities outside of our budget, such as vouchers and direct payments to Participants. We also utilize established national studies to determine the value of our programs.

For every \$1 that Norwescap invested in its programming for Fiscal Year 2023, we were able to deliver \$3.25 in value to our participants and the community at large!

Returned Value	\$81,747,001.21
Investment	\$25,122,019.00
Return on Investment	\$3.25

FY 2023 ROI



NOURISHING FUTURES

Norwescap and the Lord's Pantry Partnership



Norwescap embarked on a Growing Healthy Pantries (GHP) initiative, a multi-year strategic collaborative partnership with Horizon and New Jersey's five Feeding America food banks. This initiative, grant funded by Horizon Foundation and Feeding America, aims to address food insecurity by providing residents with access to healthy food choices leading to a greater adoption of nutritious food, and connections to other community resources to improve long-term household stability.

During the first phase of this initiative, Norwescap partnered with the Lord's Pantry at Trinity United Methodist Church in Hackettstown, Warren County. The Lord's Pantry served as a pilot partner for the GHP work. Together, Norwescap and the Lord's Pantry are working to build collaborative, community-based solutions. Their focus is on ensuring access to healthy, nutritious food, with an emphasis on fresh produce and proteins. They are committed to offering a full-choice, marketplace-style pantry where individuals can select foods that align with their cultural, dietary, and personal preferences, thus preserving their dignity and autonomy. Additionally, the partners are creating a Community Resource Center, co-located with the food pantry to provide access to additional community services needed to move individuals from crisis to thriving. Through strategic initiatives such as increased nutritional quality and variety of food, enhanced nutrition focus, healthcare partnerships, and community resource connections, Norwescap and the Lord's Pantry are making a significant impact on food insecurity and health in their communities.



UNITED IN CARE

Norwescap & United Way of Northern New Jersey

Norwescap and United Way of Northern New Jersey have been partners together on multiple projects. It's a relationship based on trust, honest communication and a commitment to addressing vital needs whether its people living in poverty or working with ALICE® (Asset Limited, Income Constrained, Employed). Individuals that fit in the ALICE category are living above the poverty line, but struggling financially and are one emergency from devastating financial hardship, yet they often do not meet the eligibility requirements of Federal and State programs.

We are currently engaged in three different projects:

UNITED IN CARE

This is an effort to expand access to high quality childcare for ALICE by growing Norwescap's network of family childcare providers and providing funding for families who don't qualify for other types of child care assistance.

EFSP

Emergency Food & Shelter Program is a pool of funding that United Way grants to Norwescap to help provide immediate assistance to people facing homelessness, or critical food insecurity due to unforeseen circumstances.

VITA

Volunteer Income Tax Assistance Program prepares taxes for seniors and low-income individuals, saving costly preparation fees and returning millions in refunds and tax credits.

PARTNER SPO



WHEN A CORPORATION IS 'ALL IN'



Provident Bank has been a steadfast supporter of Norwescap. Their support has enabled Norwescap to enhance the financial capacity of individuals, families, and communities through matched savings accounts, financial literacy coaching, and other programs.

In 2020, Provident Bank significantly increased its support for Norwescap's Housing and Community Development work through the Neighborhood Revitalization Tax Credit (NRTC) program, administered by the NJ Department of Community Affairs. Through their purchase of tax credits via NRTC, Provident has helped Norwescap invest in affordable housing, small business support, community events, and other vital community work. Participating in NRTC allowed Provident to receive dollar-for-dollar tax benefits on their State tax liability, creating a win-win situation.

In addition to their financial support, Provident Bank's staff has shown exceptional dedication by volunteering at Norwescap's annual NorwesFest Family Fun Day for the past three years. This team of 12 staff members helped set up and break down the event, and staff fun activities for children and families. At the end of the day, the Provident team even had the opportunity to release their inner child and ride the famed Ort Farms 'Cow Train.'

Provident Bank's relationship with Norwescap exemplifies Corporate Social Responsibility, using multiple strategies to amplify Norwescap's impact on the communities we serve.



Scan the QR here to learn more about the Volunteer Income Tax Assistance (VITA) Program.



Scan the QR for news about NorwesFest

TLIGHTS

LEADERSHIP & BOARD

Mark Valli, *Chief Executive Officer*



Heather Thompson
Chief Development Officer



Edmund Khanoo
Chief Financial Officer



Stephen Schanowolf
Director of Information Technology



Tina Stanley
Director of Human Resources



Maritza Baakman
Executive Secretary



James Buehler, *Board Chair*
Michael Kerwin, *Vice Board & Secretary*
Aileen Arsenault, *Treasurer*
Robert Anselmo, *Deputy Treasurer*
Richard Conley, *Assistant Secretary*

HUNTERDON COUNTY

James Buehler
Richard Conley
Elycia Lerman

MORRIS COUNTY

Antoine Gayles
Sandra Harrachi
Nancy Seus

SOMERSET COUNTY

Aileen Arsenault
Deanna Dahl-Rodriguez
Michael Kerwin

SUSSEX COUNTY

Alyssa Fuller
Jesse Oliver
Scott Paul

WARREN COUNTY

Robert Anselmo
Charles Boddy
Christine Nesbitt



*Michael Kerwin / Elycia Lerman / Mark Valli /
Charles Boddy / James Buehler /
Christine Nesbitt / Deanna Dahl-Rodriguez /
Nancy Seus / Scott Paul / Richard Conley*

PROGRAM SPOTLIGHT

Wantage Head Start/Early HS

This year we celebrated the grand opening of our newest center in Wantage, New Jersey (Sussex County) expanding our commitment to providing top-tier early childhood education and comprehensive family support services to the children and families of our local community. This establishment of the Head Start and Early Head Start center in Wantage is a significant milestone in our ongoing mission to

empower children and families through education, health, mental health, and social services. The center offers a nurturing and inclusive learning environment where children can thrive, and families can access the vital support they need to flourish.

2022-2023 program highlights include:

- 87% of our students met or exceeded expectations as defined by Teaching Strategies GOLD.
- 13% of children who needed an Individualized Family Service Plan (IFSP-EHS) or Individualized Education Plan (IEP-HS) received in our inclusive environments.
- 48% of our families were enrolled in the WIC program, ensuring access to nutritious meals.
- Center families generously contributed over 57,700 volunteer hours to support our quality programming.

Scan the QR
to support our
community



WHY WE GIVE



"After learning about their Food Bank, Head Start programs, and services for health, nutrition, and community outreach, we were inspired to become donors of Norwescap.

Living in Morris County for over 24 years, Norwescap opened our eyes to the unseen struggles in our community. We appreciate how our small donations make a visible impact, especially in a state as expensive as New Jersey.

Norwescap's programs for housing, food, energy, childcare, healthcare, and other rising costs are crucial for families living at the margin. So many families across New Jersey benefit from Norwescap, making our community a better place for all."

- Paul & Vicki Harte



norwescap.org
908-454-7000