

2024 ANNUAL REPORT



A WORD FROM OUR FOUNDER



Each year, as we reflect on the impact of The Kindness Project, I am reminded that none of this would be possible without you - our incredible community of supporters.

Through uncertain economic times, you have continued to show up for children and teens impacted by foster care, ensuring they have access to essentials, opportunities, and the support they deserve. Your kindness fuels everything we do, and I am endlessly grateful.

When my husband, Brian, and I founded The Kindness Project, our goal was simple: to create a safety net of love and generosity for kids experiencing foster care. Over the years, that safety net has grown in ways we never could have imagined! What started as a small, grassroots project in our farmhouse dining room has expanded into so much more, all because of the kindness of our community.

In 2022, we launched our Kindness Connections Program partnering with local businesses and organizations to provide free extracurricular activities like art, swimming, and dance classes. These opportunities are more than just fun - they build confidence, create positive core memories and trusting relationships, and remind kids that they are valued. We are excited to expand this program in 2025!



This year, we are extending our reach even further! Our new **Mobile Boutique** (name TBD!) will bring essential items directly to foster families in remote and underserved areas, ensuring that no child goes without simply because they cannot reach us.

The need is great, but so is the impact we can make - TOGETHER! As we look ahead, I invite you to continue standing with us. Every donation, volunteer hour, and act of kindness makes a difference. Thank you for being a part of this journey and for helping us shine a light for youth in foster care.

JENAE HOLTZHAFFER
FOUNDER, EXECUTIVE DIRECTOR



OUR STORY

The calling to support the foster care community seemed clear, but we never imagined that donations filling a farmhouse dining room table would expand to fill a 3,300 sq. ft. boutique— let alone a new **Mobile Boutique!**

The kindness resulting from **sharing this critical need** has quickly resulted in an incredible ripple effect of generosity and has brought greater awareness to the crisis happening in our own backyards with approximately 15,000 vulnerable youth currently in the Pennsylvania foster care system.



2017



2025

100%

of children
in foster
care
deserve
love and
dignity!

Mission

To provide a brighter future for youth in foster care by offering free essential resources and enrichment opportunities.

Vision

A community where no child in foster care goes without the resources or relationships they need to succeed.



2024 IMPACT Snapshot



COUNTIES
SERVED

38

FOSTER CARE
AGENCY PARTNERS

44

FAMILIES SERVED

240

NEW YOUTH REGISTERED

377

BOUTIQUE APPOINTMENTS

1,000+

TOTAL KIDS & TEENS SERVED

1,262

TOTAL VALUE OF DISTRIBUTED ITEMS

\$1M+

The Exchange Provided...



2,419

Shirts & Sweatshirts



1,939

Pairs of Jeans, Pants & Shorts



1,729

Hygiene Items



1,169

New Pajamas



646

Pairs of Shoes/Boots



574

School Supplies



337

Cribs, Beds & Bedding Items



**OVER 13,000 TOTAL
ITEMS DISTRIBUTED!**

KINDNESS CONNECTIONS



The **Kindness Connections Program** provides enrichment in important developmental areas such as swim classes, art and dance lessons, and unique local sports experiences. Support groups, trauma-informed training, and family fun activities are also a priority to bring families closer together in 2025 ... and beyond!



EMAC
Learn to Swim

100+ KIDS
HAVE RECEIVED FREE SWIM
LESSONS COURTESY OF EMAC!



50+ FAMILIES
HAVE RECEIVED FREE MEALS
COURTESY OF OUR RESTAURANT
PARTNERS

Cater to Kindness

Our sincere thanks to the following local Lehigh Valley businesses for **providing emergency meal support** for TKP foster families!



Interested in being a Kindness Connections partner? Contact us today!



TKP FAMILIES



OUR 4 YEAR OLD AT THE TIME...SAID THE "MAGIC STORE" HELPED HER FEEL SAFE AND WARM. JENAE HELPED MY OLDER FOSTER DAUGHTER AT THE TIME PICK OUT A BEAUTIFUL, SPARKLY DRESS. SHE FELT LIKE A TOTAL PRINCESS AND NEVER TOOK IT OFF. I WILL NEVER FORGET THAT FIRST TIME WALKING IN THERE. THANK YOU TKP!"

-Julia, foster parent

Average Cost of Distributed Goods Per Youth

Baby:
\$2,800+

Toddler:
\$2,000+

Child:
\$1,700+

Teen:
\$1,900+

FOSTER PARENTING IS HARD ON SO MANY LEVELS! TKP IS A GIFT TO US: IT IS A PLACE THAT GIVES US THE MATERIAL GOOD WE NEED, AND THAT MAKE LIFE JUST A LITTLE BIT EASIER, A LITTLE MORE MANAGEABLE, AND MAKES FOSTER PARENTING FEEL A LITTLE BIT MORE POSSIBLE.

-Lisa, foster parent





VOLUNTEERS

Our TKP Volunteers are the heart and soul of this mission.

Without them, hundreds of kids and teens would not have access to our boutiques or enrichment opportunities. We are grateful for the many hours that go into providing these incredibly impactful services to family, children and teens impacted by foster care.

6,525

Total
Volunteer
Hours

the
equivalent
of

\$91,350

70%

of volunteers have
been committed to
TKP for a year or
MORE!

96%

of TKP's
operations are
volunteer-run

44

Total NEW
Volunteers



“

"I FEEL SO BLESSED THAT WE CAN
BE THERE IN THEIR TIME OF NEED.
THESE KIDS CHANGE YOU WITH
THEIR GRATITUDE AND GRACE."

-MICHELLE, VOLUNTEER

”



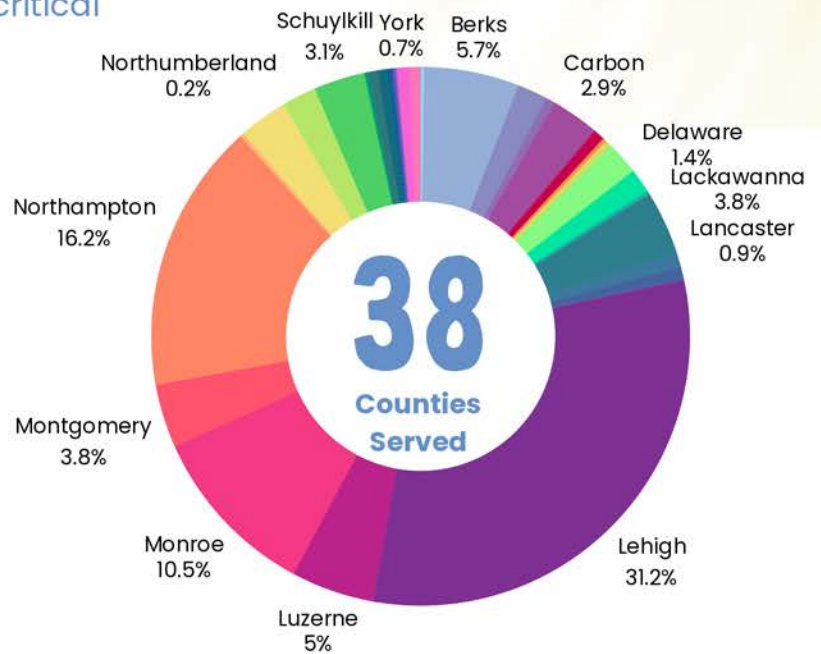


COMMUNITY

In 2024 we partnered with local businesses, schools, faith-based and service organizations, and other nonprofits to shine a light for youth impacted by foster care. These partnerships allowed opportunities for education, advocacy, fundraising, and critical support in new and exciting ways.



COUNTIES SERVED



Students helped with yard work, donation drives, and even created bracelets with positive messages to offer to kids visiting our boutique. Employers encouraged employees to help at our sites by sorting and cleaning donations, planting flowers and trees, and organizing the storage area. Many hands make the work light, and we had lots of extra hands (and hearts!) on deck in 2024. A sincere thanks to our TKP community!



77

Donation
Drives

92

Community
Sponsors

3,000+

PA foster youth
waiting to be
adopted

HOW TO HELP



Become a Dedicated TKP Volunteer!

TKP Volunteers:

- Serve at the boutique when families visit
- Offer support for emergency foster placements
- Sort incoming donations and restock the boutique
- Clean the boutique spaces and used donations
- Help organize and orchestrate fundraising and special events
- Manage community outreach events
- Create enrichment opportunities for children and teens by partnering with local businesses
- Share our mission through word of mouth and TKP's social media platforms



Sponsor an Event

Join a TKP Volunteer Committee

Share Our Social Media Posts
and Events

Give Monthly

Organize a Donation Drive

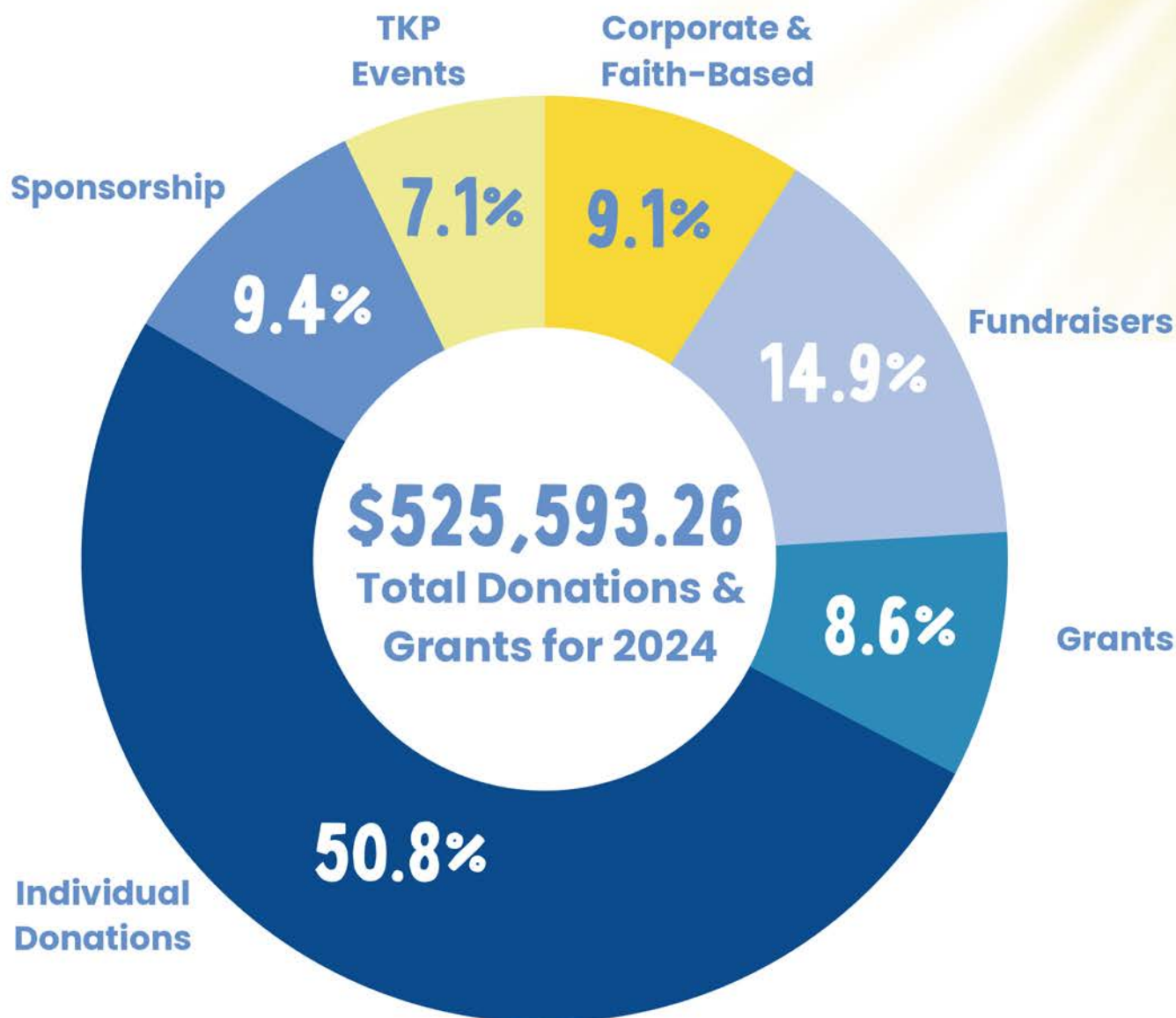
Donate Gift Cards for Restaurants,
Retail Stores, or Gas

**SCAN HERE TO
REGISTER TO HELP TODAY!**





FINANCIALS



2025 Strategic Goals: \$500K Investment

TKP will drive community impact through three key initiatives in 2025. We'll deploy a new **Customer Relationship Management System** to digitize and streamline internal processes, launch a **Mobile Boutique** to reach families beyond our physical location, and expand the **Kindness Connections Program** to provide more resources and equity for vulnerable youth and the families that support them.

2025 EVENTS



APRIL 19

Egg My Yard Fundraiser

This heartwarming event creates a sense of community and happy smiles of children who have woken up to an egg hunt in their yard.

MAY

Foster Care Awareness Month

Consider becoming a matching sponsor or monthly donor for this annual virtual giving campaign that raises funds for the families we serve.

MAY 9TH

Pairing and Caring Fundraiser

Enjoy an evening of delicious bites, fine wine tasting, live music, and a silent auction benefitting TKP families.

MAY 17TH

Spring Yard Sale

Consider becoming a matching sponsor for this annual spring event that draws hundreds of people year-after-year.

SPRING & FALL

Boutique Open Houses

Stop in at The Exchange or The Cottage for a private tour and to see, first-hand, why our mission matters.

BACK-TO-SCHOOL

Family Appreciation Celebration

A picnic celebration exclusively for our TKP families to celebrate all they do for the kids in their care

SEPTEMBER 26TH

TKP Mini Golf Tournament

Organize your best team and save the date for our 8th annual event at Putt U! Lunch and raffles included.

DECEMBER 2ND

#Giving Tuesday 2025

Be a shining beacon of hope on this day of kindness by sponsoring the TKP matching gift.

NOVEMBER/DECEMBER

Holiday Wish Drive

Participate in our annual "virtual angel tree" by providing holiday gifts, specifically chosen by our TKP kids.



ASK US ABOUT EVENT SPECIFIC SPONSORSHIP OPPORTUNITIES!

2025 INITIATIVES



Mobile Boutique

Beep Beep! Exciting adventures are coming through! Our brand-new Mobile Boutique concept is launching in 2025, and we want YOU to be a part of it!

In 2024, we were able to purchase a box truck and received a trailer as a donation in order to get our Mobile Boutique concept up and running.



In 2025, we are planning to get on the road and reach more families than ever before. Families with emergency placements, kids and teens in group homes, or those who are 2+ hours away from our shop in Emmaus will all be able to be served by this new boutique on wheels!

Kindness Connections

The Kindness Connections program is expanding its impact in 2025, building on our successful foundation of free swim lessons, dance classes, and art/sporting opportunities for foster youth. Our enhanced programming will introduce a wider variety of sports options alongside more diverse artistic pursuits, allowing children to discover and develop their unique interests and talents. Additionally, we're creating dedicated spaces and events for foster parents to build supportive relationships with one another, fostering a stronger community network that benefits both caregivers and children. This holistic expansion reflects our commitment to nurturing the physical, creative, and social well-being of the families we serve.

HOW YOU CAN HELP

Be A
Sponsor

Register
to
Volunteer

Donate
Time &
Talent

Donate
Funds

Scan To
Learn More





2024 TKP Community Partners

We are thankful for the generosity of our event sponsors and year-long partners, who made so much possible in 2024!

THANK YOU TO OUR 2024 TKP COMMUNITY PARTNERS!



Ask us about becoming a
2025 TKP Community Partner!!



We thank you for your trust in us & your ongoing support of our mission!



Acknowledgements

Our sincerest appreciation to those who gave their time and talents to create the impact highlighted in this report.

This includes:

Our dedicated team of **TKP Volunteers**.

Our engaged **Board of Directors**.

Our generous **Sponsors** and **Kindness Connections Partners**.

Our entire kindness community of **families** and **donors**.



To ensure TKP continues to positively impact families and kids in foster care, ask us about sponsorships, monthly giving, or make a one-time donation here!

Board of Directors

Brittany Karoly, Esq., Board President • Brian Holtzhafer, Board Vice President
Michelle Bitner, Board Treasurer • Amber Daniels-Hatz, Board Secretary
Bulbul Berman • Stacie Cuda • Joseph Flannery •
Joyce Riche • Jay Valentin • Greg Wollenhaupt • Lynn Zeiner

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