



THE KINDNESS  
PROJECT

# ANNUAL IMPACT REPORT

2023



# A WORD FROM OUR FOUNDER

As the founder of this growing nonprofit, reflecting on our very organic journey, from 'dining room' beginnings in 2018 to the **vibrant community we've become**, is truly heartwarming ... and slightly unbelievable!

My husband, Brian, and I envisioned a space where children and teens in foster care not only find essential resources but also **experience happiness, hope and a sense of belonging**.

In our two boutiques, we go beyond providing clothing, shoes, car seats and diapers; we strive to create a haven where these young lives are **touched by the magic** of free swimming and dance lessons, art classes, academic support, and memorable experiences. Your generosity sustains this mission, making it more than just a charity, but a **shared commitment to building brighter futures**.

The heartbeat of our organization is the incredible volunteers who selflessly give their time and passion. They are not just supporters; they are friends, weaving a tapestry of **compassion and camaraderie**.

Our community's support has been the driving force behind every smile, every lesson, and every shared moment of **joy and dignity** for the youth we serve.

Thank you for being the backbone of our cause, for turning our grassroots dream into a reality, and for being part of the transformative journey we continue to embark upon.

We are sincerely excited to work together with you in 2024 to meet the ongoing needs of foster families and **to provide equity and opportunity for these precious children and teens**, the leaders of tomorrow.

With great appreciation,  
Jenae Holtzhafer



“  
**TOGETHER WE ARE SHINING  
A LIGHT AND SHOWING OUR  
COMMUNITY'S YOUTH THAT THEY  
MATTER AND ARE LOVED.**  
-JENAE, FOUNDER

# OUR STORY

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

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.



2018



2023

# 100%

of children  
in foster  
care  
deserve  
love and  
dignity!

## Vision

- Be a trusted partner in the foster care community to increase foster family participation and retention
- Collaborate with diverse community partners to meet the needs of TKP's foster families
- Expand enrichment programs to ensure foster youth have the same opportunities as their peers and are not left behind.

## Mission

- Be a shining light for children experiencing foster care and provide a feeling of belonging
- Alleviate financial burdens to ensure a family can say YES to ANY child or sibling group when they get the call
- Build strong, long-lasting relationships with registered foster families to improve the quality of care for the children

# 2023 IMPACT Snapshot

PA COUNTIES

32

FOSTER CARE  
AGENCY PARTNERS

44

NEW FAMILIES REGISTERED

191

NEW YOUTH REGISTERED

582

BOUTIQUE APPOINTMENTS

1,000+

TOTAL KIDS & TEENS SERVED

1,812

TOTAL VALUE OF DISTRIBUTED ITEMS

\$1M+





# THE EXCHANGE & THE COTTAGE PROVIDED:

**2,782** Toiletry Items

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**328** Baby Equipment  
*(Car Seats, High Chairs, Strollers, etc.)*

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**914** Packs of Diapers & Wipes

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**1,963** Socks & Underwear

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**2,507** Pajamas

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**1,017** Shoes

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**468** Duffel Bags



# 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 2024 ... and beyond!



To date, over 100 TKP youth have received **free** swim lessons thanks to our partnership with the **Emmaus Aquatic Club!** A 2023 grant from IronPigs Charities allows us to offer kids new swim suits, goggles, towels and swim diapers, and of course, the confidence in learning a life-saving skill!

ARE YOU INTERESTED IN SHARING YOUR CONNECTIONS IN A MEANINGFUL WAY?

**CONTACT US!**



## Cater to Kindness

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





# TKP FAMILIES



“THE LOVE, PATIENCE, AND JOY THAT THE VOLUNTEERS TOOK IN HELPING ME FIND THE RIGHT THINGS, PLAYING WITH THE KIDS, AND DELIGHTING THEM WITH LITTLE EXTRAS FLOORED ME.

THANK YOU FOR NOT JUST PROVIDING NECESSITIES, BUT ALSO LOVE, ENCOURAGEMENT, AND DIGNITY TO THOSE IN FOSTER CARE.”

–Liz, foster parent

“THE LOOKS OF WONDER, THE EXCITEMENT IS SOMETHING I’LL NEVER FORGET. OUR 4 YEAR OLD AT THE TIME PICKED OUT PINK EAR MUFFS THAT SHE WORE, NOT ONLY WHEN COLD, BUT WHEN SHE WAS OVERWHELMED. THOSE SAVED HER IN HER EARLY DAYS HERE. SHE SAID THE “MAGIC STORE” HELPED HER FEEL SAFE AND WARM.

–Julia, foster parent



## Average Cost of Distributed Goods Per Youth

Baby:  
\$2,700+

Toddler:  
\$1,900+

Child:  
\$1,500+

Teen:  
\$1,700+

# 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.

**6,728**

**Total Volunteer Hours**

**the equivalent of**

**\$97,556**

i



**67**

**Volunteers have  
been committed  
to TKP for a year  
or MORE!**

**98%**

**of TKP's operations  
are volunteer-run**

**"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**

**63**

**Total NEW Volunteers**



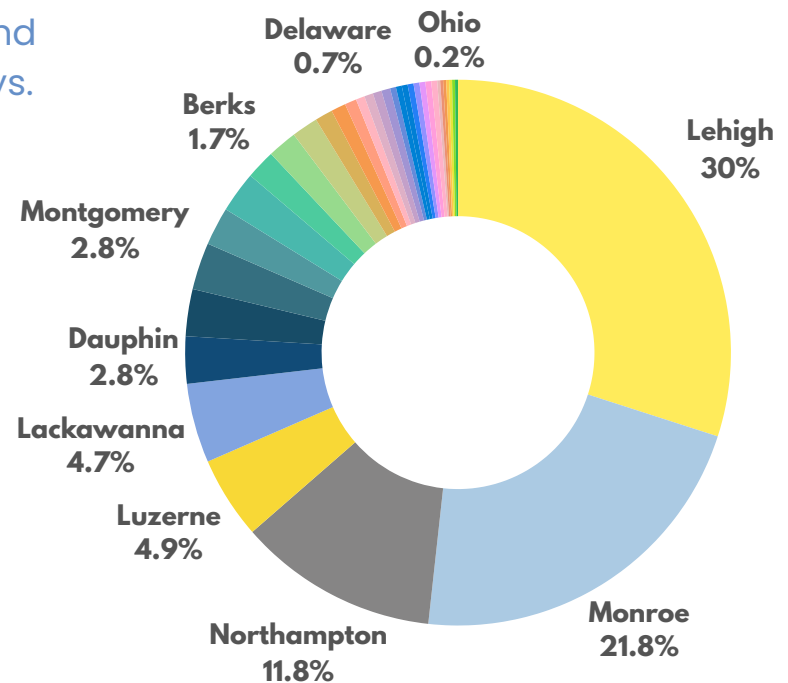


# COMMUNITY

This year we partnered with local businesses, schools, faith-based and service organizations, and other nonprofits to **shine a light on 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 boutiques. 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 2023**. A sincere thanks to our TKP community!



76

Donation  
Drives

92

Community  
Sponsors

3000+

PA foster youth  
waiting to be adopted

# HOW TO HELP

## Ways to Get Involved:

**JOIN A TKP VOLUNTEER  
COMMITTEE**

**SPONSOR AN EVENT**

**GIVE MONTHLY**

**SHARE OUR SOCIAL MEDIA  
POSTS AND EVENTS**

**ORGANIZE A DONATION DRIVE**

**DONATE GIFT CARDS  
FOR RESTAURANTS,  
RETAIL STORES, OR GAS**

## TKP Volunteers:

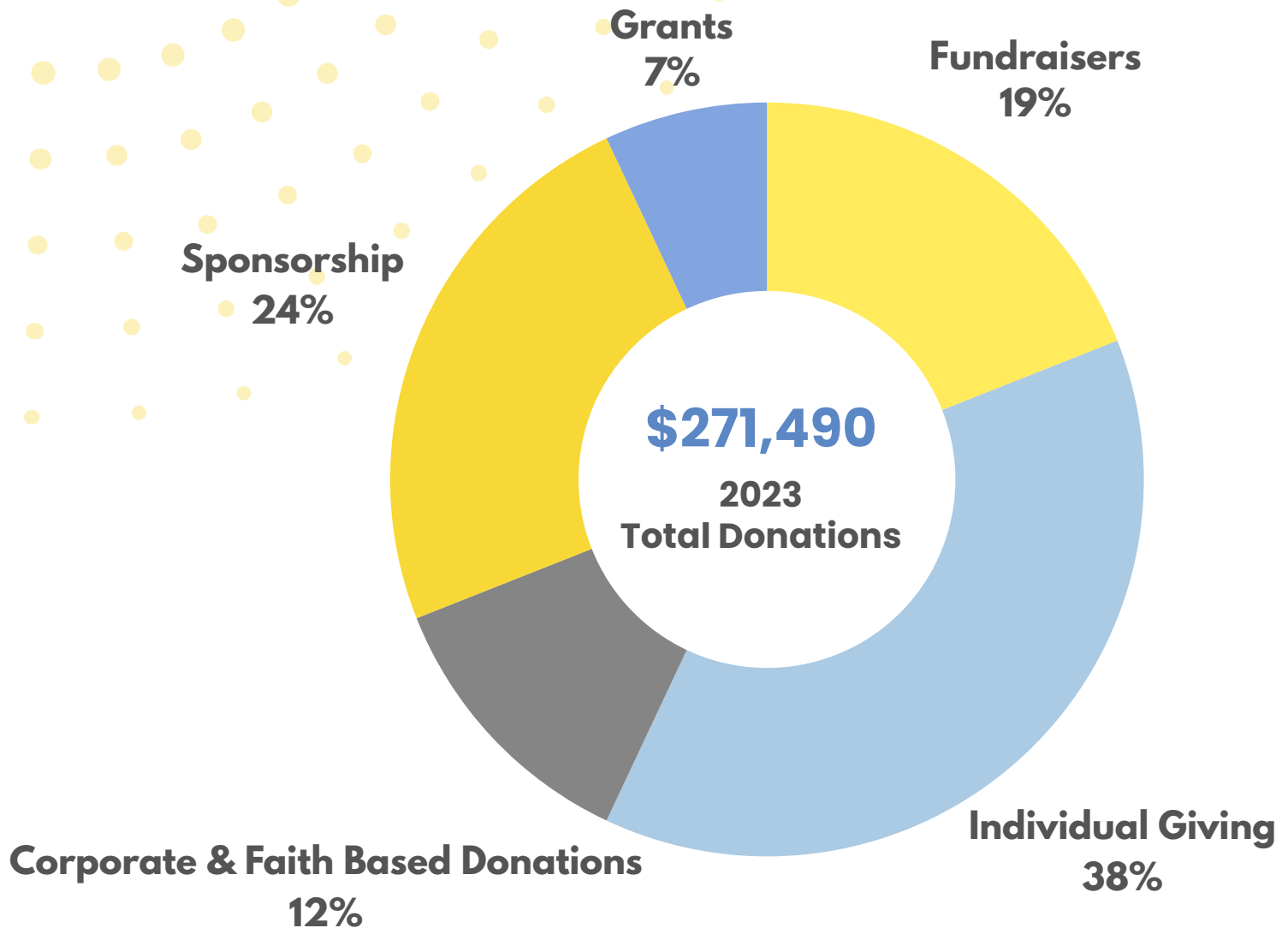
- Serve at boutiques when families visit
- Offer support for emergency foster placements
- Sort incoming donations and restock boutiques
- Clean boutique spaces and donations
- Help organize and orchestrate fundraising and special events
- Manage community outreach events
- Create enrichment opportunities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



**WANT TO JOIN OUR TEAM?  
CONTACT US!**



# FINANCIALS



## Goals

We've got some lofty goals for 2024. With a budget of \$350,000, we plan to:

- Develop and implement a **Customer Relationship Management System** to digitize and streamline TKP's data and internal processes.
- Develop staff to support and expand upon **The Kindness Project's** free offerings to the community.
- Strengthen the **Kindness Connections Program** to increase the number of resources, offer new experiences and to provide **equity** to vulnerable youth.

# EVENTS & INITIATIVES

# 2024

## Egg My Yard

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

## Spring Yard Sale

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

## Foster Care Awareness Month

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

## Pairing and Caring Fundraiser

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

## Boutique Open Houses

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

## Tacos with a Side of Kindness

Enjoy tasty tacos from Flavor Nation & a special brew from Funk Brewing in support of TKP

## TKP Mini Golf Tournament

Organize your best team and save the date for our 7th annual event at Putt U! Lunch and raffles included

## #Giving Tuesday 2024

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

## 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!





# TKP Event Sponsors

We are thankful for the generosity of our event sponsors, who made so much possible in 2023!

**\$5000+ KINDNESS SPONSORS**



**\$3000 CARING SPONSORS**

*The Coblentz Family*

**\$2500 PROMISE SPONSORS**



Ask us about becoming a  
**2024 TKP Community Partner!!**



# We thank you for your trust in us & for 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

Brian Holtzhafer, Board President • Brittany Karoly, Esq., Board Vice President  
Diane McAloon, Board Secretary • Michelle Bitner, Board Treasurer  
Ian Dollman • Greg Wollenhaupt • Indu Bulbul Berman  
Dr. Mark Koch • Courtney Angle • Gabriella Toedter

### Website

[mykindnessproject.org](https://mykindnessproject.org)

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