



WOMEN'S HOUSING AND ECONOMIC DEVELOPMENT CORP.

INVESTMENT RATIONALE

WHY WOMEN'S HOUSING AND ECONOMIC DEVELOPMENT CORP.?

The Women's Housing and Economic Development Corporation (WHEDco) was founded in 1991 to provide housing and services to enable families living in poverty in the Bronx to become economically self-sufficient. Deeply rooted in the community, WHEDco's Head Start is part of the organization's integrated set of services that includes a parent literacy program, public benefits screening, mental health counseling, health and nutrition workshops, and housing assistance. The Head Start combines poverty reduction programs in affordable housing spaces to educate children and stabilize families.

WHY INVEST NOW?

WHEDco's programs are located in the poorest urban county in the United States; with the economic downturn their services are needed now more than ever. Investing now will allow WHEDco to:

- Implement systems to follow up with Head Start students after they leave WHEDco's programs in order to respond to issues that may result in underperformance
- Increase the intensity of its current programs to build deeper relationships with families to keep them engaged with the programs until they achieve self-sufficiency
- Determine how to best extend services past middle school into high school and through college
- Improve WHEDco's ability to retain highly qualified staff and offer competitive salaries

OUTCOMES

WHEDco	NYC CHILDREN AGED 3-5
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N/A

N/A

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N/A

N/A

**Data currently unavailable. The current method for evaluating child readiness for school requires teachers to observe individual students and evaluate their abilities in a variety of developmental domains multiple times per year. These assessment tools are designed to evaluate students individually; the scores are not meant to be aggregated for cohorts of students. Although data is sometimes available, because of the design of the assessment tool and the variation in skills and training among teachers it does not show reliable aggregate success rates and therefore cannot be published.*

ALIGNMENT WITH RECOMMENDED APPROACH

Social Impact Research recommends school readiness programs that include the three components shown in the table to the right. This table shows some of the activities the organization undertakes related to each component.

EDUCATION AND CURRICULUM

- ✓ State-validated curriculum and assessment tool
- ✓ Formal kindergarten transition program
- ✓ Tool to holistically assess classroom program quality
- ✓ Program for teachers to pursue higher education
- ✓ Policy of no expulsions

PARENT SUPPORT PROGRAMS

- ✓ Home visits to identify family needs and set goals
- ✓ Parent advisory committee
- ✓ Workshops on child development and parenting
- Childcare and meals provided during parent meetings
- ✓ Strategies to encourage involvement of male parents

ACCESS TO COMPLEMENTARY SERVICES

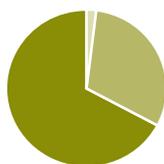
- ✓ Food security, nutrition, and basic needs providers
- ✓ Primary health, dental, and vision providers
- ✓ Teacher professional development partner
- ✓ Formal referral process for internal and/or external complimentary services

POPULATION SERVED BY WOMEN'S HOUSING AND ECONOMIC DEVELOPMENT CORPORATION

WHEDco serves low-income families who face multiple challenges. Its Urban Horizons Early Development Center serves a large number of immigrant families representing 14 different languages.

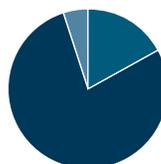


FAMILY INCOME



As reported by the organization

RACE AND ETHNICITY



As reported by the organization

ADDITIONAL WHEDco PROGRAMS

- Family Support and Housing Services
- Housing and Community Development
- Home Based Childcare Microenterprise
- Education and Youth Development
- Urban Horizons Kitchen
- Energy Retrofit: Greening Existing Buildings
- Research and Evaluation

WOMEN'S HOUSING AND ECONOMIC DEVELOPMENT CORP.

SOCIAL AND ECONOMIC OUTCOMES HIGHLIGHTS

SIR recommends nonprofits that also engage in systemic change activities to create social impact. Systemic change activities include advocacy, research, and collaboration enabling nonprofits to affect the larger field of school readiness and reach populations not served directly.

WHEDco approaches systemic change from a community development perspective, influencing school readiness as part of its larger mission:

- Developing one set of guidelines for childcare for Head Start, day care centers, and universal pre-kindergarten through WHEDco's place on the NYC American Constitution Society Working Group
- Spearheading grassroots activism for community development, with focus on neighborhood and city-wide issues
- Partnering with city and state leaders on community development, such as affordable housing, and creating an economically vibrant Bronx
- Convening a panel of experts to replicate WHEDco's model for upgrading and preserving affordable multi-family housing throughout NYC

PROGRAM PERFORMANCE HIGHLIGHTS

AGE OF SCHOOL READINESS PROGRAM	# OF CHILDREN LICENSED TO SERVE	# OF CHILDREN ON THE WAITLIST
12 years	104	321
% OF LEAD TEACHERS WITH/PURSuing B.A.	AVERAGE # OF PARENT WORKSHOPS ANNUALLY	% OF PARENTS SATISFIED WITH PROGRAM
80%/20%	22	96%

UNIQUE ASPECTS OF THE PROGRAM

Working to level the playing field for families in poverty on a holistic, community-wide level, WHEDco brings an integrated approach to its school readiness program. Specifically, WHEDco:

- Provides holistic family supports in areas such as mental health, legal issues, domestic violence, substance abuse, and parenting
- Sends many students to its partner magnet school and eases transition to kindergarten by providing social work staff on-site at the school
- Achieved National Association for the Education of Young Children (NAEYC) accreditation, an indicator of quality

ORGANIZATIONAL HEALTH HIGHLIGHTS

SIR assesses financial sustainability by evaluating the following indicators over three years: debt to equity ratio, current ratio, cash reserves, funding diversity, and growth rate.

COST PER BENEFICIARY	# OF MONTHS IN CASH RESERVES 2009
\$15,562*	11.56**
PROGRAM/ ORGANIZATION FTES	TOTAL REVENUE 2009
20/45	\$9,835,627

*Total program revenue/number of children served

**Based on unrestricted net assets; nonprofits are typically expected to have 3-6 months in cash reserves

MAIN SOURCES OF PROGRAM FUNDING



81%	Government grants
19%	Other sources
0%	Foundation grants
0%	Corporate grants
0%	Individual donations
0%	Earned Income

Program revenue: \$1,262,526

LEADERSHIP TEAM

- President has a strong track record in community revitalization: developed the West End Intergenerational Residence, an award-winning program that integrates homeless adults into young families; directed the re-development of 23 abandoned buildings, creating 722 apartments for low and moderate-income families in the South Bronx
- Executive VP was the 2001 recipient of the PASEtetter Award Certificate in recognition of outstanding service to New York City's youth from the Partnership for After-School Education
- VP and General Counsel previously served as senior staff attorney at Lawyers Alliance for New York where she directed a youth services initiative, advising nonprofits on a wide range of legal issues related to working with children

MISSION

"WHEDco works with families in the Bronx who struggle with the multiple challenges presented by poverty, and who, like all of us, aspire to a healthy, financially stable future. WHEDco offers interconnected, innovative, and high quality solutions – including the building of healthy, affordable homes – creating more beautiful, more equitable, and more economically vibrant places to live and raise a family."

CONTACT INFORMATION

Eva Neubauer Alligood
VP for Strategic Planning
and Communications
ealligood@whedco.org

50 East 168th Street
Bronx, NY 10452
(718) 839-1177
www.whedco.org

ABOUT ROOT CAUSE'S SOCIAL IMPACT RESEARCH

SIR is the independent research department of Root Cause, a research and consulting firm dedicated to mobilizing the nonprofit, public, and business sectors to work together in a new social impact market. SIR aggregates, analyzes, and disseminates the best information available about social issues and the performance of nonprofit organizations.

SIR research products include social issue reports, state reports, and organization reports to help social impact investors make well informed philanthropic decisions. This organization report describes one of the seven school readiness organizations that SIR selected in New York City. If you are interested in investing in this organization, please contact the person listed above.

To learn more about SIR, please visit socialimpactresearch.org