



**HANCE FAMILY
FOUNDATION**

ANNUAL REPORT 2022



TABLE OF CONTENTS

04 Letter from the President

06 2022 Impact by the Numbers

09 Self-Esteem Rising Participant Data

10 The Baker Center for Children & Families

12 Wall of Gratitude

15 Serving the Underserved

16 Our Impact

18 Financial Report

20 Board of Directors

21 Advisory Board

21 Cultural Diversity & Inclusion Committee

23 Donors

LETTER FROM THE PRESIDENT

Dear Friends,

2022 was a very special year in the history of the Hance Family Foundation. We opened our brick-and-mortar storefront at 130 Tulip Avenue in Floral Park. We are exceptionally proud of this space. Our goal is to become a daily resource to the members of our local community and beyond. My brother David and I know that our father would love to see his family name on Tulip Avenue, a symbol of helping other people and a sign of hope. We invite you to stop by the office when you're on Tulip. There is nothing better than when our foundation's office is full of life.

The HFF staff decided to end this important year with an intentional focus on gratitude. We always want to leave people better than how we found them. We do this with our programming 365 days a year, but in December, we have the special opportunity to do this with holiday gifts through our annual toy drive. In 2022, our office became a visible beacon of hope and love for our Floral Park community. We received more toy donations than ever and were even able to serve additional NYC schools because of your outpouring of generosity.

This year also came with some incredible programming milestones. **Over the lifetime of our foundation, we have served more than 150,000 Self-Esteem Rising participants, including 75,000 Beautiful Me graduates, in 15 countries and 40 states.**

We honor my Emma, Alyson and Katie when we change a person's life. From my family to yours, to the HFF staff, interns, volunteers, program participants, Beautiful Me teachers, supporters and donors, thank you for keeping my girls in your hearts. We look forward to your partnership in 2023. Please stick with us and watch our impact grow even larger.

In Gratitude,
Warren Hance



Warren, Jackie, Emma, Alyson & Katie Hance

Self-Esteem

RISING

2022 IMPACT BY THE NUMBERS:



39,193

Self-Esteem Rising
graduates

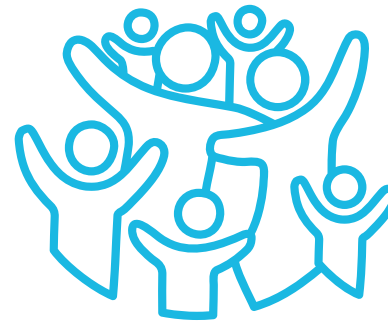
976

Beautiful Me teachers
trained



9,312

Beautiful Me participants



260

Raising a Beautiful Child
participants





7,374

Confidence Club
members



21,505

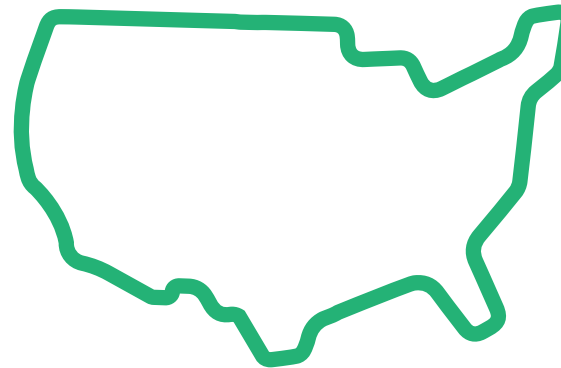
downloads of our social-emotional learning
lesson plans and activities online

SELF-ESTEEM RISING HAS BEEN TO:



15

countries around
the world



41

states across
the country

161,621
all-time participants



34

participants a day

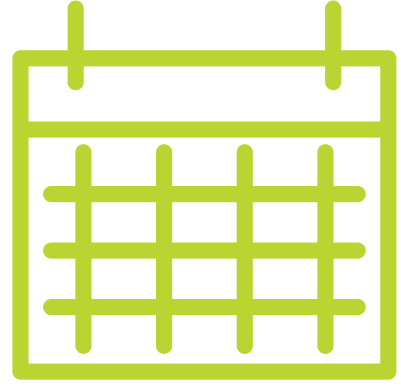
365

days a year



13

years consecutively




7

days a week

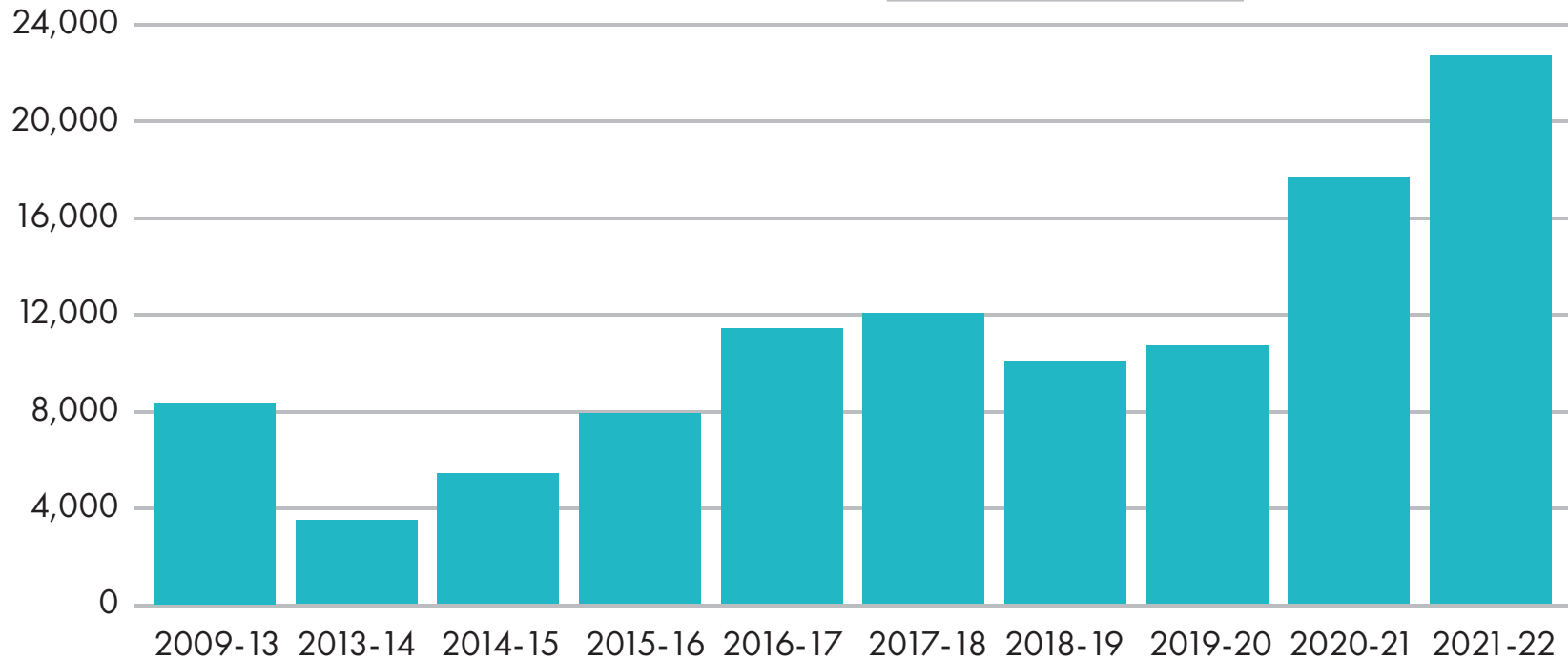


SELF-ESTEEM RISING PARTICIPANT DATA

 Self-Esteem Rising participants by school year

There were **114** Beautiful Me sites in the 2021-2022 school year!

Year:	#:
2009-13	8,264
2013-14	3,683
2014-15	5,317
2015-16	7,958
2016-17	11,724
2017-18	12,085
2018-19	10,740
2019-20	11,071
2020-21	16,866
2021-22	23,000



THE BAKER CENTER FOR CHILDREN AND FAMILIES



HARVARD MEDICAL SCHOOL
AFFILIATE

On August 20, 2021, the Hance Family Foundation received the [Beautiful Me Program Evaluation Final Report](#) from the Baker Center for Children and Families, a Harvard Medical School affiliate. The HFF team spent the remainder of 2021 and 2022 standardizing and perfecting our Beautiful Me Teacher Training per the Baker Center's recommendations.

The Baker Center asked, "How do you structure the training to ensure consistency across trainings?"

To address this, we created a standard presentation that all Self-Esteem Rising Leaders use to train. We split the training into three parts. "Part 3" was added to offer Beautiful Me teachers a concrete understanding of how to implement the program, such as how to access materials, different options for how to schedule and structure the program and who to contact for additional support.

In 2022, our updated and reorganized [Beautiful Me Teacher Training Manual](#) went to print. This tool offers Beautiful Me teachers a detailed lesson plan to follow to get the most out of their Beautiful Me groups.

Our [Cultural Diversity & Inclusion Committee](#) created intentional space in the Beautiful Me curriculum for culturally diverse perspectives and stories to promote inclusion. During the Teacher Training, we now have discussions with facilitators about cultural norms in their communities and amongst their students. We are so proud of this ongoing work and are committed to taking actionable steps to make meaningful change. We recognize that our programs will improve when everyone feels welcome.

The Emma, Alyson and Kate **HANCE FAMILY FOUNDATION**



WALL OF GRATITUDE

"I took confidence, ways to feel better and so much more from this experience. These girls taught me how to love me for me and I learned how to come out of my comfort zone."

"It was really fun. It had a great message and I loved to get to know some of the other girls in my grade. Keep doing this program; it's amazing and your girls are proud."

"I learned to be kind, be nice and do not take things for granted."

"Your program is really fun and I love it so much. It makes me feel better about myself."

"We learned that we are beautiful."

"I really like the Beautiful Me program because it felt good to be able to share everything that you might be keeping to yourself."

"What I took away from this experience is that everyone is really nice and I really don't have to be scared to make friends."

"To be honest, I was going to bail on this staff day workshop. I will be getting a double mastectomy this month and am extremely fragile. I thought of you..."

...and that you would want me to come today & experience this uplifting message. I feel empowered and supported. Thank you from the bottom of my heart."

"We had one girl who had a lot of scarring on her hands. And she just broke down. It was just the sweetest moment for this girl to share. And then one girl looks over to her and goes, 'I think your scars are beautiful.'"

"This is an amazing experience. It is inspiring. It is such a good reminder of what is really, truly important."

"The program increased my self-confidence and changed my thinking on how people think of me. I learned to appreciate myself more."



SERVING THE UNDERSERVED

The relationship between the HFF and the NYPD Community Center at 127 Pennsylvania Avenue in East New York, Brooklyn is a strong and rich one which continues to evolve. What remains constant and is at the core of this collaboration are the children who live in the surrounding neighborhood of East New York. This neighborhood deals with some of the greatest challenges in regards to basic human needs. There are many sobering statistics highlighting the challenges these children face. According to the NYU Furman Center, 23.9% of households in East New York earn less than \$20,000 a year. The serious crime rate was 19.2 serious crimes per 1,000 residents in 2021, compared to 12.2 serious crimes per 1,000 residents citywide.

Our Beautiful Me workshop was offered to middle and high school girls who participate in the Girls Leadership and Empowerment class at the NYPD Community Center. The class was co-facilitated with female officers hoping to increase community engagement and strengthen relationships. The Beautiful Me curriculum's goals of increasing self-esteem and confidence are so necessary for the young women of East New York. Creating opportunities to discuss leadership and having a growth mindset occurred alongside meeting basic needs as the police officers were cooking dinner and providing snacks for the girls.

Each Beautiful Me group seeks to create a safe space where girls feel free to share without judgment. The girls talked about having lost a parent, raising themselves, being exposed to and encouraged by family members to use drugs and most disturbingly, being caught in a shootout. The goals at the heart of Beautiful Me are goals that these East New York students need now more than ever: developing greater self-awareness, responsible decision-making, relationship skills, empathy for others and more. These teenagers have so much out of their control, but Beautiful Me teaches them to turn inward and focus on their strengths and that knowing themselves better will lead to better self-worth and confidence, which will benefit them in all aspects of their lives.

Shanthy Hughes, LMSW
Self-Esteem Rising Leader

OUR IMPACT

My daughter attended your Beautiful Me program at Draper Middle School in Rotterdam, NY yesterday and it was amazing. I wanted to be sure you know what an impact you made. She's experienced constant bullying and harassment at school. But yesterday she came home from school herself, and I don't know how else to describe it. She had that sparkle and light in her eyes again. I felt like I got my girl back. She shared your story and the compliments from her classmates. Many were from girls who were her bullies just days prior. Your program really turned things around for her.

Vanessa



A special thank you to the Hance Family Foundation from PS 45, the Clarence Witherspoon School, in Queens, NY.

PS 45 is a safe haven in an urban neighborhood servicing a high percentage of families in low-income housing facilities such as domestic violence shelters, homeless shelters and hotels.

Unbeknownst to many, the Hance family has left a lasting imprint on the lives of the CWS students these past few years. The partnership between the HFF and CWS has touched many families in different ways.

Through the Beautiful Me program, we have been able to build confidence and provide moments of happiness for our students and families, especially around the holidays.

Even now, with the increase in migrant families, the HFF has agreed to provide a resource that will ensure the teachings from their Beautiful Me program reaches all of our students despite gender or cultural barrier.

On behalf of CWS, your thoughtfulness and generosity surpass anything we could have ever imagined and for that, we are forever grateful.

Sasihana, MSW

OUR IMPACT

"I've been involved with the Hance Family Foundation for over eight years now, and each year brings new experiences and opportunities. This is due to the passion and dedication of everyone who works and volunteers in many different capacities at the foundation.

In 2022, I had the honor of conducting many Teacher Training sessions over Zoom and leading a group of Self-Esteem Rising Ambassadors with enthusiastic middle schoolers during the summer. This special group of students included two male participants and two great friends of Kasey Hance. How special for her to see her friends involved in a foundation that means so much to her family! We also held an Ambassador "reunion" at the new office which allowed for various students to meet each other and connect in person. **My favorite part was watching new friendships form while they bonded over ways to make their schools and communities a better place.**

I was able to continue weaving Beautiful Me into the fabric of my own school, Ridgeway Elementary in White Plains, by conducting two groups with third grade girls. **What I noticed more than ever was that teaching Beautiful Me allows me to deepen my connection with the school community on all levels, including with the administration, students and parents.** I also trained a colleague of mine who gained so much from the experience.

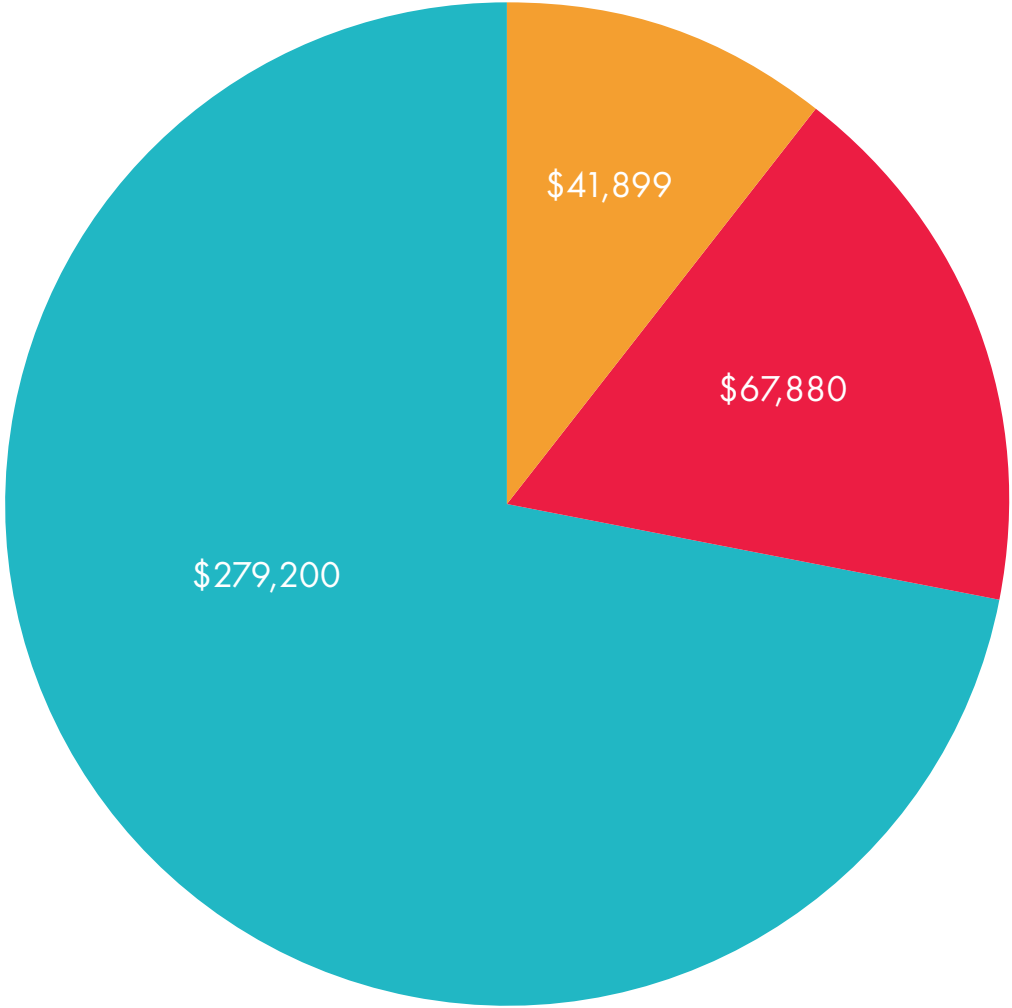
Each year, I'm amazed by how much the foundation continues to grow and how we are able to accomplish new goals while always focusing on what is most important: honoring Emma, Alyson and Katie. Warren often talks about the reason we are each put into the world, and I know this foundation is a large piece of mine."




Marissa Ferry

Self-Esteem Rising Leader

Beautiful Me Teacher

FINANCIAL REPORT



-  Fundraising Expenses
-  Management & General Expenses
-  Program Services

TOTAL EXPENSES: \$388,979*

*August 1, 2020 - July 31, 2021



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WJH Appraisal Services, Inc.

Jackie A. Hance

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DONORS

Top Ambassadors \$50,000+

Sophia and Rob Brivio
Virginia B. Toulmin Foundation

The EAK Crew \$10,000 - \$14,000

Argyros Family Foundation
The Dunn Family
George and Laura Reichert
Golden Touch
Michael Lynch

Self-Esteem Rising Society \$5,000 - \$7,000

Alpha Omega Charitable Foundation
Capitol Electric
Glenn Rufrano
Laurence W. Levine Foundation
Lynch and Associates
Lynn Pombonyo
Phocus c/o Thomas O'Grady
Playfly
Ronald McDonald House Charities
Scully Peretsman Foundation

Beautiful Me Family \$1,000 - \$4,000

Anthony and Rosemarie Perrone
Betbanc Inc.
Bobby K. Architects
Brad Katinas
Bridge Community Church
Collins Building Services
Condon and Associates
David Tsoupros
Diane Malone
Donnelly Mechanical
Elizabeth Centeno
Floral Park Benevolent Association
Floral Park HVAC
Garden City Orthodontics, LLC
Geraldyn Corcoran
The Harrison
Ivy Rehab Network
Joseph and Rosemary Vecchio
Kate Tuffy

DONORS

Beautiful Me Family (cont.)

The Kelly Family
Keryn and David Connolly
Michael Rossetti
Nunan and Comey Fitzgerald
New York Community Bank
O'Shea Movers
Pamela Jahn
Peter Crisci
Richard Hance
Ridgewood Savings Bank
Robert and Jeanine Votruba
Robert Fabio
Ryan, Brennan and Donnelly LLP
SolarJim Group
Warren Hance
Whelan Foundation
WJH Appraisal Services
Wolf Family Trust

Confidence Club \$500 - \$800

Alesandro Cappelli
Allison Cannon
Andrew Capaccio
Blackbaud Giving Fund
Brandon Raymar
Christopher Sciortino
Cynthia and Michael Hrubes
Jack Duggan's
John and Mary Pelletiere
Mark Reilly
Maurice Reilly
Michael Genovese
Morgan Stanley Gift Fund
Raymour and Flanagan
Thrive Causemetics

Thank you for your continued
generosity! We can't do what we
do without you.



GET INVOLVED

Become a Beautiful Me teacher and share Emma, Alyson and Katie's lessons with others. Teachers and mental health professionals can register to attend our Beautiful Me Teacher Training by visiting selfesteemrising.org/sign-up.

Volunteer with us! Focusing on others can turn tragedy into triumph. There are always ways to get involved with the Hance Family Foundation! You can help us package Beautiful Me supplies, start a fundraiser or spread the word about our programs on social media. Every May, we host our 5K Run/Walk and Family Fun Day in Floral Park, NY, and every December, we host our HFF Toy Drive at various locations across NYC.

Sponsor an event! We are so excited that our 5K and Family Fun Day are returning to Centennial Gardens in Floral Park on Saturday, May 20, 2023! To ensure the continued success of our critical Self-Esteem Rising programs, we need your help. Please consider sponsoring our 14th Annual 5K Run/Walk and Family Fun Day so that we may continue to serve others. Learn more at hancefamilyfoundation.org/events.

Purchase our merch at selfesteemrising.org/shop! We have t-shirts, hoodies, bags and more. Look good and feel good supporting our programs!

Follow us on social media for the latest news: [@selfesteemrising](https://twitter.com/selfesteemrising) and [@hancefamilyfoundation](https://twitter.com/hancefamilyfoundation).

Make a donation! Any amount makes a difference. Donate once or consider joining our monthly donor program. Go to hancefamilyfoundation.org/donate to get started.





LEARN MORE AT:
[SELFESTEEMRISING.ORG](https://selfesteemrising.org)

The Hance Family Foundation is a certified 501(c)(3)
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