

# ANNUAL REPORT 2013

Precious Dreams Foundation • 20 Harris Ave. Inwood, NY • 11096 • [info@preciousdreamsfoundation.org](mailto:info@preciousdreamsfoundation.org)





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**Dear Supporters & Friends,**

2013 was a pivotal year for the Precious Dreams Foundation. Our very first “comfort drop” took place in February and since then; the organization has provided over 300 children and teen mothers with essential bedtime necessities and therapeutic accessories for comfort. We’ve established essential partnerships with some of New York City’s most remarkable foster care agencies and defenders of children’s’ rights, including the Department of Homeless Services. In our introductory year of service, Precious Dreams Foundation fulfilled the needs of hundreds of at-risk children and impacted their lives one comfort bag at a time.

In our ongoing effort to provide healthy attachments and emotional support to our precious youth, we’ve assessed our progress with testimonials from the children we’ve served and followed up with the staff of the foster care agencies and homeless shelters. Using this feedback as a key resource, we’ve adjusted our programming to ensure that every opportunity to touch the lives of children is an unforgettable experience for all stakeholders involved. In this report, you will see how much we’ve accomplished within the past year and you will have a clear picture of how we operate, handle our finances, and fulfill a much needed void in the everyday-or shall I say nights-of children in transition.

With my deepest gratitude, I’d like to thank the board members, donors, supporters and partners who gave Precious Dreams Foundation their time and attention in 2013. You’ve helped us inspire positive thoughts and dreams that will make a significant impact on our world one day. I look forward to fulfilling our mission with your support in the upcoming years. New York City is a much better place for children in transition because of you.

Yours in service,

A handwritten signature in black ink, reading "Nicole Russell".

Nicole Russell  
Co-Founder and President

**Precious Dreams Foundation** provides gift bags of bed-time comfort items to children in foster homes, foster care and underserved communities. Our unique comfort drop program supports **New York City's most vulnerable children** and **adolescents in transition**. Our mission is premised upon the belief that all children should be granted the opportunity to end their days in a state of comfort. In just over a year, our organization has touched the lives of **300 underprivileged youth** by providing backpacks filled with age appropriate items such as **books, plush toys, journals, pajamas** and other **bedtime necessities**. Our **signature backpacks** double as blank canvasses for which our volunteers hand out markers and encourage the kids to artistically express their unique individualities onto something they can call their own. In addition to bestowing a sense of ownership, the bags are filled with items that empower children to relax, sleep peacefully and forget about their worries.





## Precious Dreams Foundation x Mercy First

On August 24, 2013 Precious Dreams Foundation partnered with Mercy First for the second time in 2013 to serve the wonderful youth, young mothers, and families enrolled in Mercy First's young mothers program. Board Members, volunteers, and special guest speaker Po Johnson from the hit television series "Lala's Full Court Life" got to know these inspirational young mothers and their families by sharing personal stories about themselves. Po engaged the participants with anecdotes from her past and present, depicting her not so easy life. She prompted the young mothers with questions about where they saw themselves in the future and what inspired them. The goal of this comfort drop was to instill a sense of community and encourage ways to self comfort.

## Precious Dreams Foundation x Octavia

September 5, 2013 was a very special day for Precious Dreams Foundation. After learning that Octavia, a good friend and volunteer to our organization, had nieces and nephews in transition, we jumped at the opportunity to provide additional comfort for the children in their newly adopted home. Accompanying Octavia on a visit, Precious Dreams Foundation provided 4 customized comfort bags, surprising the children with their new gifts. Overcome with excitement, each kid not only tagged and drew themselves on their bags, but they asked their aunt Octavia and mother to sign the bags as well. Octavia's youngest nephew shared that he had recently been suffering from nightmares. It was the first time Octavia learned of his difficulty sleeping and it only reassured her that we were fulfilling a need. After the comfort drop, Octavia shared, "I grew up in foster care as a child and never had comfort items and never sought them out, I had no idea that this was such a big deal but happy I learned." Thank you Octavia for inspiring Precious Dreams with our organization.



## Precious Dreams Foundation x NY Foundling

Our biggest comfort drop to date took place on November 21, 2013 at Mott Haven Academy, a unique charter school that caters to the special needs of children in transition. Nearly two thirds of the entire student population is actively in the child welfare system. Over 100 students and their families attended our comfort drop with special guest speaker Elle Varner. The children relished in the opportunity to sing along with Elle after she read an excerpt from the famous children's book, *Oh, the Places You'll Go*.

Precious Dreams Foundation was conceived in late 2012 after Nicole Russell, President and Co-founder, witnessed her four-year-old adopted sister, Miracle, cope with the trauma of being removed from an abusive home. Miracle was plagued by night terrors that jolted her awake each and every night, leaving her too terrified to fall back asleep. With the help of bedtime comfort items and support from her new family; Miracle overcame her fears and began consoling herself back to sleep.



## Founders

Angie Media, Co-Founder  
Nicole Russell, Co-Founder

## Board of Directors

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\*In-kind donors

In 2013, Volunteers handled 100% of the daily operational needs for Precious Dreams Foundation. In our first year, without staff and limited funding, our volunteers made remarkable strides. Some of the requirements for fulfilling our mission included: coordinating drops, shopping for items, stuffing bags, speaking to our youth, organizing finances and executing fundraisers. Our volunteers enabled us to maximize our impact and focus on applying our monetary resources towards providing our youth with long-lasting comfort items of durable quality. Many of our volunteers were former foster and homeless children or have relatable backgrounds to the youth we serve. It is the dedication to service and compassion that sets Precious Dreams Foundation apart from other organizations.

### Precious Dreams Foundation 2013 Comfort Drop Locations

Brooklyn: Bushwick, Sheepshead Bay, Fort Greene

Bronx: Crotona Park, Mott Haven

Manhattan: Chelsea, Harlem

Queens: Forest Hills

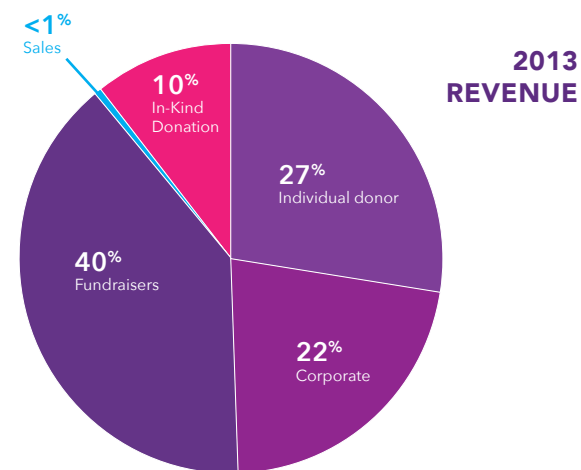
Long Island: Amityville





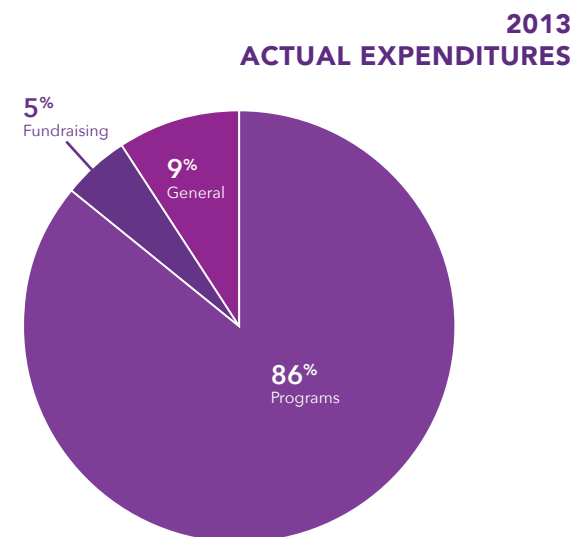
## Revenue and Support

Individual Donor	\$7,569.65
Corporate	\$6,100.00
Fundraisers	\$10,964.97
Sales	\$172.12
Total In-Kind Donations	\$2,912.40
<b>Total Revenue</b>	<b>\$27,719.14</b>



## Expenses

Occupancy (rent)	\$1,980.00
Printing and Copies	\$275.98
Telecommunications	\$310.35
Drop Travel and Meetings	\$1,491.48
Marketing and Advertising	\$736.25
Comfort Items and Office Supplies	\$6,051.30
Contract Services/Accounting	\$670.00
Fundraising Expenses	\$751.24
Misc.	\$413.20
<b>Total Expenses</b>	<b>\$12,679.80</b>



## Net Assets

2013 Starting Account Balance	\$974.92
2013 Ending Balance	\$13,101.86
<b>Change in Net Assets From Operations</b>	<b>\$12,127.26</b>

Help Us Inspire Precious Dreams.

**DONATE NOW**



## KEEP IN TOUCH

20 Harris Ave. Inwood, NY 11096 // (347) 445-1181

email: [info@preciousdreamsfoundation.org](mailto:info@preciousdreamsfoundation.org)

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