

# FamilyPromise



By Kevin JeanCharles, Richard Shacknell, Marcia  
Abrams, Alessandra Lopez, & Younghyun Kim

# Family Promise Union County

Name: Family Promise Union County

Location: Elizabeth, NJ (Services all of Union County)

Focus:

- Partners with families and individuals who are homeless or at risk of homelessness
- Provides support, resources, and guidance to help them regain stability
- Empowers participants to rebuild their lives
- Helps families and individuals achieve sustainable, long-term independence

Proof of 501(c)(3): <https://www.guidestar.org/profile/52-1591461>



# Mission and Core Goals

## Mission:

“Family Promise prevents and ends homelessness for families with children and helps them achieve sustainable independence through a community-based response.”

## Vision:

“We want to meet the unmet needs for prevention and shelter for families with children in a housing crisis and offer stabilization services and permanent housing solutions in communities where Family Promise is located.”

## Core Values:

“Family Promise is committed to making sure everything we do is guided by our core values:”

Sustained Impact, Community Based, Inclusive and Equitable, Strategic Innovation, Authentic Hospitality, and Empathic Engagement.



# Why Family Promise?(part I)

## Our Group's chosen Social Issue is Homelessness

### External

Environment Scan of Forces, Trends, Stakeholders, Possible Competitor/Collaborator NPs (Golensky & Hager, 2020, p159)

The rate of homelessness in NJ has significantly increased in the previous two years by 17% in 2022 (OHP, 2023, p.20), then by 24% in 2024 (NJ HMFA, 2024, p.4)

In 2024, NJ DCA awarded Grants to 40 NJ nonprofit orgs helping the state with its homelessness efforts. 9 of those were all Family Promise (serving at different regional county levels). With other NPs having 2 or 3, So Family Promise is the Predominant Homelessness NP in NJ (DCA, 2024)

### Organizational Analysis

(All through doc reviews and Internet sources)

### Internal

Inputs/Resources – Program Processes – Outputs

Resources – In 2020 & 2023, shows a mix of contributed revenue with majority from corporations, foundations & Civ orgs, combined with Gov & individual

All based on (FP 2020, p.68) &(FP 2023, p. 19)

After running for 37 years, the processes are well-established: Prevention, Shelter, Stabilization, Housing & Community

Outputs: Have consistently been able to house 80%+ of the participating families 2020-2023

# Why Family Promise?(part 2)

## Demonstration of Organizational Strength

Program Track Recods- KPIs, Effectiveness/Efficient/Scalable.

Unfortunately, while Family Promise has consistently received Charity Navigator's 4 star perfect rating for almost a decade, Impact & Measurement has remained at "Not Currently Scored". Family Promise's annual reports do show that the % of served/sheltered families who exit the program to housing is the consistent KPI typically ranging from 80%-100%.

Family Promise has already demonstrated decades of Scalability – going from a local NJ county program with now “nearly 200 locations in more than 40 states”(FP, 2023, p. 12)

We can use their audited Financial Statements to at least provide a sense of their efficiency. For 2022-2023, they were able to serve 63,000 families for the total annual program, management & fundraising costs of \$5,994,968, which ends up being less than 100.00 per family. Asking for more efficient than that when we're talking about families & homelessness seems absurd.

# Why Family Promise?(part 3)

## Demonstration of Organizational Innovativeness

Asbury Park Press: Family Promise Monmouth County saw the benefit in merging services with Red Bank Nonprofit Lunch Break, “during these unprecedented times, you really have to band together and leverage”(Carino, 2022, p.5)

New York Times: Family Promise Union County’s ED saw the need to partner with local Nonprofit Imagine to provide opportunities to provide homeless families with opportunities for loss grief counseling to , “keep people from being stuck in their grief”(Kelley, 2017)

Akron Beacon Journal: Family Promise of Summit County created a new program with local banks & nonprofits to provide FP families who often aren’t eligible for conventional mortgages , “with a realistic pathway to achieve successful, permanent home ownership”(Wilhite & Strang, 2024)

# Accountability & Transparency

- In 2023, Family Promise served approximately 63,000 families, supporting 97,300 children.
  - 13,400 families received homelessness prevention services, 4,400 families were provided shelter.
  - 7,200 families accessed stabilization services, 2,200 families received new housing solutions.
  - More than 80% of families in shelter programs transitioned to stable housing.
- Family Promise is recognized as a leader in addressing family homelessness
  - It operates nearly 200 local affiliates across the U.S., collaborating with faith-based groups, civic organizations, and volunteers.
  - Family Promise's transparency is supported by public accessibility of annual impact reports, Form 990, and audited financial statements



# Financial Health

- Total Revenue: \$6.7 million (2023)
  - Contributions and Grants: \$5.88 million (88% of total revenue)
    - Primarily derived from individual donations and private foundation grants
  - Program Service Revenue: \$740,000 (11% of total revenue)
- Total Expenses: \$7.6 million (2023)
  - Program Services: \$5.5 million (72% of Total Expenses) for shelters, prevention, and stabilization programs
  - Management and General Operations(\$1.6 million), Fundraising Expenses (\$500,000)



# Financial Health

- Total Assets: \$7.1 million (2023)
  - Cash (\$2.3 m), Receivables (\$1.1 m), Investments (\$3.0 m), Property (\$0.7 m)
  - Family Promise operates through partnerships rather than owning extensive shelter facilities.
- Financial Risk
  - Family Promise recorded operating deficit of \$1.27 million in 2023.
  - Despite the deficit, Family Promise maintains strong asset levels and very low debt, suggesting moderate financial stability.

# Governance & Leadership

- Board of Directors
  - The Board includes 15 members
  - Members come from diverse professional backgrounds, including finance, law, healthcare, nonprofit management, education, and community development.
  - Board members demonstrate strong governance experience aligned with Family Promise's mission.
- Executive Leadership (CEO: Cheryl Schuch, 2023~)
  - Cheryl brings extensive nonprofit leadership experience and a proven track record in homeless prevention and family services.
  - Leadership emphasizes innovation, collaboration and mission-driven management.

# Why Family Promise Stands Out

- The focused vision on meeting unmet needs regarding prevention with a community-based response
- The available network relationships and partnerships that continue to expand with innovative programming
  - These partnerships keep the organization engaged with their community needs and allow them to maintain programmatic services through these partnerships
- Moderate financial stability
  - The financial status of the organization is in a moderate place where there are no big risks of financial instability
  - The utilization of partnerships to alleviate additional expenditures
- Open transparency regarding families served with their programs
  - The reports provided online provide a clear standpoint on how many families were able to be assisted by their programs and their outputs
- Diverse board with strong governance with the mission of the organization
  - The common goal allows the organization to work in the best interest of the organization, but also in the best interest of those that are utilizing their services

# Conclusion

- Family First showcases successes in their outputs for reaching their homeless populations in their respective communities
- The organization's ability to expand and create strong community networks demonstrates the dedication to providing services to bridge the gaps regarding homelessness prevention and assist those already experiencing homelessness.
  - Should the organization run into challenges, this network can be utilized for support should it be needed
- A diverse and skilled board with aligned mission values of the organization can provide momentum for the organization to evolve and ensure all programs remain within the scope of the goals of Family First
- As the organization continues to operate it will continue to make meaningful changes for their communities homeless population based on the work completed and connections existing for this organization

# References

Carino, Jerry.(2022).”Lunch Break, family Promise charities merge, and it could save lives”. Asbury Park Press Jan 05.

<https://www.app.com/story/news/local/values/2022/01/05/lunch-break-family-promise-merger-new-jersey-homeless/9083207002/>

Family Promise. (2025). *Our purpose*. Family Promise. <https://familypromise.org/who-we-are/purpose/>

Family Promise. (2023). Annual Impact Report 2023 <https://familypromise.org/wp-content/uploads/2024/07/2023-ANNUAL-IMPACT-REPORT.pdf>

Family Promise. (2022). Annual Impact Report 2022 <https://familypromise.org/wp-content/uploads/2023/06/2022-AIR-v.-9.pdf>

Kelley, Tina.(2017).”Dealing With Grief That Accompanies Homelessness”. The New York Times Dec 03.

<https://www.nytimes.com/2017/12/03/nyregion/dealing-with-the-grief-that-accompanies-homelessness.html>

Office of Homelessness Prevention (2023). Annual Report - 2022 Department of Community Affairs

<https://www.nj.gov/dca/dhcr/offices/pdf/OHPdocs/OHP-Annual-Report-2022-Final-Approved.pdf>

NJ HMFA.(2024) NJ Point-In-Time Count

<https://monarchhousing.org/wp-content/uploads/2024/10/New-Jersey-PIT-Report-2024.pdf>

Wilhite, J. & Strang, J.(2024).”How one organization is making a difference in homelessness in Summit County”

Akron Beacon Journal. Dec 26. Guest Opinion

<https://www.beaconjournal.com/story/opinion/columns/guest/2024/12/26/how-family-promise-of-summit-county-is-addressing-homelessness-opinion/77047666007/>