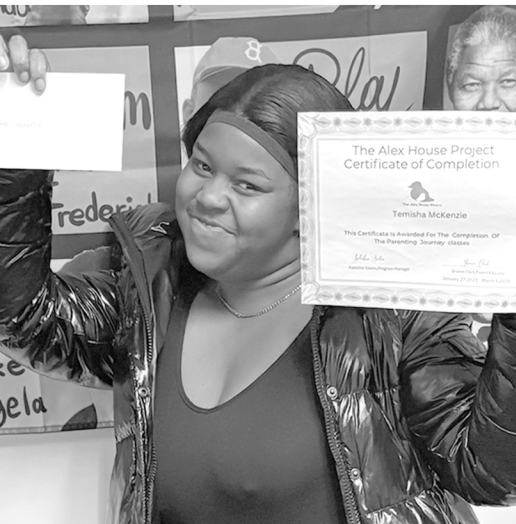


Life Changing Results of
The Alex House Project
2024 REPORT



The Alex House Project



The Alex House Project envisions a world where low-income families benefit from comprehensive support. Young parents transition successfully into parenthood with peer-led parenting training, encouragement and assistance to access higher education and employment.



Evaluation & Report by SEED Impact

A Letter from Our Executive Director

We are delighted to share some exciting news and accomplishments from The Alex House Project (TAHP) as we continue our mission to uplift and support young families in our community.

We are officially moved into our new space at 9 Bond St, Brooklyn, NY. This central location allows us to provide more accessible services to our young parents. Our recent open house was a resounding success, giving community members and partners a glimpse of our new space (currently under construction and soon to be transformed into a warm and inviting environment).

Awards and Achievements: We were honored to receive the Brooklyn Communities Collaborative Maternal Health Initiative Grant of \$167,311. This grant enables us to continue providing essential resources such as career opportunities, comprehensive doula services, mental health support, case management, and psychotherapy/education sessions. Additionally, we were recognized for our commitment to serving the community as a Spark Prize finalist in 2024. Finally, our Casino Night fundraising event, generously sponsored by Assisting Women through Action Resources and Education (AWARE), raised \$35,000 to support our mission further.

We are hiring three doulas, specifically for our young parents, as part of an 18-month commitment program. Due to the overwhelming interest, we are conducting a three-stage application process.

Participant Success Story: We are thrilled to congratulate Nyja Robbins, one of our 2017 graduates and former Parent Educator and Alex House Project Ambassador, on becoming our in-house case manager! Nyja's journey exemplifies the transformative power of TAHP's programs.

Introducing Mark Damien: In August, Mark Damien joined us as Development Manager. Partnering with Director Samora Coles, Mark's expertise drives TAHP's Advancement Plan to cultivate robust donor relationships. He manages fundraising efforts and explores innovative opportunities to secure resources, and create new revenue streams.

Welcoming New Board Members: We are excited to welcome Tiffany Perkins, Fiara Sealy, and Lauren Howard to our board. Their valuable contributions will undoubtedly strengthen our efforts to serve our community.

Parent Educator Program Expansion: We have hired two new Parent Educator Fellows who have begun their two-year internships. These individuals, who have completed our program, will help us extend our mission to new incoming moms.

Social Care Network Expansion: Our partnership with the Social Care Network allows us to offer health screenings and referrals across the five boroughs, ensuring more young families receive essential services.

We are immensely grateful for your continued support. You have been instrumental in helping us grow and make a positive difference in the lives of young families. We look forward to sharing more exciting updates as The Alex House Project continues to expand its impact.

Gratefully yours,



Samora Coles, ED

[Learn more about our Founder and the history of The Alex House Project](#)

Our People, Passion, & Place

The Alex House Project (TAHP) is a peer-led organization that empowers young and expecting parents in Brooklyn. Our focus lies in expanding access to parenting training, higher education, and employment opportunities to improve the long-term self-sufficiency of families, within New York City.

Our Community At TAHP, we foster a supportive community of parents working together towards common goals. Our organization is committed to addressing the needs of marginalized young parents in vulnerable situations, including those experiencing homelessness, members of the LGBTQ+ community, individuals in immigrant communities, and those involved in foster care. We serve our young parents with dedication and compassion, striving to improve their lives across all five boroughs of New York City.

We collaborate with mother-and-child group homes, family foster care, domestic violence shelters, and various community-based organizations and government-funded institutions to offer crucial services and accept referrals for those in need. Through these efforts, we create lasting, positive change in the lives of young parents and their children.

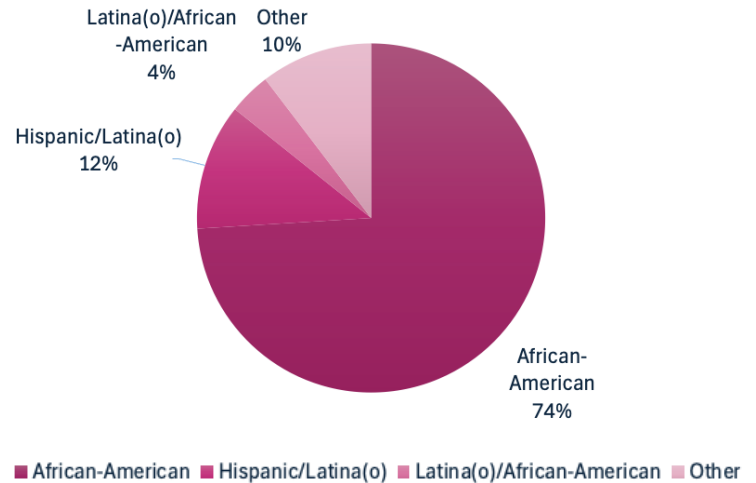
Our Approach

At TAHP, we integrate parenting programs, supportive services, employment assistance, and leadership development initiatives to create a wide range of opportunities for our community members. This holistic approach provides young parents with the skills, resources, and confidence they need to thrive.

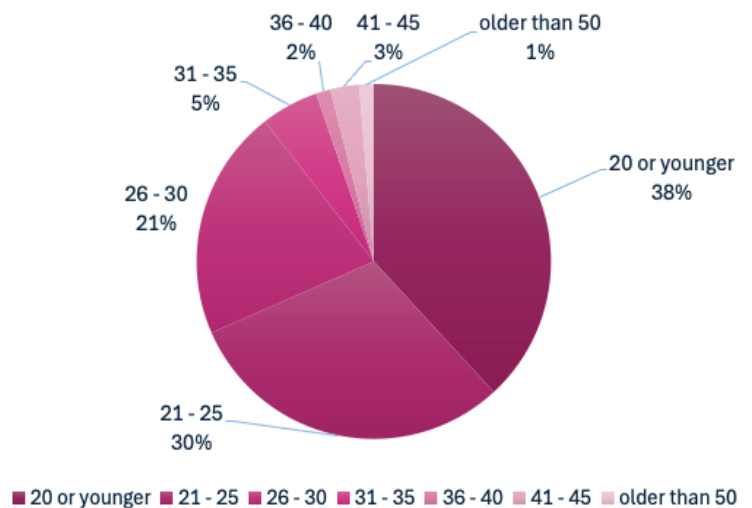
Holistic Parenting Class “Parenting Journey”: Our 8-week program guides parents and caregivers in exploring how past experiences and current circumstances impact their parenting styles and beliefs, ultimately shaping their interactions with their children. Upon completing the course, participants receive a Certificate of Completion is recognized by both the courts and the Administration for Children's Services. The certification further validates their dedication to personal growth and responsible parenting.

Demographics

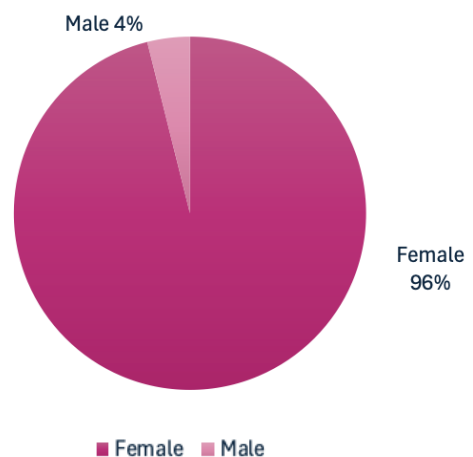
Ethnicity



Age of Enrollment



Gender



Leadership Development: The Train the Trainer (TTT) program is a biannual opportunity exclusively for parents who have completed our Holistic Parenting class. Chosen participants engage in a two-year paid internship with TAHP, gaining valuable professional development and training. This comprehensive experience prepares them for future roles as Parent Educator Fellows and, ultimately, Parent Educators within our organization.

Employment assistance: Upon finishing their two-year internship with TAHP, Parent Educators work closely with an Employment Coordinator, receiving tailored guidance and training before being referred to external job opportunities. Once they secure employment, TAHP provides an additional \$15 per hour for 90 days, totaling 15 hours per week or 30 hours bi-weekly, supplementing their earned salary.

Supportive Services: TAHP collaborates with [Delgracia Corp](#) to offer social-emotional support for all participants through access to Social Workers or Social Work interns. Additionally, our partnership with [SUNY ATTAIN](#) enables us to provide referrals for high school equivalency (HSE) services, helping our community members further their education and pursue growth opportunities.

Housing Assistance Pilot Program: Under Executive Director Samora Coles' leadership, TAHP has introduced a program to help participants with valid housing vouchers secure appropriate housing. The program collaborates with local realtors and landlords who accept different housing vouchers to ensure a smooth matchmaking process. Furthermore, TAHP offers assistance with the necessary paperwork, guiding families through the housing application process.



My mom was part of this program, and I was able to get the same love and family feel. That is something that didn't change."

-TAHP Participant

The classes taught me how to show love and relate to my child in different ways."

-TAHP Participant

The Alex House Project's Theory of Change

The report compiles numeric and narrative data documented throughout the year in our **SEEDing Social Change data management system**. **SEED Impact's Theory of Change on Its Feet™** framework guides our visioning, goal-setting, and reflective practice to evaluate performance.

SEED Impact's [Theory of Change on Its Feet™](#) is a dynamic framework that stresses aligning an organization's daily actions with its long-term vision to create profound and enduring impact. The approach focuses on three primary components:



People

Building strong, collaborative leadership among team members to drive change.



Services

Ensuring the organization's services are effective, relevant, and meaningful.



Process

Implementing adaptable and efficient systems and processes that support the organization's goals.

By integrating these components, **SEED Impact's Theory of Change On Its Feet™** aims to help TAHP bridge the gap between its aspirations and the real-world impact it strives to achieve.

Our Theory of Change (next page) showcases three progressive stages of outcomes that we equip young mothers to attain. In the following sections, we outline the implementation of the Theory of Change, highlighting three progressive stages (**Expect-to-See**, **Like-to-See**, and **Love-to See**) designed to uplift and support young parents in achieving their goals. This comprehensive approach fosters empowerment and cultivates positive transformations in their lives.



Theory of Change on Its Feet™

Outcome Performance Map

BEGINNING ENGAGEMENT Young Parents

Expect-to-See

108

Completed parenting classes. Participated in program activities. Networked with other parents. Received needed support services

Like-to-See

53

Remained active multiple years. Increased self-worth, parenting skills, education and employment readiness.

Love-to-See

131

Realizing significant changes in personal and family outcomes: family stability, employment, education, housing and child development.

CHANGE THAT STICKS Economic Family-Sufficiency and Well-being

Progressively Deepening Gains
Through Ongoing Engagement

2024 Overall Results:

- 108 participants completed parenting training, received certificates, and participated in various program activities. They networked with other parents and accessed necessary support services.
- 53 participants remained active for multiple years, showing increased self-worth, self-care, parenting skills, and education and employment readiness.
- 131 more participant experienced significant changes in personal and family outcomes, including improvements in family stability, employment, education, housing, and child development.

Ripples of Empowerment

The lasting influence of our program reaches far and wide, touching the lives of many beyond those who complete the course. Here are a few ways others continue to benefit:

Continued Growth:

23 alumni remain connected, reporting sustained success in their personal and family lives.

Benefits of Connection:

131 participants, unable to complete the full parenting curriculum, still gained valuable knowledge and support by attending select classes. They also received information, referrals and employment support from our dedicated Employment Coordinator.

Essential Services Provided:

52 participants received vital assistance, support, referrals, and housing aid to help them navigate life's challenges more effectively.

By offering flexible and tailored assistance, our program positively impacts a wide range of individuals, creating a lasting legacy of empowerment and growth.

2013 – 2024

Cumulative Young Parents Outcomes

- 285 young parents completed 8-week parenting classes
- 189 continued beyond the first year, benefiting from ongoing activities and services
- 316 are realizing life-changing gains in family stability, education, and/or employment
- **Total: 790 participants**

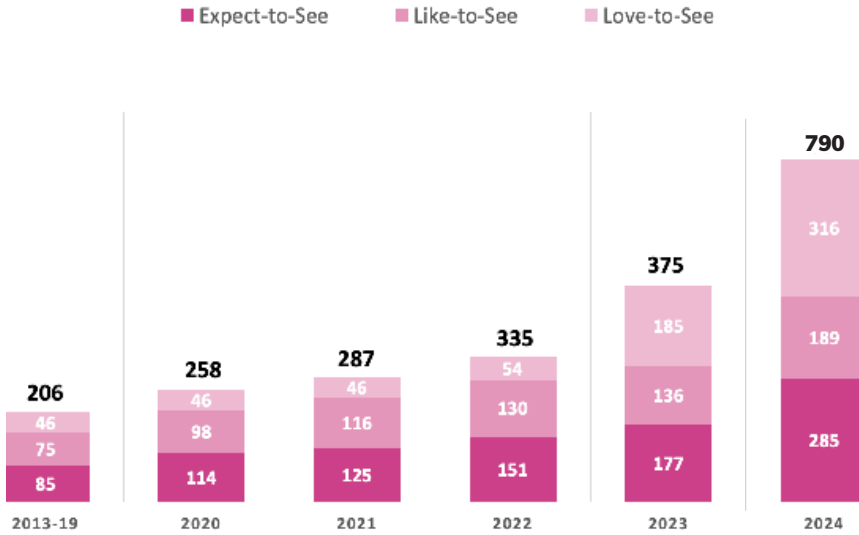
Growth from 2023-24

Expect-to-See: 61%

Like-to-See: 39%

Love-to-See: 71%

Participants Outcomes Accumulating Year-By-Year



“

“I came into this program very busy, I was not sure if I would have been able to keep up with the classes but the moms in the classes are so welcoming. They made me want to make time for the classes. I got to talk to moms like me that I wouldn’t normally talk to or even connect with on such a personal level.”

-TAHP Participant



Special Thanks to Alex House 2024 Funders & Donors

The Alex House Project's staff and board would like to express our heartfelt appreciation to our foundation, corporate and private funders for their generosity. Their generosity enables us to support young families and make a difference in their lives. Our deepest gratitude goes to:

Brooklyn Community Org - Dr. Jocelyne Rainey

Pinkerton Foundation - April Glad

Del Gracie - for their continued partnership (case management services)

AWARE - for sponsoring our fundraising night

Anonymous Donor - for providing capital funding for construction work. Your unwavering support allows us to provide essential services and create a lasting impact on the lives of young families.

Thank you for believing in our mission and standing by our side as we continue to serve our community.

And to our TAHP Staff, thank you for your patience, flexibility, commitment, and encouragement as you continue to go above and beyond for young moms. We could not do this without and are so grateful for you.

For more information click links below:

[TAHP 2025 Community Partnerships](#)

[TAHP Team](#)

[TAHP Board of Directors](#)

[Donate to TAHP Today!](#)

