



*Self-Esteem*  
RISING



**HANCE FAMILY  
FOUNDATION**

**ANNUAL REPORT 2020**



**THANK YOU!!!**



**HANCE FAMILY  
FOUNDATION**



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## LETTER FROM THE PRESIDENT

Dear Friends,

2020 certainly was an extraordinarily challenging year and so many people have suffered such devastating losses. We know how different life becomes after losing people that you love. Please allow yourself to get through it with patience and accept help when it is offered. We have learned those lessons first hand.

While 2020 brought our world a devastating virus, we have witnessed incredible kindness and unparalleled generosity. We have been able to continue supporting our community through the entirety of the COVID-19 pandemic. Immediately, we pivoted to virtual platforms for all of our Self-Esteem Rising programs. We partnered with Ole Henriksen to provide self-care packages for nurses and essential workers all over Long Island and New York City. Each December, our foundation gathers toys and gives them to children in need. We had no idea what to expect as we launched this year's toy drive, but again generosity prevailed. We collected 15,000 toys. Our team doubled down with renewed commitment to help tens of thousands in my daughter's names.

Throughout this historic year:

- We hit a milestone of 80,000 participants learning from my three girls through the Self-Esteem Rising programs.
- We added a new Confidence Club for all school-age children.
- Our foundation launched our Self-Esteem Rising Ambassadors program with over 50 ambassadors nationwide.
- The HFF's new Advisory Board was formed with 21 professionals who will help elevate our work in 2021.
- We created a Diversity & Inclusion Committee with a commitment to learning more about the populations we serve.
- Our Community Rising virtual fundraiser replaced our traditional Family Fun Day in May; over 1,000 supporters made sure our organization would survive a global pandemic.
- Since March, our HFF leadership has been working with Harvard's Judge Baker Children's Center to reinvent our Beautiful Me training modules.

I would like to express my genuine gratitude to you for keeping my girls in your thoughts as we work together. We are looking forward to new beginnings in 2021; putting into practice the many valuable lessons we have learned in 2020.

Stay safe,  
Warren Hance



WARREN, JACKIE, EMMA, ALYSON AND KATIE HANCE



**2020 IMPACT BY THE NUMBERS:**

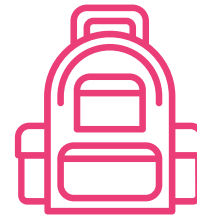


**949**

Beautiful Me  
teachers trained

**11,071**

Self-Esteem Rising  
total graduates



**282**

Raising a Beautiful  
Child participants

## Overall we have taught:



**20**

Participants  
per day

**365**

Days  
a year



**10**

Years  
consecutively



**7**

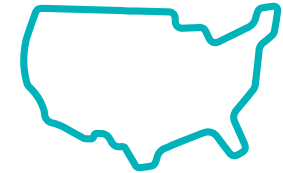
Days  
a week

## Self-Esteem Rising has been to:



**8**

Countries across  
the world



**13**

States across  
the country

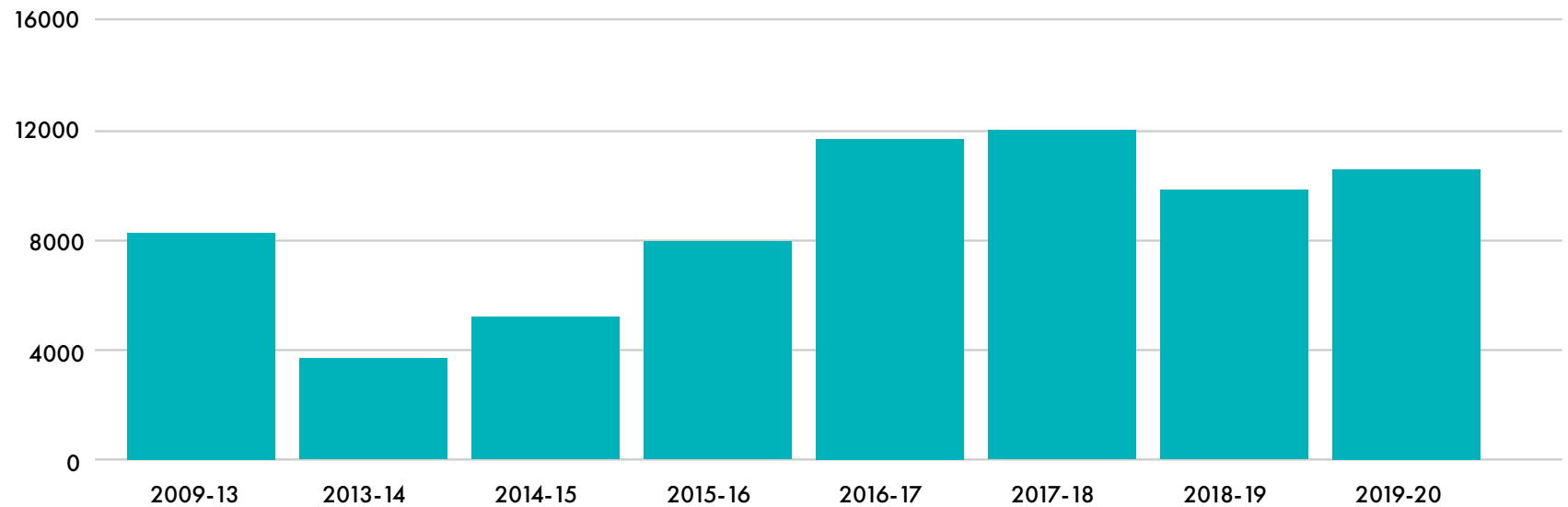


**4,000**

Different Sites  
(schools, universities,  
corporations, nursing homes,  
etc.)

## SELF-ESTEEM RISING PARTICIPANT DATA

Year(s):	Number of Participants:
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

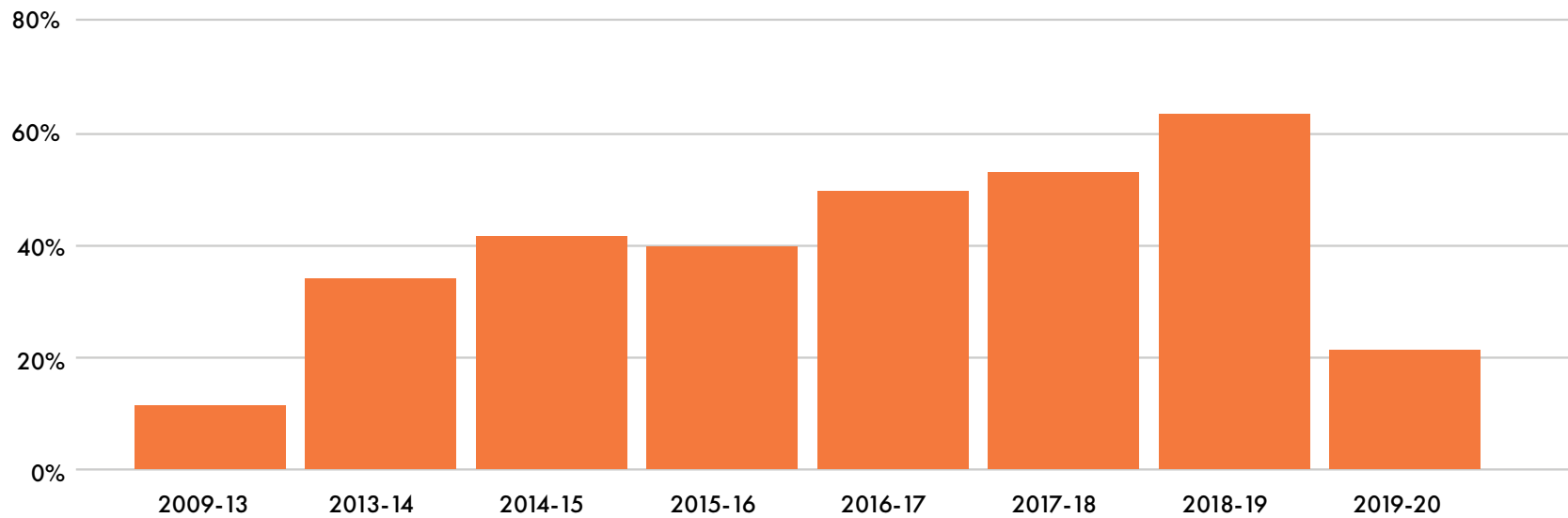


Self-Esteem Rising Participant by School Year  
 \* Change to the Train to Teacher Model



## TRAIN THE TEACHER MODEL

Year(s):	Number of Participants:
2009-13	12%
2013-14	35%
2014-15	41%
2015-16	40%
2016-17	52%
2017-18	56%
2018-19	63%
2019-20	21%*



■ Percentage of Participants from the Train the Teacher Model  
 \*Virtual programming added due to the COVID-19 pandemic



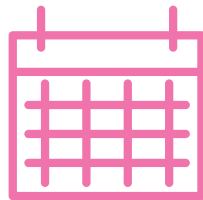
**ONLINE PRESENCE:**



**470**

Other Virtual Experience Participation

(Town Halls, Confidence Club, and Ambassadors)



**4,858**

Online Resources Participation

This year in order to adjust to the unprecedented times, we created new virtual options for our participants and supporters to continue their social-emotional learning. We have free online lessons that can be used in the classroom or at home. We held online town hall meetings to provide resources for parents, teachers, students and other supporters.

We also were able to add two additional programs to our suite- both were accomplished virtually; Confidence Club and Self-Esteem Rising Ambassadors.



## OUR COVID-19 RESPONSE

### EDUCATION

New Social-Emotional Learning plans for all educators & families during national distance learning.

### TEACH ONLINE

In response to COVID-19, we transitioned immediately to online learning platforms for all Self-Esteem Rising programs.

### GRATITUDE

The Hance Family Foundation hand-delivered over 3,500 self-care gifts to healthcare heroes, essential workers and those in need.

### TOWN HALL

Live virtual Town Hall meetings designed with guest speakers to inform, support and connect with our foundation's community world wide.

### BEDTIME STORIES

Uplifting "read-aloud time" nightly with inspiring messages for everyone facing this global crisis. Bringing families together for impactful learning.

### HOTLINE

Moderated by our educational & mental health professionals. Connecting with our community of followers remains paramount to our mission.



## OUR IMPACT

### *Letter sent to Jackie and Warren during the heat of the COVID-19 pandemic:*

Dear Mr. and Mrs. Hance,

I just wanted to take the time to send a heartfelt thank you. My name is Nicole Bifulco. Typically, I am part of the surgical ICU team at Queens Hospital Center. With the high number of ICU admissions due to COVID-19 and the need for extra assistance, my surgical team of four PAs were assigned to provide ICU-level care for COVID patients.

The days, especially in the beginning, were very grim, dark, scary and overwhelming. Given the novelty of the disease, we found ourselves experiencing very difficult times. The things that I experienced, I truly never thought we would see in medicine in 2020, in New York City, nonetheless!

One morning, I was given a donation gift of a facial mask from the Hance Family Foundation. I was fortunate enough to read about your foundation, and am touched by the courage, love, and selflessness you are both able to share with others. I particularly enjoy the keychain with the initials E, A, and K; your girls are beautiful.



## OUR IMPACT

The keychain, for me, serves as so much more than just a keychain. I truly value items that serve a greater purpose. I will proudly put it on my key ring and admire it. It will remind me on my bad days to be appreciative for all that I have. It is easy to fall into a routine and forget to be thankful for what's important and what really matters. And on my good days, it will remind me to be kind to others and pay it forward for Emma, Alyson and Katie.

Thank you for taking your hardship and using it as a reason to make my day better. I truly feel selfish allowing your hardship to uplift my day. Your foundation is beautiful, your daughters are beautiful and you are both beautiful humans.

Thank you for this gift. Thank you for reminding me to be better. Thank you for your selflessness. I will use the face mask but more importantly, I will cherish my keychain.

Nicole Bifulco

Physican Assistant

Queens Hospital Center



## OUR IMPACT

Zadiq and Ayizat Omotunde, high school seniors and twins from Queens, were part of our inaugural Self-Esteem Rising Ambassador group. From the start, Zadiq reached out and communicated his college and career goals to various Hance Family Foundation staff members. Dianne Heggie, Hance Family Foundation Board Member, and Shanthi Hughes, Self-Esteem Rising Leader, met with Zadiq several times over Zoom to provide direction and support.

Ayizat participated in our “Ambassador’s Got Talent” show and shared her gift of writing poetry and rap music with the large audience that tuned in to watch over Zoom. When asked about participating in the Ambassador Program, Ayizat shared the following quote: “From personal experience, it was really rough coming out of my shell, but when you get used to it, you see that you can actually grow on your own and Self-Esteem Rising Ambassadors is a program to respect each other and to know everyone’s differences, so in a way, it’s like you’re speaking to yourself - your future self.”

Ayizat reached out for assistance to work on her resume that was required for her application to Harvard University. Shanthi Hughes assisted her in constructing an impressive resume focusing on her leadership roles in various clubs in her community and her school, and underscoring her 100.3 GPA.

Ayizat shared that before the Ambassador Program, she was very timid and shy and didn’t want to say or discuss anything involving her life. She then shared

that after participating in the program, “I am doing a lot better at talking and communicating with others and being able to express myself in different ways. After participating, I now define beauty as, ‘being unique because everybody is different, and beauty comes in different forms.’”

Zadiq provided the following feedback: “Before the Ambassador Program I was shy, and towards the end, I became more confident. This program can help students discover a new side of themselves that has never been touched or unwrapped. It can help children and teens tap into their confidence to execute their dreams and goals.”

Ayizat shared, “The skills I gained are becoming more outspoken and creating relationships with my peers and leaders. A bond was created that I know can last for a long time.”

Zadiq also offered the following advice for future Self-Esteem Rising Ambassadors: “Just know and understand that this is more than just a program of self-development; this is a family and understand that you are never alone in this program and everyone is here to help you.”

In the end, so much more than our goal of developing future leaders was achieved. What was realized is family goes beyond what you are born into. Family is a sense of community, support and compassion that continues in every relationship formed through the Hance Family Foundation.





Zoom Meeting





**CONFIDENCE**

## OUR IMPACT



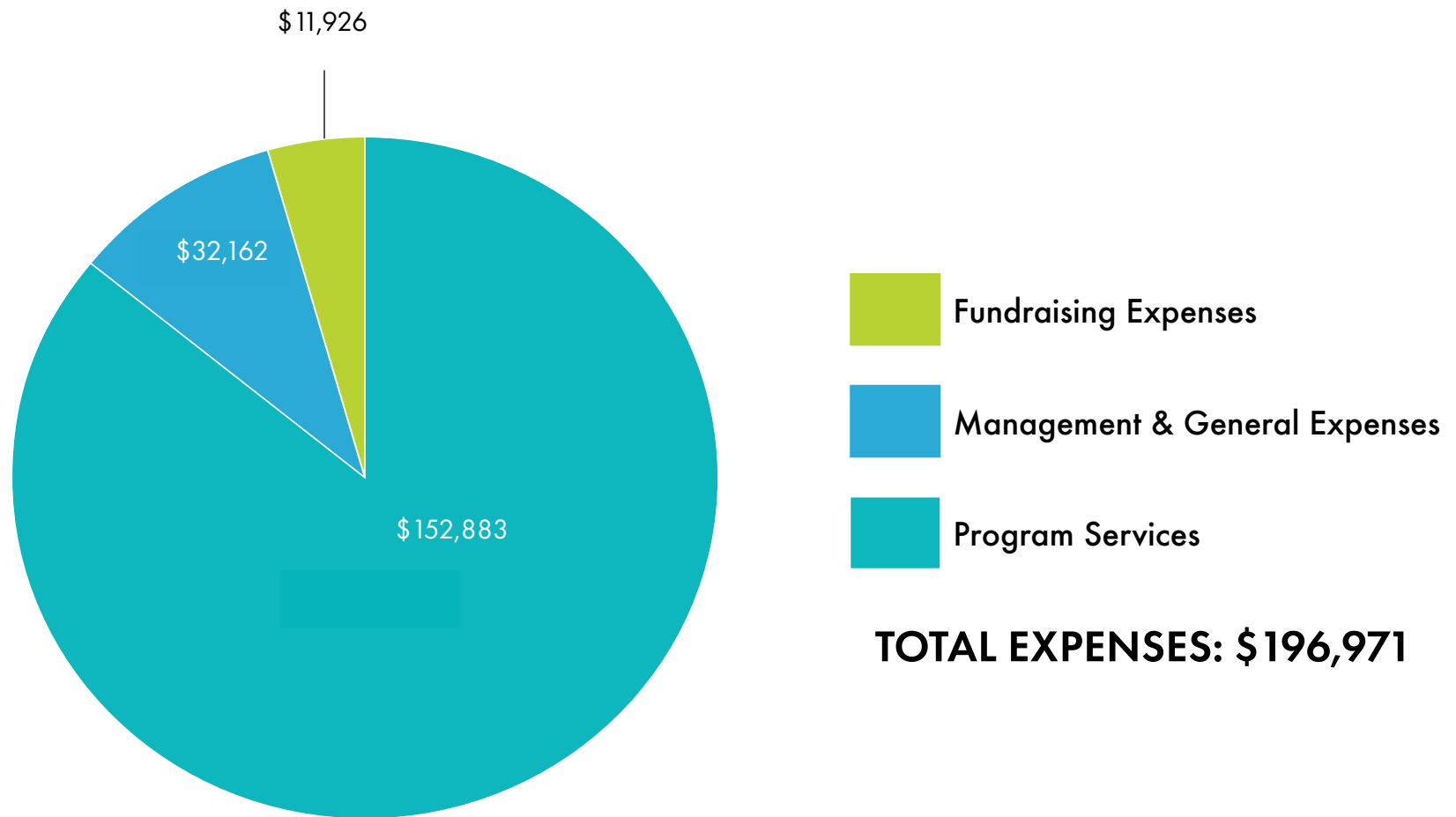
In the fall of 2019, the school psychologists and social workers at the Herricks Union Free School District received training and launched Beautiful Me groups at the elementary, middle, and high school levels.

When the COVID-19 pandemic struck the world, all schools went to remote learning. As fear and uncertainty began to build, the Beautiful Me program was a source of strength and comfort as we met virtually to deepen relationships and combat social isolation. In June, we had our fifth grade drive-by graduation celebration at Searingtown School, and our staff was together for the first time since our school went remote. On that day, the Hance Family Foundation along with Thrive Causemetics and Ole Henriksen graciously donated wonderful cosmetic items to lift our spirits and let us know that we weren't alone.

I was invited to join the Cultural Diversity and Inclusion Committee in June, and during many conversations about race, bias, and our nation's history, we examined how we could take a posture of humility to listen intently to each other's narratives, recognize and dismantle our own biases, and amplify voices. We discovered that although we have gone through distinct and individual experiences, a shared collective experience also exists. I am humbled to be among such empowered women that include every voice at the table.

Through Beautiful Me and the Self Esteem Rising's suite of programs, the hope and vision for the change in our world is being realized.

## FINANCIAL REPORT





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