



**HANCE FAMILY
FOUNDATION**

ANNUAL REPORT 2021



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LETTER FROM THE PRESIDENT

Dear Friends,

There are plenty of days, over 12 years of days, that can be really, really sad and exhausting. Emma, Alyson and Katie brought us so much life and happiness. Their absences can be too much to comprehend at times and hard to explain.

But our Self-Esteem Rising programs give us a reason to celebrate. When you watch a Beautiful Me group, you can see what my girls added to the world. Their joy, their energy, their laughter. Gaining confidence and building relationships in community that gives way more than it could ever take.

Thank you for what you've given Jackie, my girls, and me. Thank you for believing in what we are doing here at the foundation and for having hope with us that tomorrow is a little better than today. You all have let us create so much good out of pain. We will always be grateful for you all.

I want to thank Jackie for always making her girls proud. She gets up every day and finds a way to have fun, to laugh, and to move forward. I am exceptionally proud of her for fighting harder than anyone I've ever met. We can all learn from watching Jackie.

Thank you for supporting the Hance Family Foundation this year and every other year you've been with us. Over 120,000 Self-Esteem Rising graduates so far is pretty great. Let's stick together for the next year and watch our impact grow even larger.

In Gratitude,
Warren Hance



Warren, Jackie, Emma, Alyson & Katie Hance



2021 IMPACT BY THE NUMBERS:



895

Beautiful Me teachers
trained

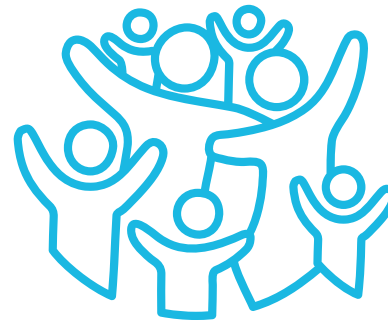
34,909

Self-Esteem Rising
graduates



4,600

Beautiful Me participants

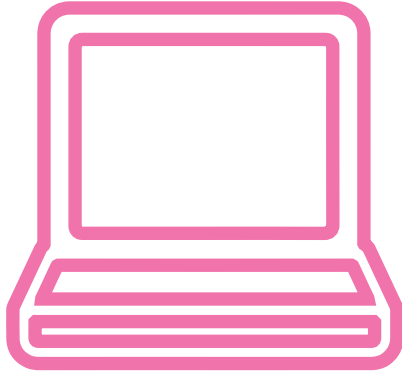


162

Raising a Beautiful Child
participants



ONLINE PRESENCE:



29,077

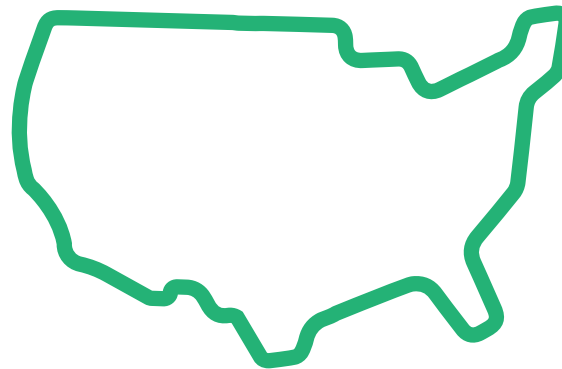
downloads of our social-emotional learning
lesson plans and activities online

SELF-ESTEEM RISING HAS BEEN TO:



14

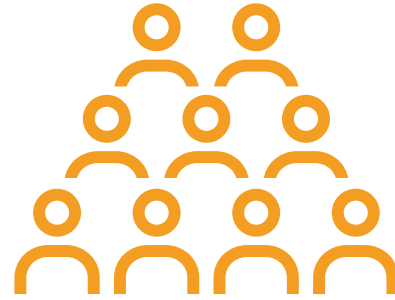
countries around
the world



38

states across
the country

122,197
all-time participants



28

participants a day



7

days a week

365

days a year



12

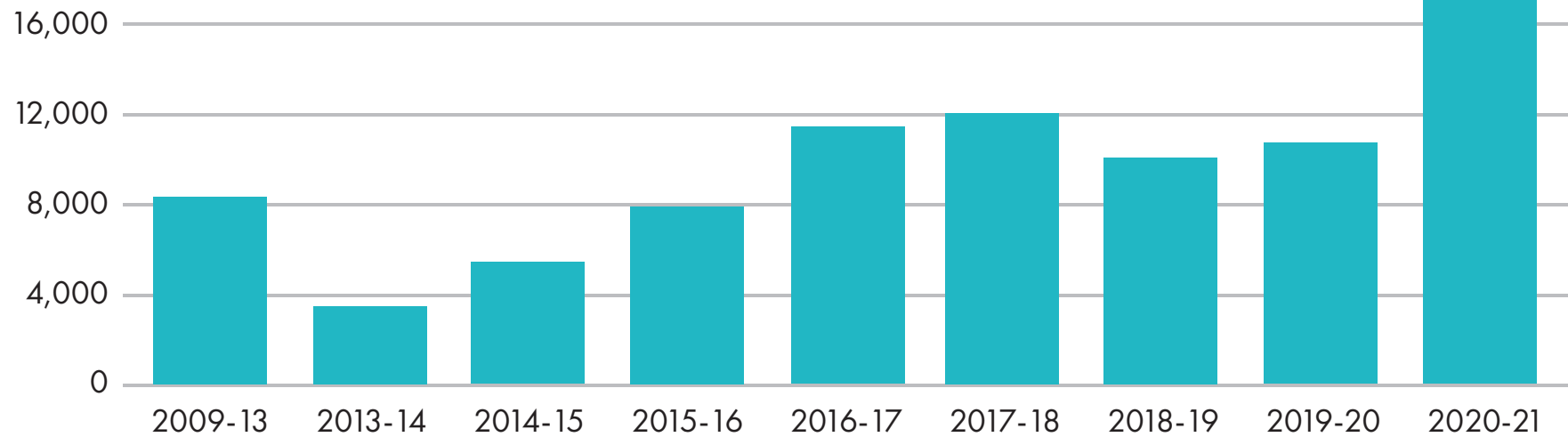
years consecutively



SELF-ESTEEM RISING PARTICIPANT DATA

Year:	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
2020-21	16,866

Self-Esteem Rising participants by school year



JUDGE BAKER CHILDREN'S CENTER

The Hance Family Foundation proudly committed to a rigorous evaluation of the effectiveness of our own Beautiful Me Teacher Training and curriculum performed by Judge Baker Children's Center, a Harvard Medical School affiliate. The Judge Baker Children's Center research team collected both qualitative and quantitative data to examine primary outcome domains, including: 1) **self-talk**, 2) **self-esteem**, 3) **self-perception**, 4) **self-worth**, 5) **body image**, and 6) **social relationships**. Beautiful Me is now research-based and proven to enhance girls' self-esteem and social-emotional functioning. Developing and improving relationships with others, speaking up and participating, and a greater sense of confidence were the most frequently shared impacts of Beautiful Me.



As a result of this research, the HFF developed a rigorous training curriculum that ensures a high quality of program delivery. Our improved training process results in fidelity to our carefully curated Beautiful Me workshop.

After taking part in Beautiful Me, focus group participants...

- experienced a **significant increase in self-esteem** on the Rosenberg Self-Esteem Scale.
- significantly improved their perspectives of their physical appearance.
- demonstrated significantly improved social and emotional competency on the WCSD-SECA.
- highlight that a sense of belonging, connection and acceptance arose in the group.
- shared that they felt more **confident**.

Teachers and facilitators...

- described the participants **embracing their own uniqueness** and engaging with others more.
- noticed behavioral changes in the classroom, such as students **speaking up more in class** and generally participating more.
- explained that the program had supported girls in **getting along better with others**, including being more respectful, taking others' perspectives into consideration, being encouraging and supportive to others and helping others.
- expressed that the participants were more outgoing and shared several instances of participants **making new friends**.
- shared that they saw increased levels of self-awareness and self-reflection among the participants, core program objectives.
- indicated that participants were noticeably more confident.

Parents and caregivers...

- reported increases in the frequency of **positive behaviors** related to Beautiful Me objectives, including noting that their daughters seemed more confident than before.

OUR IMPACT

“For me, the most meaningful part of [Beautiful Me] was getting to share my ideas and experiences with the other participants and getting to hear theirs. It helped me learn so many things about other people and I am incredibly grateful for the opportunity. It also helped me realize that I am not alone in the things I am going through, and that other people are going through the same or similar things. The experience of listening to and sharing stories and ideas with my peers has been one of the most memorable and impactful parts of my life.”

Estella, 14

Self-Esteem Rising Ambassador
New York, NY

“Being able to see and hear personal compliments to me made me feel even more special because it created an intimate space among the participants. A space where I felt valued and appreciated for who I am in this world. It was beautiful!”

Ciara, 14

Self-Esteem Rising Ambassador
Long Beach, NY



OUR IMPACT

“Thank you so much for such a heartwarming experience! We feel grateful to the Hance Family Foundation for providing a safe space where all of us could open up and get to know one another on a different level. You inspired respect, compassion, and most importantly, you boosted our self-esteem!”

Cecilia Venosta-Wiygul, President
Center for the Women of New York | Queens, NY

“Even at 41 years old, I carry Emma, Alyson and Katie with me. These girls are changing the world and they are going to change the girls at my school.”

Kathryn Maestri, Social Worker
William Floyd Middle School | Moriches, NY

“Confidence Club members wrote down positive affirmations, planted them with flowers and will nurture them and watch them grow. Their confidence will blossom with their flowers!”

Andrea Horowitz, Assistant Principal
Thomas J. Lahey Elementary School | Greenlawn, NY



OUR IMPACT

“Our group really needed what you brought to us and out of us. I have my compliment box on my desk now, and I know it's going to help me when I'm feeling less than confident.”

Karen Codd, Community Wellness Coordinator
Jamaica Hospital Medical Center
Jamaica, NY

“As a leader of a school, it has been such a joy to partner with the Hance Family Foundation! The work that they support for children in school communities is unparalleled. In addition, the fact that they are making a concerted effort to address diversity and cultural inclusion within their programs is so critical to what our children need right now. I am thankful for the passion and commitment of the HFF team!”

Ayanna Greenidge, Principal
PS/IS 266Q
Bellerose, NY



OUR IMPACT

"I am getting such great feedback from the girls that attend Beautiful Me with me. It's such a great way to reach students that wouldn't typically be recommended for social work services. I've really been able to build such strong relationships with these girls, their parents and their teachers from them being in the program. I am so grateful to facilitate Beautiful Me at my school."

Michelle Maloney, Social Worker
Tangier Smith Elementary School | Mastic Beach, NY

"I was truly touched by the whole experience. My mind was racing with all the groups of people I want to introduce this program to: my students, my book club, my cousins, my daughter and her friends!"

Nancy Robson, 4th Grade Teacher
PS 13Q | Elmhurst, NY

"We found that so many of our students who already went through the program last year want to do it again this year! It's wonderful."

Sally Keiser, Social Worker
Lido Elementary School | Lido Beach, NY





OUR IMPACT

“Beautiful Me helped my girls, now 19 and 23, see their inner beauty at a time in each of their lives when they could not always see the best in themselves. For me, the HFF has given me an opportunity to honor Emma, Alyson and Katie, my friends’ daughters, through service to others. Year after year, I am grateful for the opportunities to participate in service through the HFF.”

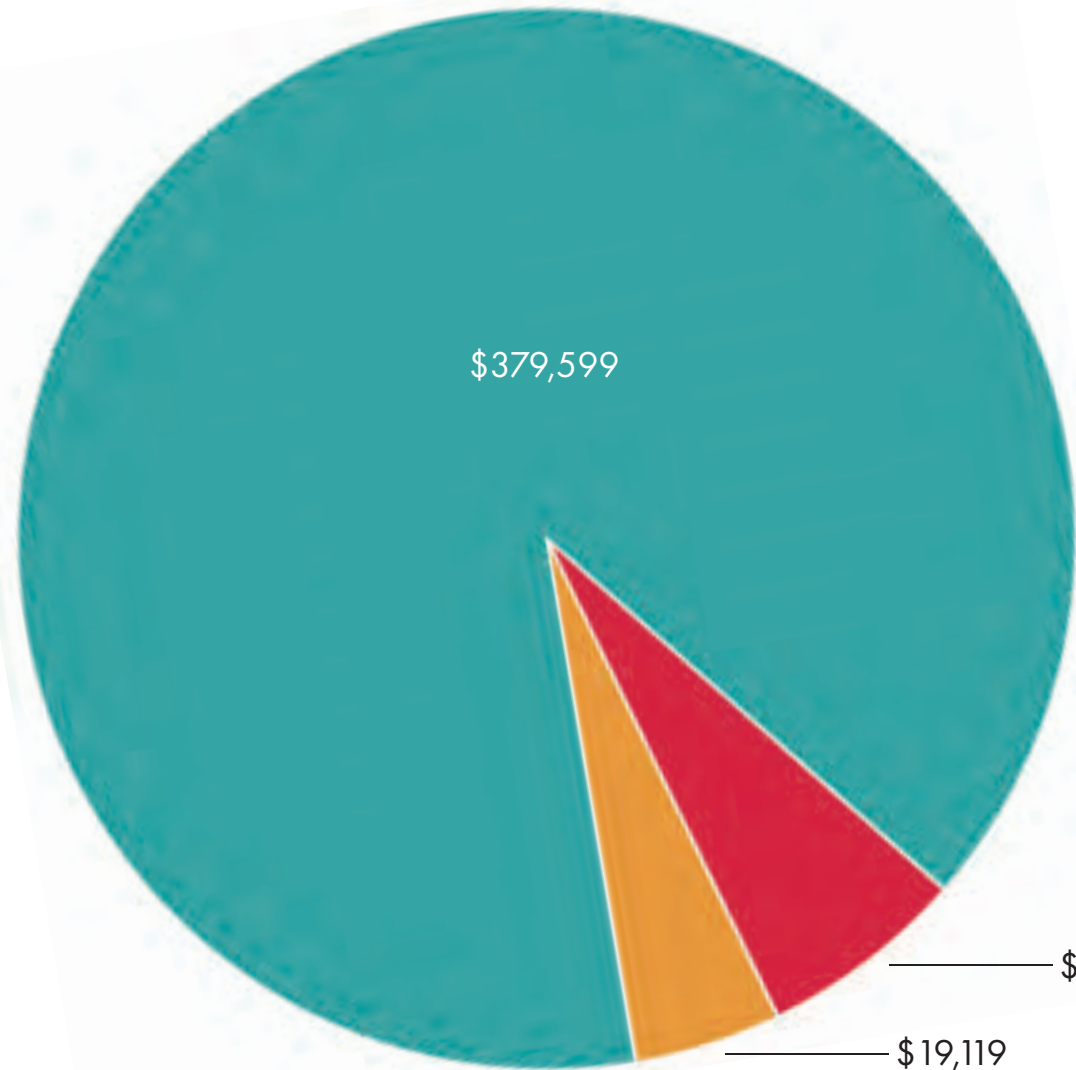
Jennifer Stewart, Resource Teacher
David Paterson Elementary School | Hempstead, NY




“My school has collaborated with the HFF for over ten years. They are committed to providing support to our East Harlem community through their invaluable programs and holiday toy drive. Their volunteers come to our school every year for an unforgettable holiday celebration with hundreds of gifts they donate to our families in need. Our students have also benefited from the Beautiful Me program. We are so grateful for the tremendous contribution they have made to our community!”

Celeste Garson, Social Worker
PS 146 | Harlem, NY



FINANCIAL REPORT



-  Fundraising Expenses
-  Management & General Expenses
-  Program Services

TOTAL EXPENSES: \$425,734*

* August 1, 2019 - July 31, 2020



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Self-Esteem Rising



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



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EL ORAL PARK





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

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