

# ANNUAL REPORT FY2020



# YOUR IMPACT: OUR STORIES

**Mission:** Shower Power strives to address the lack of personal hygiene services available to poor and underserved communities in New York City, by coordinating a citywide effort to increase access to shower facilities and products until there are convenient, safe and consistently available resources in every borough.

Shower Power is a 501(c)(3) non-profit organization, powered by individual donors and small grants.

Over the course of our last fiscal year, from August 2019 to July 2020, Shower Power greatly intensified our programming due to the dual crises of worsening homelessness and of COVID-19. We heard the calls of our supporters to stand up and lead in this time of huge uncertainty.

Never has our message resonated with so many people - Hygiene is Health Care. We feel it should be a universal right.

One of our volunteers said it best, at an April hygiene kit packing event - "I can't believe how hard it is to find opportunities to get these important items to people who need them."

We are where we are today, with our broad program areas, because of three key groups: our donors, our volunteers and our partners. We believe that collaboration is key to addressing the lack of hygiene resources available to our underserved neighbors in the City.



August 2019 - July 2020

**8,165**

hygiene kits  
packed &  
distributed

**395**

shower experiences  
(w/ clothing,  
snacks, etc)

**100**

volunteers

**166**

individual donors

## LETTER FROM OUR PRESIDENT

As we all know, the year 2020 ushered in extraordinarily difficult times. We saw the existing homelessness crisis, compounded by a wave of newly housing-insecure individuals and families.

As we move forward with a renewed sense of hope for 2021, now is the time to recognize the vitally important and timely work that Shower Power, its partners, volunteers and supporters were able to accomplish in addressing the gap in access to hygiene resources for NYC's unsheltered population.

While the pandemic roared, Shower Power went to work. With a network of local partnerships our shower program, FreshCity, was established.

Providing crucial resources on a consistent basis for our guest was of the utmost importance. In a time where hygiene was top of mind for the global community, we ensured our guests had access to handwashing stations, surgical masks, hand sanitizer, and clean socks and undergarments.

Additionally, as the demand increased, Shower Power continued to successfully produce hygiene kits for our partners to distribute them through their own operations. Through these partnerships, Shower Power's reach expanded beyond a physical footprint and allowed for our partners to augment their offerings to their own guests.

I cannot properly convey how incredibly proud of the work Shower Power completed in 2020. As we ramp up efforts for 2021, I am confident that Shower Power will continue to tirelessly serve NYC's unsheltered population and provide the hygiene resources that we maintain are a universal right for all.

**-Crystal Adams**

# FRESHCITY SHOWER PROGRAM



After years of research and planning, we responded to the urgent calls for showers in NYC during COVID with our pilot shower program, we called FreshCity.

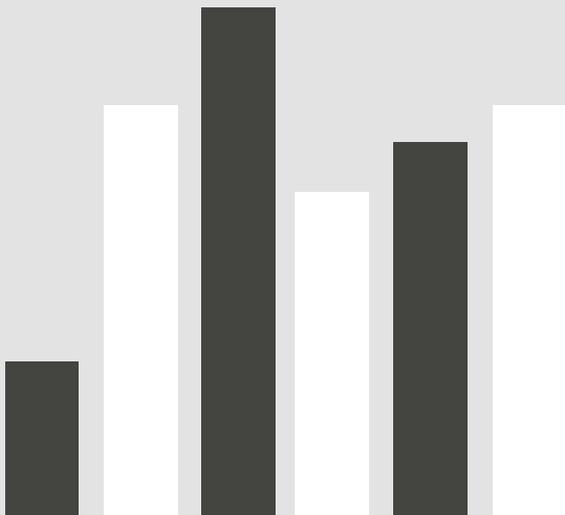
Thanks to our spectacular partners and donors, we were able to get the program off the ground in just a few weeks.

We used a donated shower trailer and a location provided to us by our partners at the Salvation Army to make free showers available three days a week from July through October, 2020.

During that time, we provided over 1,000 showers, and more importantly, got to know our guests and help address some of their broader needs.

Guests of the program were provided with, clean towels, hygiene products for the showers and to take with them, new undergarments, socks and clothing. We also distributed laundry vouchers, snacks and cold water.

We look forward to reopening our showers in 2021, with our very own shower trailer.



## SHOWERS

there are fewer than 50 public shower stalls open to people experiencing homelessness in NYC right now

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GREATER NEW YORK DIVISION

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# REFRESH KITS

In FY '20, we surpassed an exciting milestone, distributing over 15,000 hygiene kits to New Yorkers since we began the program in late 2018.

The essential items we include in our kits were selected with care to meet the needs that go most unaddressed.

Despite supply chain disruptions caused by COVID, we managed to maintain a large inventory of items and engage more volunteers than ever to help pack kits.

Hygiene kits were distributed directly and through partner agencies in multiple boroughs, throughout the year.

Our standard kit includes 12 key items.

## Wound Care/Infection Prevention

- Adhesive bandages
- Antibacterial wipes/hand sanitizer
- Nail file/clippers

## Moisturizing Essentials

- Lotion
- Tissues
- Lip balm

## Oral Care

- Toothbrush
- Toothpaste

## Hair Care

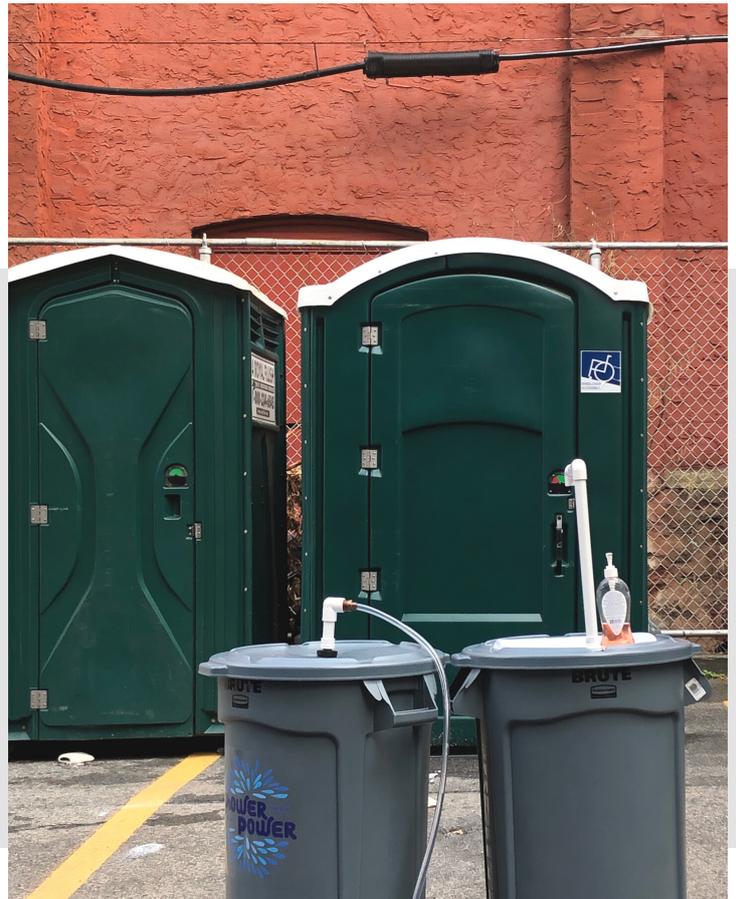
- Shampoo/Conditioner
- Comb

## Other

- Antiperspirant
- Shaving kit



# HAND WASHING STATIONS



To respond to the widespread closures of public restrooms, we worked with LavaMaeX to design and build four hand-washing stations, operated with a foot pump.

Many organizations in NYC were forced to pay about \$400 a month to rent similar devices that would allow their guests to wash their hands.

We were able to build each unit for less than \$300 and still have them actively deployed with partners for use.

# FINANCIALS



FY  
'20

## AUG. '19 - JULY '20

INDIVIDUAL CONTRIBUTIONS	\$47,250
GRANT CONTRIBUTIONS	\$25,000
IN-KIND CONTRIBUTIONS	\$127,775
<b>GROSS CONTRIBUTIONS</b>	<b>\$200,025</b>
ADMINISTRATIVE EXPENSES	\$8,150
PROGRAM EXPENSES	\$5,700
IN-KIND DISTRIBUTIONS	\$55,550
<b>TOTAL EXPENSES</b>	<b>\$69,400</b>
<b>NET ASSETS</b>	<b>\$130,625</b>

# OUR DONORS

This year, our donors shattered expectations and showed their deep support of our mission. We always wanted our work to be fueled by the members of the community and are so proud to be part of a community of individuals that put forward over \$20,000. With an average gift of \$125, our donors are each responsible for about six showers or 60 hygiene kits for our guests.

Monthly		One Time	
\$25	\$50	\$100	\$250
\$			
DONATE \$50 MONTHLY			

The most rewarding part of running a shower program is the amount of time we get to spend with our guests. It isn't a quick food line that people walk through on their way somewhere else. By nature, showers are a personal experience - and one where people enjoy taking their time.

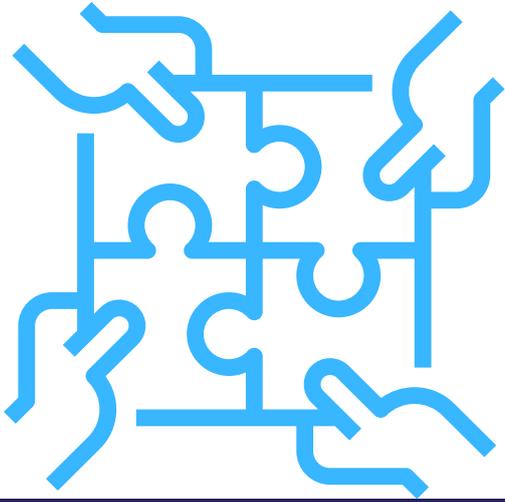
We had the unbelievable opportunity to pilot our FreshCity shower program in Harlem and to get to know New Yorkers from all parts of the City. In July alone, we spent more than 50 hours with our guests, learning their stories, listening to their needs and sharing a part of ourselves with them.

As we continue to grow our programs and seek to serve more guests, we commit to always take the time to truly get to know everyone and put their experiences first.

# OUR GUESTS



# OUR PARTNERS



We believe that all work to address poverty in New York City is best done through collaborative, coordinated efforts. We are so grateful to have relationships with some of the most impressive social service organizations in the City, who offer services that complement our work and help us all address our guests' comprehensive needs.

# OUR VOLUNTEERS



We couldn't achieve anything without our volunteers. In 2020, it took a bold person to risk their health to leave home and volunteer their time. We met so many brave New Yorkers who were willing to take this risk to help ensure that our neighbors get access to hygiene resources.