

Footbridge For Families Impact Report 2022

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footbridge

FOR FAMILIES

Impact Report

“Footbridge is the only organization I have encountered that makes it easier to help people in crisis as opposed to creating more barriers and making things more difficult. Their process is easy. Their response time is rapid. They have followed through on everything that they committed to do.” - Child Welfare Caseworker



Thoughts from our CEO

As I look back at the journey Footbridge for Families has taken, I am filled with gratitude. After only 18 months, we have helped more than 200 families avoid further financial crises and are on track to serve over 500 families for our 22-23 fiscal year. I sometimes find it hard to believe that Footbridge for Families was only an idea at the start of 2020. Our progress is the result of the passion, talent, and dedication of our amazing team of volunteers, staff, and Board of Directors, as well as the funding from our brave and generous donors who were willing to give us a chance to prove ourselves.

When a family faces a financial crisis and has exhausted all other options, they are emotionally spent and at risk of a mental health crisis. They urgently need support that meets them exactly where they are. For this reason, we do not require families to have a computer, internet, printer, or transportation to access our services. They only need a telephone. Footbridge can resolve their crisis within hours. 99% of those whom we've helped have reported feeling less stressed after receiving our aid and 95% more hopeful.

Since founding Footbridge for Families, my passion for our mission has only intensified. I knew that rapid financial assistance could short-circuit crises before they escalate, but since beginning this work, we've heard testimonials that the aid has been life-saving in some instances. I never imagined we could have this kind of impact, and I am regularly humbled by the tenacity and resilience of those we serve. It is truly an honor to be able to offer help when it's needed most.

The Footbridge for Families model has the potential to strengthen our nation's safety net beyond the Pittsburgh region. In addition to serving families, we spent these past months refining our business model. We have grown to an annual operating budget of over \$1 million, and we are poised for further growth.

Thank you for taking the time to learn about our work. Every single relationship that I've developed while building Footbridge for Families has been a gift. I hope that after reading about our impact, you will be inspired to join our efforts. There is still an incredible amount of work to do.

Yours in Service,
Kim

Footbridge for Families: Join Our Work!



Closing Gaps for Families





I was seeing a patient living in a senior high-rise. Her daughter and her four grandchildren had recently been displaced and were essentially living with her in her tiny apartment. It had been about three weeks at that point. Everyone was at their wit's end and the entire family was at risk of being evicted as they were breaking rules at the high-rise. Footbridge was able to help with a down payment and solved the problem before the end of the week, essentially fixing the situation for my patient and for the rest of the family. - Physician



We fill in the gap so that short-term financial crises don't escalate.

44% of US households cannot cover a \$400 emergency expense

Footbridge for Families provides one-of-a-kind rapid support and service coordination for individuals facing financial crises which have no other solution. The financial crises that we resolve through payment to third-party vendors are modestly priced yet have the potential to cost tens of thousands of dollars if unresolved. By addressing these crises, we reduce household stress, divert individuals and families from expensive human service systems and promote intergenerational health and wellbeing.

Without Footbridge for Families, individuals and families often have to live through the consequences of eviction, utility shut-offs, losing a job if transportation cannot be resolved, or foregoing important medical appointments and services. Child welfare is often pulled in when these consequences manifest as physical neglect of a child or children.

Onboarded referral partners to Footbridge for Families have the ability to quickly log into our system and provide basic information about a family's situation. Footbridge for Families case coordinators are able to respond in a matter of hours. Turn-around time on payments can similarly be as expeditious as necessary, with all payments going directly to third-party vendors.

With the immediate need met, Footbridge for Families case coordinators ensure families are enrolled in the means-tested programs for which they are eligible, providing warm handoffs to specific individuals at agencies and sometimes supporting a family's application for longer-term aid.

Footbridge for Families

Footbridge Overview



A Footbridge for Families Story

A single, young mother of two children was referred to Footbridge for Families by one of our pediatric partners. Her pediatrician thought that the family's financial stressors may be contributing to the insufficient weight gain of the mother's infant child. Rather than refer the family to ChildLine for medical neglect, which unfortunately happens too often, our pediatric partner gave Footbridge the chance to offer support.

The mother worked not only full-time, but overtime, in an effort to get caught up on bills that had piled up during the unemployment she experienced due to COVID. In her words, "I work 12-hour shifts and have to get up way early to make sure the kids get to where they need to. It's \$30 for one can of formula and he goes through that in a week."

Footbridge for Families was able to put \$600 toward this mother's rent and through warm hand-offs to our partners, helped her enroll in WIC, SNAP, and LIHEAP and access free formula from the Genesis distribution center in her area.

When we connected approximately 90 days after her involvement with Footbridge for Families, she noted, "I was depressed and having anxiety every day not knowing how I was going to be able to do this or that. Clearing one big thing out for me helped me not stress so much, and I was able to focus on my other bills which were much lower than that one. And, I just had a newborn. And we were able to play more. And I wouldn't be as stressed out."

This young woman's family is thriving without system involvement because there was an option for her. To put it in her words when she first spoke with Footbridge for Families: "I'm just trying to get back on my feet so that I can be the best that I can be, honestly."



Our Journey So Far



No other program has had a more life-changing impact on the lives of my patients and residents of the area. Their services are exceptionally broad, separating themselves from other programs, which enables them to **truly change a family's life and keep them well and together**. Their process time from application received to funding provided is unmatched. There truly is not another program like this in all of Allegheny County.

- Community Healthworker



Kim Eckel developed the idea for Footbridge for Families while working for Allegheny County's Department of Human Services as a senior child welfare administrator. Child welfare is often called upon to handle situations related to financial crises due to the lack of options available to help families when existing safety net programs and services leave families in economic peril. Mrs. Eckel recognized a need for an organization that could rapidly address financial crises for which no other solution exists.

Footbridge for Families incorporates as a 501c3.

**November
2019**

Won BNY Mellon's social innovation challenge and became the first non-profit to participate in AlphaLab in order bring the solution to scale.

2020

First Case: Footbridge provides rental assistance to a caregiver who lost her job due to COVID.

September 2020

100th Case: Footbridge addressed back rent owed by a mother who had to leave her job to care for her injured child.

December 2021

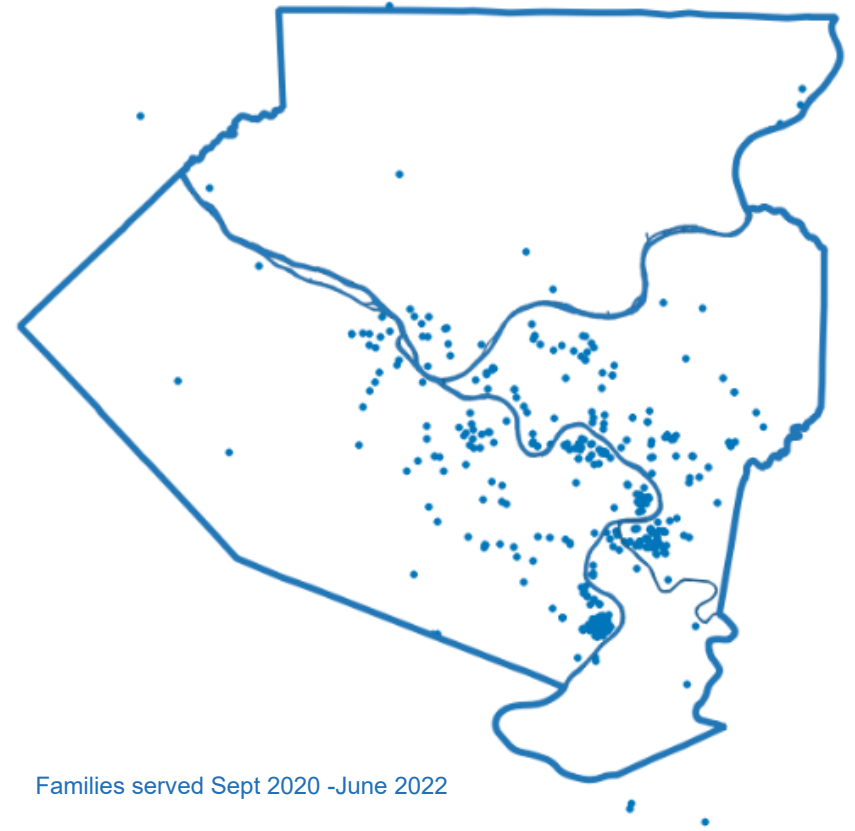
Footbridge pursues a pilot with UPMC For You to improve health outcomes in Western Pennsylvania

Spring 2022

Contract with Allegheny County integrates Footbridge into the region's safety net for families.

Summer 2022

Since its founding through the end of its first fiscal year, June 30, 2022, Footbridge for Families helped 200 families avoid a financial crisis. Footbridge for Families is on track to support over 500 families this year.





Our Impact in Numbers

Since the founding of Footbridge for Families, 72% of our expenditures to date have gone directly to meeting families' needs.

\$194,078 invested in families



Housing
\$80,975



Utilities
\$56,074



Transportation
\$43,317



Other
\$7,979

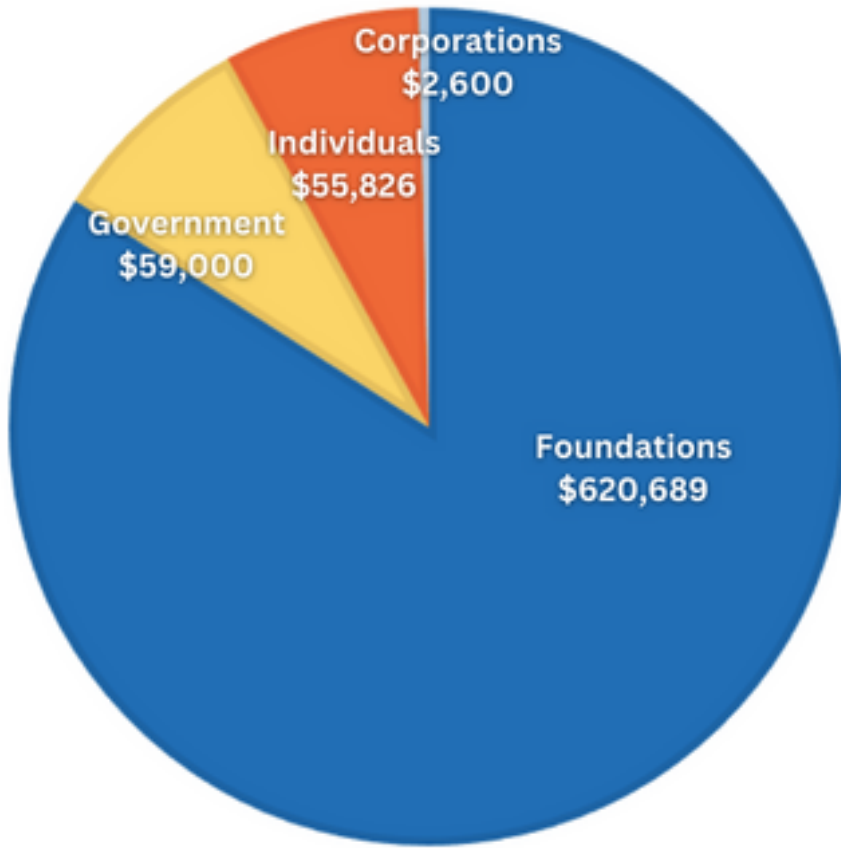


Health
\$4,825



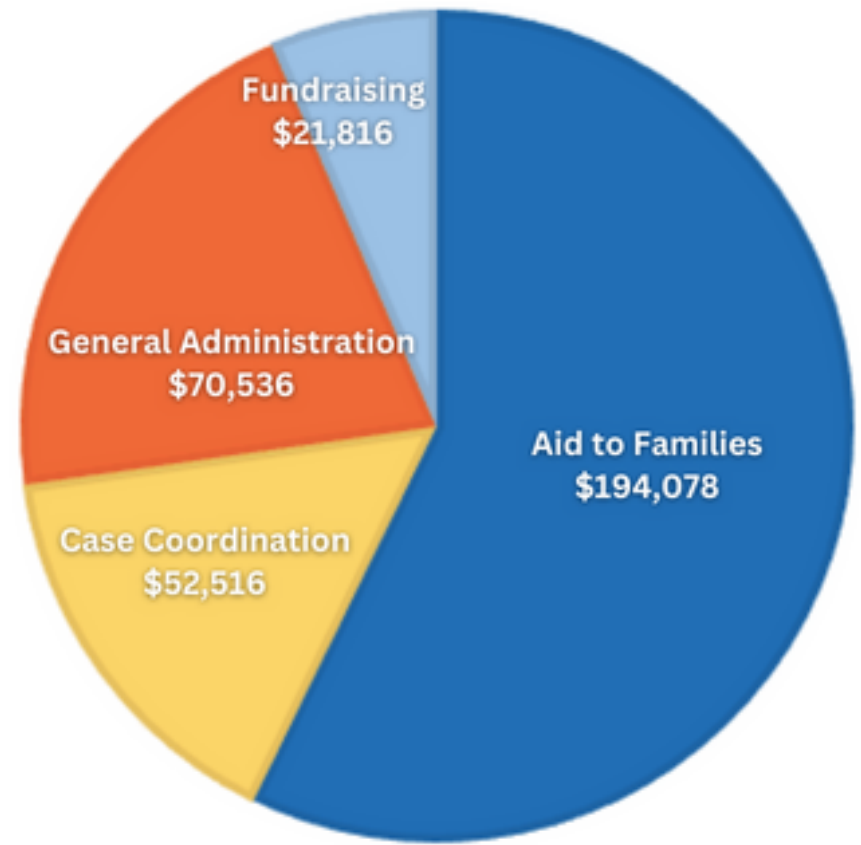
Employment
\$908

Revenue by Source



Revenue totals from 2019 through June 30, 2022

Expenditures by Category



Expenditure totals from 2019 through June 30, 2022

The Bridge Forward



Our vision is for America to be a country in which small bumps in life do not routinely lead to catastrophic intergenerational outcomes.

Our long-term objectives are two-fold:

Become the country's leading provider of emergency basic needs assistance

Become a thought leader in government dialogues about social policy reform

2022-2025 Strategic Goals

Expand our impact by providing programming to additional individuals and families

Build a team of dedicated professionals who lead with an appreciation of the unique and meaningful impact Footbridge for Families makes

Optimize operations to maximize efficiency, increase financial sustainability, and effectively support programs and staff

Join us in meeting the needs of families.

Donate

Who We Are



Our deep gratitude goes to the partners, friends, and families who walk alongside us. Thank you!

Board of Directors

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Dannai Wilson, Allegheny County Health Department, Deputy Director of
Community and Family Health

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Allegheny County Department of Human Services
Allegheny County Health Department
Allegheny County Medical Society Foundation
Alphalab
BNY Mellon UpPrize
Carnegie Mellon University
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