

SHOWER POWER, INC.

ANNUAL REPORT 2023



WWW.SHOWERPOWERNYC.ORG

IMPACT REVIEW

Mission: Shower Power strives to address inadequate access to, and lack of, personal hygiene services 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 grants and the generosity of individual donors.

We are a nonprofit based in New York City. Our volunteers, board, and staff love this city and our neighbors who live here. Our focus last year was to scale our work to make it more convenient for New Yorkers in different parts of the City to access our hygiene resources.

We secured generous funding from the Steven & Alexandra Cohen Foundation to purchase and build a second shower trailer. Our new trailer has four private shower rooms, one of them fully wheelchair accessible and ADA compliant. In October 2022 we launched our first 'Next Stop' campaign in October, raising over \$50,000 to support our expansion into Queens. Come July 2023, we were open in Ridgewood, Queens thanks to a wonderful partnership we built with Ridgewood Presbyterian Church.

While the volume of guests we served is lower than peak COVID numbers, every shower taken is highly valued. In addition to the benefits to personal and public health, guest feedback emphasizes the value of being welcomed with kindness and respect, and the positive mental health impact of walking out into the world clean, dressed in clean, new clothes.

August 2022 - July 2023

2,900

hygiene kits
packed &
distributed

40

volunteers

675

shower experiences
(w/ clothing,
snacks, etc)

134

individual donors

Photo by Corey Hayes



LETTER FROM OUR EXECUTIVE DIRECTOR

Richard Vernon
richard@showerpowernyc.org

Dear Friends,

Thank you for your sustained and sustaining involvement in the work of Shower Power. I've had the privilege to work with Shower Power's founders on several projects since it began back in 2017, and am proud and excited to have transitioned from being an enthusiastic partner to being on staff and leading the work. This is my first annual report, having come on board just over a year ago as the first ever full-time Executive Director the organization has had.

“We’re engaged in hygiene justice, and see it as part of working towards a city in which everyone belongs...”

I have over a decade of focus on the partnerships needed for long-term recovery from disasters such as hurricanes Sandy, Maria, and Ida, and building the local resilience needed in the face of the Covid-19 pandemic. My focus has been on communities and the cooperation between them, charities, government agencies, and the local coalitions that have to pull together to make equitable progress. In time, homelessness became an ever-increasing part of disaster work. A few years ago I started framing it as a slow-moving disaster in its own right.

At Shower Power I get to put that philosophy into practice from within the homelessness space. As the ED I've been interviewed for the Nobody Chooses Homelessness podcast, been a panelist for the ARM Dignity Summit, and been voted onto the board of directors of New York City Voluntary Organizations Active in Disaster (NYCVOAD).

Shower Power's emphasis on human dignity and our guest-centric approach to our work is a core value to the whole organization. We're engaged in hygiene justice, and see it as part of working towards a city in which everyone belongs and in which nobody will ever need the services of a shower program again. That day may be a long way off, but it's the light on our horizon, our North Star. It's an honor to serve with you all on that journey.

Yours,
Richard

SHOWER PROGRAM

This year, we embarked on our fourth year of offering clean, hot showers to New Yorkers. With time and experience, we have gained extensive expertise in the mechanics of operating a shower program, from maintaining our custom-built shower trailers, to adapting our operations to ensure a premium guest experience.

We work hard to provide a clean, consistent and convenient shower experience to anyone who chooses to use our services. While we have been rigorous about guest safety and providing a standard excellent service with every visit, we have struggled some with our pursuit of convenience. Our 2022 showers were located near 11th Avenue in Manhattan and in 2023 we opened our first site in Queens, both of which had less foot traffic than we had experienced in previous years.



Our top priority remains developing partnerships with more convenient sites to offer showers alongside other essential services, reducing the burden on our guests of visiting multiple areas to have their basic needs met.

Despite the lower foot-traffic, we have continued to build deep connections with our guests, providing them with everything we can to make the shower experience enjoyable and making referrals to other great providers. This includes individuals staying in migrant shelters, on the streets, doubled up with many others, and more.

Special
Thanks to:



TOILETRY KITS

In the fiscal year ending in July 2023, we surpassed an exciting milestone, distributing over 25,000 toiletry kits to New Yorkers since we began this program in late 2018. The essential items we include in our kits were selected with care to meet the needs of our guests that go most unaddressed. Toiletry kits were distributed both directly at our shower site and through partner agencies in multiple boroughs, all throughout the year.



Our standard kit includes items such as:

Wound Care/Infection Prevention

- Adhesive bandages
- Antibacterialwipes/hand sanitizer
- Nail file/clippers

Moisturizing Essentials

- Lotion
- Tissues
- Lip balm

Oral Care

- Toothbrush
- Toothpaste

Hair Care

- Shampoo/Conditioner
- Comb

Other

- Antiperspirant
- Shaving kit

FINANCIALS



AUG. '22 - JULY '23

INDIVIDUAL CONTRIBUTIONS

\$148,165

GRANT CONTRIBUTIONS

\$195,915

IN-KIND CONTRIBUTIONS

\$4,985

GROSS CONTRIBUTIONS

\$349,065

ADMINISTRATIVE EXPENSES

\$63,225

PROGRAM EXPENSES

\$32,515

IN-KIND DISTRIBUTIONS

\$4,800

TOTAL EXPENSES

\$140,340

NET CONTRIBUTIONS

\$148,875

GRATITUDE

OUR PARTNERS



We want to spotlight our huge gratitude to:

- The Steven & Alexandra Cohen Foundation, whose grant enabled us to purchase our newest shower trailer and the additional items running it requires.
- The Starbucks Foundation, whose generosity has enabled us to retain and enhance our staffing.
- Bombas Giving, whose donations of new clothing have so benefited each and every one of our guests.

OUR GUESTS



The reason for the season, and the reason we're looking for indoor showers so the shower program isn't limited to using trailers in warm weather. Our guests, and the community that forms with them around the shower program, are who motivate and inspire us to keep going. We love them all and we look forward to a day when they no longer need us.

OUR DONATORS/ VOLUNTEERS



You! Without you, without your volunteer hours and your fiscal support, we couldn't do this at all. It's our privilege to partner with you in the service of our neighbors who suffer from hygiene injustice. Thank you for your beautiful generosity!