



Nana Grants®

IMPACT

REPORT

2023

OUR MISSION

Our formula is simple:

CHILDCARE + EDUCATION
= ECONOMIC MOBILITY

40% of Georgia's low-income working families with children are headed by single women. When we talk about lifting families out of poverty, we must acknowledge that most of these families include children who require childcare while parents work and go to school.

Each Nana Grant covers 100% of the cost of childcare through graduation for low-income student mothers attending an accredited college, university or approved job training program in Georgia. Our goal is to remove the uncertainty of continuous, quality childcare from the equation so that student mothers can focus on their studies, graduate and have a rewarding, well-compensated career.

Without childcare, HOPE is out of reach for low-income parents.

Georgia's HOPE Scholarships make college free for many Georgia residents. But without childcare, education remains inaccessible to the families who would most benefit from these scholarships.



2023 BY THE NUMBERS

2023 was a breakout year for Nana Grants thanks to our generous donors and community partners.

We raised more money, supported more student moms, and put more kids in high-quality childcare than ever before.

Nana Grants covers 100% of the cost of childcare for student mothers in college and job training.

\$1.2 MILLION

Cash and Multi-Year Grant Revenue

Nana Grants doubled its cash donations and multi-year grants in 2023. In addition to expanding our grantee rolls, we added staff to support student mothers and childcare providers and established a grant reserve fund to ensure we're able to support our student moms through graduation.

32 NEW STUDENTS

Added since January 2023

Our student mothers attend universities, technical colleges and job training programs throughout Georgia from Savannah to Columbus to metro Atlanta. The majority are pursuing degrees in health sciences, STEM and criminal justice. 87% of our student mothers identify as BIPOC.

3.3

Average GPA

Research shows that student parents achieve higher grade point averages (GPA) than other students. Though many student parents enroll in college, the added responsibility of caring for children makes it more challenging to complete a credential. Graduation rates for student parents are lower than for non-parenting students. By providing childcare to student mothers, we eliminate a major barrier to success.

28 DEGREES EARNED

Since 2017

Nana Grants has supported 106 student mothers since 2017. Many who earned certificates or associate's degrees while in our program have continued to earn 4-year degrees with support from Nana Grants.

46 student mothers have either graduated or transitioned out of Nana Grants due to dependents starting school or receiving public childcare benefits.

WE'VE ONLY JUST BEGUN...

2024 STRATEGIC GOALS

Finance and Development	Infrastructure and Operations
<p>Ensure long-term financial sustainability.</p> <p>Strategies</p> <ul style="list-style-type: none">• Grow individual giving.• Grow foundation giving.• Establish and maintain 12-month grant reserves.	<p>Transition from start-up to scalable model.</p> <p>Strategies</p> <ul style="list-style-type: none">• Transition from start-up board to fundraising and strategic growth-focused board.• Create a sustainable staffing plan that supports growth and expansion.• Optimize Salesforce for case management, fundraising and stakeholder relations.• Expand community partnerships.
Marketing and Communication	Programs
<p>Grow reputation among key stakeholder groups.</p> <p>Strategies</p> <ul style="list-style-type: none">• Create/deploy stakeholder-focused marcom plans: individual, foundation and corporate prospects.• Create/deploy social media strategy + tactical calendar.• Create/deploy segmented email campaigns.• Quarterly large donor report.• Advocacy-focused thought leadership campaign	<p>Improve program delivery, wrap-around support and data collection.</p> <p>Strategies</p> <ul style="list-style-type: none">• Expand wrap-around support through third-party referral network.• Improve grantee and provider data collection.• Streamline application process for job training program partners.

THANK YOU FOR CONTINUING TO SUPPORT OUR STUDENT MOTHERS



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