



reimagining the future of
homeless mothers and their children,
together.



HISTORY

The mission of Hearts of Gold (HoG) is to reimagine the future of homeless mothers and their children, *together*, by helping them to become confident and self-sufficient as they prepare to transition out of the New York City shelter system to permanent homes. Established in 1994, and incorporated as a 501(c) (3) in 2001, we began with the mission to provide material support for homeless mothers and their children in times of crisis and create a nurturing network that helps mothers lift themselves out of homelessness and poverty. Since our inception, we have witnessed the rates of homelessness and poverty experienced by mothers and children nearly triple. In light of this, we are doubling-down on our commitment to these families, breaking the cycle and forging a replicable model for creating long-term sustainable change in their lives.

Hearts of Gold began after founder Deborah Koenigsberger grew increasingly disturbed at the sight of one woman and her young daughter living in a box in the park. Walking her son to school, Koenigsberger passed by them every morning and was shocked by how easily passerbyers could ignore them, write them off, and let them fade into the background of busy city life. Shocked by this, Koenigsberger simply wanted to help them get on their feet and help them have moments of joy throughout their difficult journey. Over two decades into this journey, and knowing from personal experience that the problem is much bigger, HoG has developed a vision and a practice to provide comprehensive and holistic support to both mother and child. As the owner of Noir Et Blanc, an upscale Chelsea clothing store, Koenigsberger has leveraged her connections to personally fundraise 100% of annual budget since our inception. In fiscal year 2017-18, that meant \$1,024,978 funds raised.

PROGRAMS

Fresh Start University

Our workforce development program provides a structured setting for moms entering the employment sector for the first time or re-entering after several years of being unemployed. This transition can feel overwhelming to most women however, it's especially daunting to those escaping domestic violence and facing homelessness. HoG believes that being economically self-sufficient is the path to obtaining and sustaining a stable home and life. FSU provides a comprehensive training program with an emphasis on the hard and soft skills required to secure and retain a position of gainful employment. We provide assistance with the entire process: career exploration, resume writing, interviewing skills, professional attire suggestions, salary negotiations, and advice on balancing childcare with a work schedule.



The Hearts of Gold Learning Center

In 2014 we launched our Hearts of Gold Learning Center at Semiperm, a program of Settlement Housing Fund Inc. which is located on the Upper West Side. This transitional housing facility serves homeless mothers and children under the age of 10. In 2018 we introduced a STEAM initiative as a part of its offerings to students who visit and utilize the center for tutoring support. Access to STEAM and the skills associated with STEAM disciplines, (Science, Technology, Engineering, Arts and Mathematics) is critical for students to be academically successful as well as ensures access to future careers and higher education.

Envision a student seated in the back of a classroom, trying to remain as invisible as possible, and feeling totally inadequate because this child lacks confidence about his/her knowledge of science, technology, engineering, art or math. Now, picture that same student, confidently striding to the front of the classroom, engaged in a meaningful discussion with fellow students, speaking with a strong voice, asking insightful questions, and all with a developed passion for science, technology, engineering, art and math. The Learning Center is meant to be the catalyst that makes this transformation happen for these underserved students.

Summer Teen Enrichment Program (S.T.E.P)

S.T.E.P. was established in 2011 for kids between the ages of 10 to 16, so that they may continue their academic and social development throughout the summer months. This five week program, run Monday through Friday, is run by a designated Yale University student along with 2 additional counselors, and services approximately 10 students per season. Trips to Museums, Broadway Shows, Sporting Events, and other iconic landmarks within NYC are taken daily. Transportation, lunch, and snacks are provided along with water bottles, T-shirts, baseball caps, and backpacks for all students.

SERVICES

Fresh Start Bags

Moms with children, verified by the NYC Shelters, receive a laundry bag filled with the basic household essentials needed when entering or exiting the shelter system.

Baby Shower in a Bag

Moms with newborn to one-year-old babies receive a new diaper bag filled with the essentials to care for a child.

Back to School Event

Children between the ages of 4 - 18 receive a brand new backpack filled with school supplies for the academic year. HoG just celebrated giving out its' 1000th Backpack.

Coats for Christmas Event

Children between the ages of newborn to 18 receive a brand new coat for Christmas, along with new gloves and scarves.



Deborah Koenigsberger

Deborah Koenigsberger is the Founder and CEO of Hearts of Gold, a 501 (c) (3) corporation established in 1994. A successful entrepreneur of more than 27 years, Deb started her career as a fashion model, then worked extensively as a stylist before opening her upscale women's French boutique Noir et Blanc in 1989. Located in the heart of the New York City's very trendy neighborhood - NoMad/Flatiron, the store is a classically beautiful and elegant. Deb is a wife, a mother of two sons and a graduate of NYU. Deb was motivated by what "could and should be" and in 1994, armed with her dreams and an idea about how to make those "coulds" and "shoulds" real, she launched Hearts of Gold.

Deb has been relentless in making her dream of breaking the cycle of homelessness and identifying the resources that would make it a reality. Her aim; to join forces with as many homeless and formerly homeless moms and their children as possible to "reimagine their futures together" and to make the goal of maintaining a self-sufficient and sustainable lifestyle a reality ...and she's been doing it since 1994, one life at a time.



Over the years Deb has assembled a very motivated group of supporters for Hearts of Gold's Board of Directors, Advisory Board and Donors (both private and corporate). The list reads like a veritable Who's Who in business and philanthropy. Friends, volunteers and supporters from all walks of life both domestically and internationally, with Deb's leadership, have stepped up and collectively enabled Hearts of Gold to become the viable change vehicle it is today.

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Deborah's Hearts of Gold story has appeared in multiple media channels including the TODAY Show, Huffington Post, WCBS-AM, New York Times "Evening Hours", and Fox 5's "Good Day Street Talk".