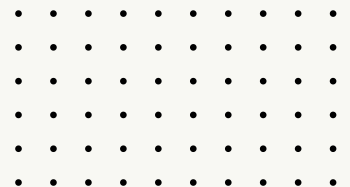


2024



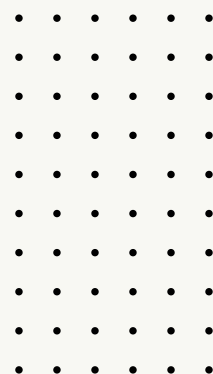
ANNUAL REPORT



www.woodsideonthemove.org

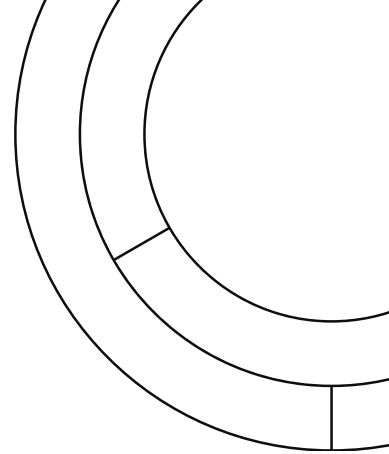


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Letter from the Executive Director



Dear Beloved Supporters, Community Members and Stakeholders,

As I reflect on 2024, I am proud of what we have accomplished together to strengthen Woodside and our surrounding neighborhoods. At Woodside On The Move (WOTM), our mission has always been to make our community a better place to live, learn, and grow. This year, we made incredible strides in youth development, housing advocacy, and economic and cultural enrichment, all thanks to your partnership, donations and support.

Our youth programs reached new milestones, serving over 1,500 children through after-school and summer camps. For the first time in our history, we launched a middle school program at IS 429 Q, ensuring continuity of support as students transition into adolescence. Through our efforts, we're building the foundation for a brighter future for every child in our care.

Housing justice remained a cornerstone of our work. In 2024, we supported more than 1,400 households, providing vital assistance for affordable housing, as well as advocacy against evictions and discriminatory practices. Our tenant advocacy workshops saw a 40% increase in participation, reflecting the growing need and engagement from our community.

We also made strides in economic development, continuing our work to revitalize commercial corridors and support local businesses through grants like the Avenue NYC program. Additionally, our cultural programming and festivals brought more than 3,000 attendees together, boosting local vendors and celebrating the vibrant diversity that defines Woodside.

Thanks to our collective efforts, WOTM's budget grew over \$500,000 in 2024 enabling us the opportunity to service more community members. Additionally, we secured over \$200,000 in grants, including support for environmental justice initiatives and community beautification projects. We also strengthened partnerships, and completed key hires to enhance our organizational capacity.

As we look ahead to 2025, we are excited to build on these achievements. We remain committed to expanding our programs, deepening our impact, and finding new ways to support our neighbors. None of this progress would be possible without your belief in our mission and your continued support.

Thank you for standing with us as we work to create a stronger, more vibrant Woodside. Together, we are shaping a future where everyone has the opportunity to thrive.

With sincere gratitude,

William Jourdain
Executive Director
Woodside On The Move

Brent O' Leary
Chairman
Woodside On The Move, Board of Directors

YOUTH DEVELOPMENT & EDUCATION

Woodside on the Move (WOTM) has partnered with the Department of Youth and Community Development (DYCD) to support and engage young adults through three programs: Beacon, Compass, and the Explorer Program. WOTM offers free afterschool services and a Summer Camp program, serving over 1,600 young scholars year-round through these funded programs.

6

Schools

Our programs focus on empowering young individuals through inclusive programs that promote academic achievement, life skills, and personal growth.

131

Staff

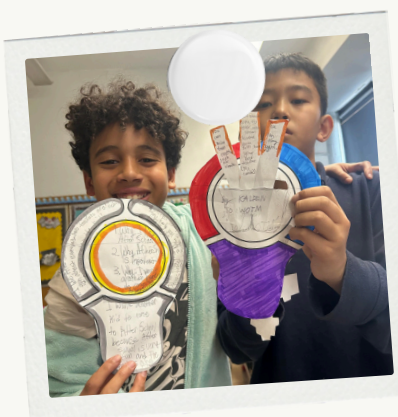
By offering educational support, leadership training, and opportunities for community engagement, the program aims to equip youth with the tools and experiences needed to succeed in school, careers, and life. Its initiatives are designed to foster confidence, responsibility, and resilience, helping young people reach their full potential and become active, informed members of society.

1,619

Students served

OUR SCHOOLS

P.S. 152 | P.S. 11 | P.S. 398Q | P.S. 361Q | I.S. 429 |
ACADEMY OF THE CITY CHARTER (AOC)



Fun Craft
Activities



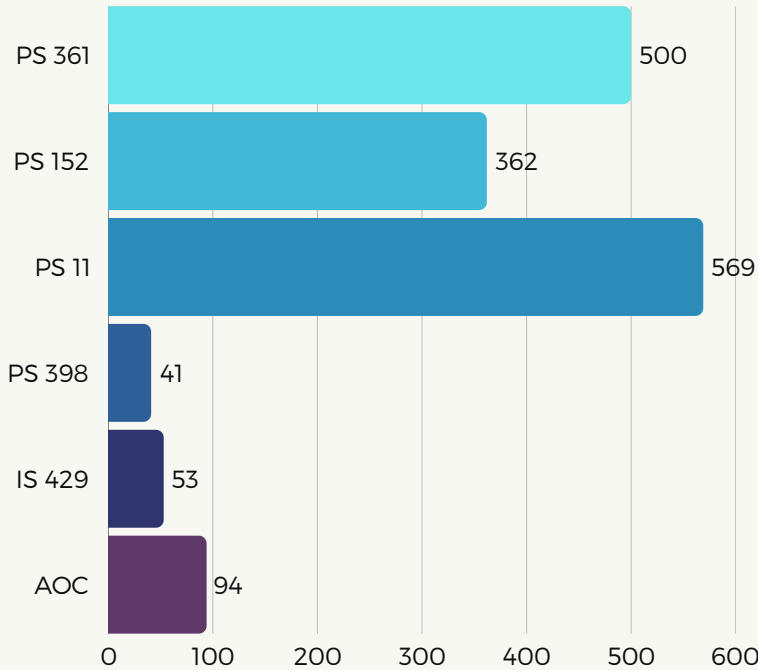
Group Activities



Halloween
Haunted Maze

YOUTH DEVELOPMENT & EDUCATION

2024 DEMOGRAPHICS OF OUR YOUTH DEVELOPMENT & EDUCATION PARTICIPANTS



NUMBER OF PARTICIPANTS SERVED PER SCHOOL

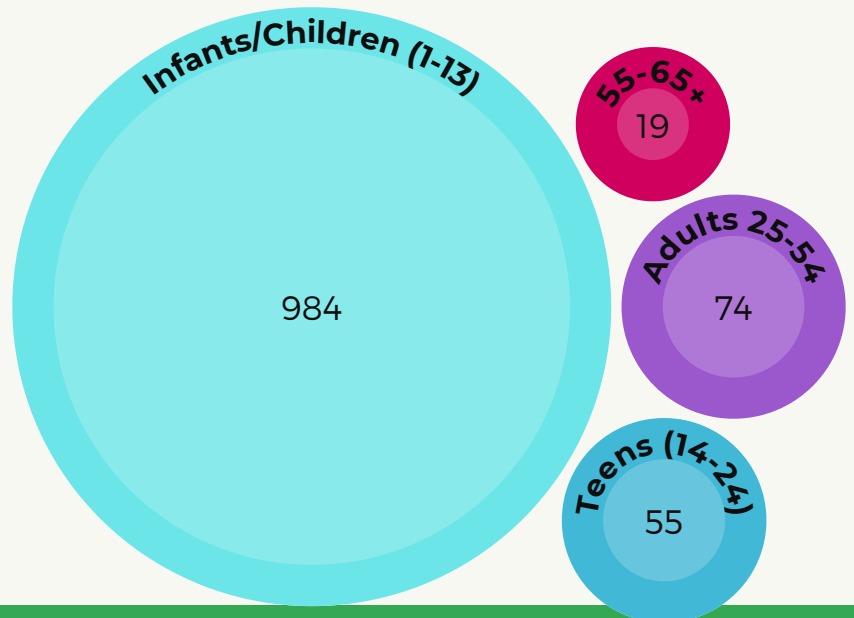
This graph on the left displays the total number of students enrolled in our 2024 Afterschool and Summer Camp programs.

PARTICIPANTS AGES

The Packed Circle Chart below shows the age range distribution of participants in our Afterschool and Beacon programs.

LANGUAGES SPOKEN AT HOME

ARABIC	KOREAN
BENGALI	POLISH
MANDARIN	PORTUGUESE
CANTONESE	RUSSIAN
ENGLISH	SPANISH
HAITIAN CREOLE	TAGALOG
HINDI	URDU
JAPANESE	VIETNAMESE



22

Different Queens zip codes our participants reside in.

16

Languages spoken in our students home.

95%

of the participants enrolled are coming from low-income households.

YOUTH DEVELOPMENT & EDUCATION TESTIMONIES



ACADEMY OF THE CITY CHARTER PARENT

“We heard of Woodside on The Move from the school and from our neighbors/classmates of our daughter (2nd grade). This program has been so valuable to us as working parents because we have the ability to work without worry. We aren’t rushing to pick her up after school or paying extra for a sitter. It’s helped get us in a very consistent family routine with less stress and she loves it because she is with her friends and peers. Plus, the homework support allows us to spend time as a family when we get home and not struggle to do homework together. We look the homework over and then eat dinner. The program has really helped our family enjoy the time we have together!”

P.S.361 PARENT

“Woodside on the Move is a program I’ve been involved with since I was a little girl. I grew up attending the after-school program, just as my daughters are doing now. Like many parents, I depend on this after-school program. Not only is it beneficial for us parents, but it also offers tremendous value to the children. They get to socialize beyond the regular school day, receive extra homework help, and participate in activities like Taekwondo classes.

Woodside on the Move has been a pillar in our community, supporting families like mine for generations. It provides a safe, nurturing environment for children to grow, learn, and develop new skills. I am deeply grateful for everything this program has done for my family and me.”

P.S.152 PARENT

“I currently have two of my children (1st and 5th grade) enrolled in the after-school program, Woodside On the Move. Since his time in the program, he has gained in particular more independence with his homework. He has become better at time management. By doing his homework at Woodside On the Move, he is able to balance out his extracurricular activities such as soccer and basketball, without falling behind in school work. He has been more well rounded, since he has entered the program.

In addition, his younger brother (1st grade) is full of stories after school about how the day went and is more aware of his feelings, and I attribute this improvement to his daily engagement in the program. I have personally seen growth and improvement in both of my children's grades in day school as their academic work is being fostered after school. Both me and my husband work full time and so this program is very important to have and we consider ourselves blessed.”

YOUTH DEVELOPMENT & EDUCATION TESTIMONIES



P.S. 11 PARENT

“We could not be luckier than to have a WOTM afterschool program at P.S. 11. The wonderful staff’s focus on community, inclusion, and social and emotional learning has been transformative for our son (1st grader). The sheer breadth of activities and enrichment offered—going far beyond academic and homework support to include the arts, culture, mind-expanding activities such as chess, as well as sports and physical education—is especially impressive. The opportunities to build friendships and communities beyond the bounds of each child’s school classroom are equally noteworthy. Our son loves the time spent at WOTM with his friends, teachers, coaches, and support staff. It is an irreplaceable resource for the Woodside-Sunnyside community.”

I.S. 429 PARENT

“Our son who’s in 6th grade has been attending for some time now, and we couldn’t be happier with the positive impact it has had on him. Our son often comes home excited to share what he’s learned or created that day, and it’s wonderful to see how much he enjoys being there participating in different activities and how much it means to him socializing with other kids.

We’ve noticed how he has grown in terms of responsibility and respect for others, and we’re grateful for the role the program has played in fostering these qualities. Finally, the Student of the Month initiative is such a fantastic motivational tool. We can already see how much this has inspired our son to engage more actively and put forth greater effort in his activities. We feel incredibly fortunate that our son is part of this program, and we are deeply grateful for all the work your team does to make it such a meaningful experience for the kids.”

P.S. 398 PARENT

“Our son is currently in the 3rd grade at P.S. 398 the Hector Figueroa School. He loves it! They have a great structure and schedule in place that helps him complete his homework first, and then he always enjoys the various enrichment activities that they have planned.

It is such an amazing program, especially for working parents because it helps us ensure that his academic needs are met first while also providing him with a variety of social, emotional, physical and creative enrichment programming. One of the activities that he truly loves is the optional add-on of the Taekwondo classes that the program partnered with a local Dojo to have during after school.”

DIRECT SERVICES

CASE MANAGEMENT



Woodside on the Move (WOTM) Case Managers provide hands-on support to tenants facing a wide range of issues, including tenant-related concerns, access to community resources, public benefits, and legal consultations. Our Direct Services are designed to address urgent needs and empower community members by offering practical assistance, guidance, and resources.

Whether through case management, educational programs, or access to essential services, we are dedicated to helping individuals and families navigate challenges and build a path toward greater stability and well-being. Our goal is to provide the support needed to create lasting positive change in the lives of those residing in Queens.

To further equip our clients, we have partnered with Communities Resist and Queens Legal Services to organize free monthly legal clinics and Know Your Rights Workshop with housing attorneys. The Know Your Rights Workshop provides space for our clients to actively participate, ask questions about their individual situations, seek assistance in navigating the housing court system and build a community.

3

Case Managers

CASE MANAGEMENT SERVICES

In-person counseling, HEAP, SCRIE, DRIE, tenant & landlord mediation, tenant meetings, lease renewal, NYCHA, relocation, succession rights, community referrals.

506

Clients attended
our workshops

MONTHLY WORKSHOPS

Benefit Service workshop | Housing Connect Workshop | 1:1 Legal Consultation | Legal Clinic | Know Your Rights

1,598

Cases



Case Management
Services



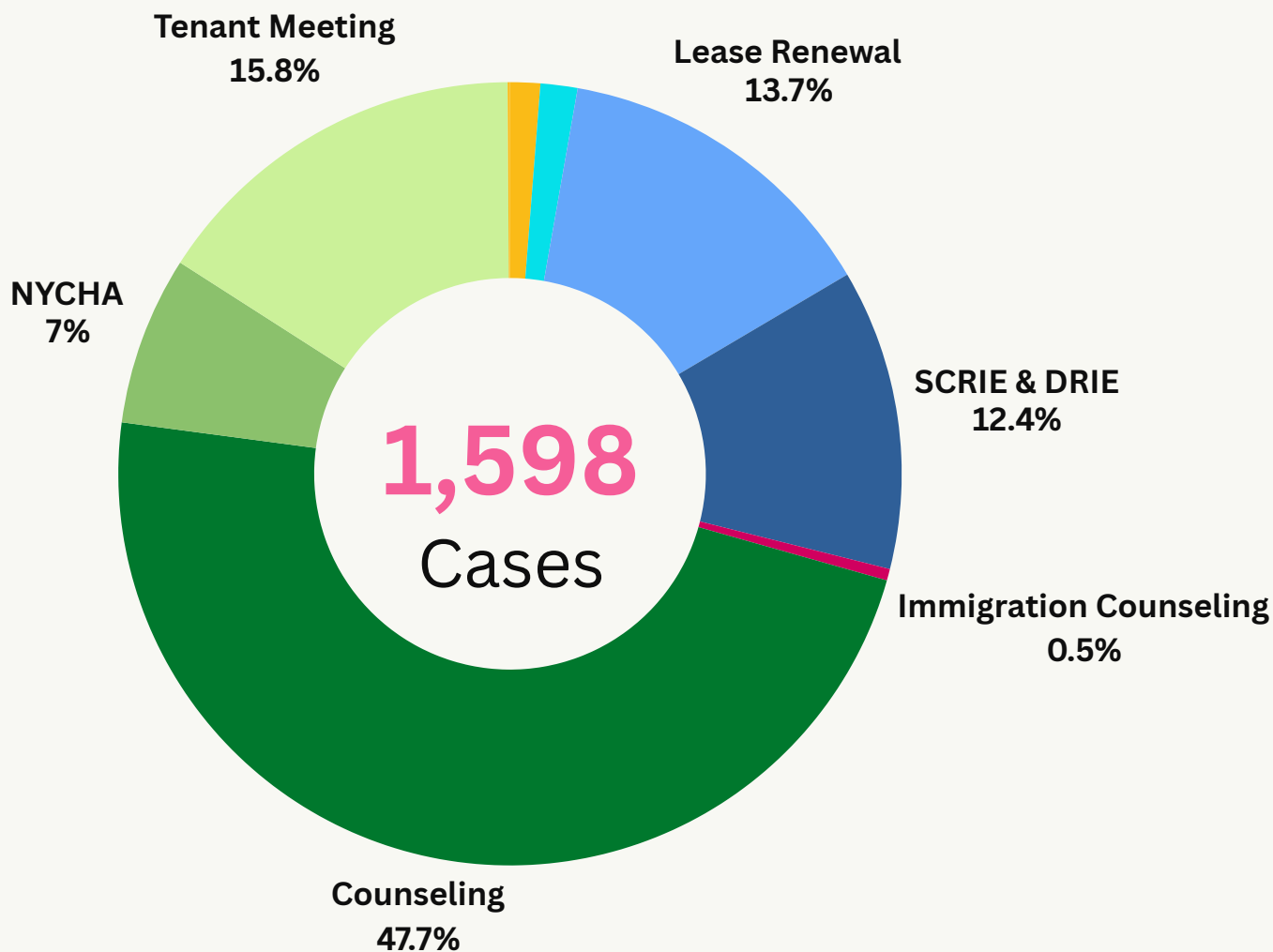
Legal Clinic, in-person
consultation with a
housing attorney



Know Your
Rights
Workshop

DIRECT SERVICES DATA

A BREAKDOWN OF HOW WE ASSISTED OUR CLIENTS!



2024 ATTENDEES PER WORKSHOP

87

Benefit Service
Workshop

162

Housing Connect
Workshop

156

Legal Workshop

COMMUNITY ORGANIZING

A thriving community is built on strong partnerships among its residents and stakeholders. Our Community Organizing team is dedicated to identifying and supporting local leaders to ensure the community's values and needs are prioritized.

Woodside on the Move (WOTM) actively participates in several coalitions that advocate for housing, education, economic justice, immigration, AAPI issues, small businesses, and youth. As a leading force in tenant advocacy, we have been a powerful voice for vulnerable residents in Queens, championing policies and initiatives that address their needs through our various coalitions.

6

Know Your Rights
Workshop with over 100
attendees

As part of our Community Organizing team, our mission is to preserve affordable housing units in Woodside and throughout Queens. We achieve this through the support of our three primary coalitions: Stabilizing New York City (SNYC), Housing Justice for All (HJ4A), and Right to Counsel.

15

Buildings outreached
throughout the 8
neighborhoods in Queens

Our main coalition, Stabilizing New York City, plays a pivotal role in funding our efforts to ensure rent-stabilized units remain protected amidst New York City's ever-evolving housing landscape. By combating predatory equity and advocating for tenants' rights, we strive to create a just and equitable housing market, where both landlords and tenants operate on fair and balanced terms.

200

Tenants attended
organized Tenant
Meetings

To date, we have organized over two hundred tenants across eight Queens neighborhoods.



ADVOCACY

- Good Cause Eviction
- Tenant Opportunity to Purchase Act
- Rent Assistance
- Housing Access Voucher Program
- RGB/ETPA Reforms
- Social Housing
- Right to Counsel
- Abolish the NYC Tax Lien Sale
- Our City, Our Vote Coalition
- New York For All Campaigns
- APA Voice Redistricting Taskforce



COALITIONS

- Housing Justice 4 All
- Right to Counsel NYC Coalition
- APA Voice (Asian Pacific Islander Voting to Increase Civic Engagement)
- Stabilizing NYC
- Coalition for Asian American Children and Families (CACF)
- Association for Neighborhood & Housing Development (ANHD)
- United for Small Business NYC
- Coalition to End Apartment Warehousing
- Justice Roadmap
- NYC Community Land Initiative

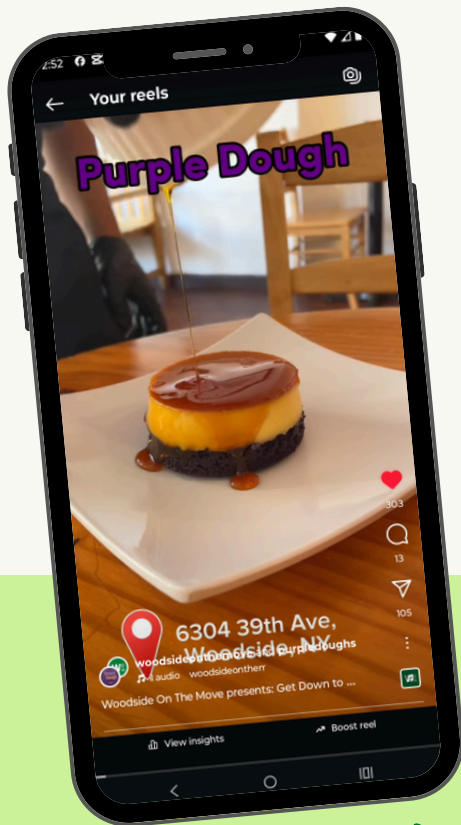
ECONOMIC DEVELOPMENT

In 2024 Woodside on the Move continued with the 3-year Avenue NYC Grant from NYC Small Business Services, which partners with Community-Based Organizations to address the needs of local small businesses and improve commercial corridors. The first year focuses on conducting a [Commercial District Needs Assessment \(CDNA\)](#) to gather data on streetscape conditions, storefronts, and community input through interviews, surveys, and collaboration with local partners. This research helps create targeted strategies to support the local economy and enhance the quality of life for residents and businesses alike.

The Commercial District Needs Assessment (CDNA) allowed us to learn about the needs of the small businesses in Woodside.

Based on our data, we identified key strategies to spearhead economic development in Woodside and mapped out a comprehensive action plan. Our initiatives include commercial corridor walk-throughs, social media marketing to help promote small businesses, public art opportunities to enhance the community and public space activation for better community development.

We have collaborated with local businesses to film, edit, and produce short-form social media content for marketing purposes. Many businesses showed interest which will allow us to highlight the diversity here in Woodside, Queens.



Social Media Marketing Strategy
[Click here](#) to see how we brought in 4,802 views and 106 shares for Purple Dough!



100+

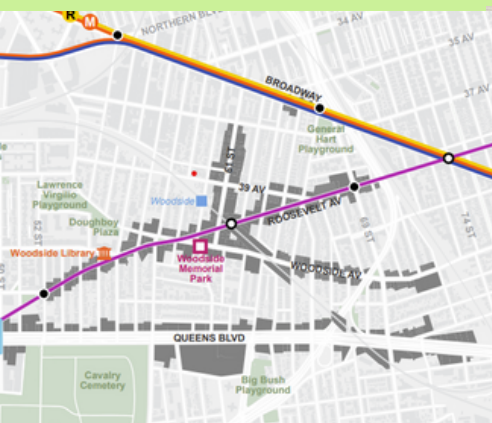
Businesses surveyed in
[Commercial District Needs Assessment \(CDNA\)](#)

11:2

11 businesses visited, 2
scheduled SBS consultation
services

4

Community clean-up events,
helping the business store fronts.



COMMUNITY AFFAIRS

FREE IN-PERSON TAX PREP SERVICES

WOTM proudly partnered with the citywide Volunteers Income Tax Assistance (VITA) program, selected as a key site to offer free tax preparation services. In 2024, we assisted over 50 individuals, focusing on those with an annual income of \$67,000 or less, helping them navigate the complexities of tax season with ease.



REACHING 2,800+ INDIVIDUALS WITH KEY ELECTION INFO IN 5 LANGUAGES.

Through our civic engagement door-knocking efforts, canvassed over 2,800 individuals through door-knocking, educating them on the importance of voting and answering questions about early voting dates, locations, and language needs. Our team of 10+ volunteers spoke Bangla, Cantonese, Mandarin, Korean, and Hindi.

PARTNERING FOR HEALTHY, CULTURALLY-DRIVEN MEALS

This year we had the opportunity to organize five food distributions in District 22. We focused on community and equity. Thanks to the funding support we received from Council Member Tiffany Caban, this initiative was made possible through participatory budgeting.

To expand our reach, we enlisted local consultant Louie Rodriguez, who has strong ties with the community, and with help from Tenant Association President Ms. Vanessa, we secured locally sourced food to ensure everyone received meals, especially those without gas. As a result, we distributed seven hundred ready-to-eat meals!

In choosing the restaurants, we prioritized the food to reflect the make-up of the community, in doing so, we partnered with Urban Vegan Roots (vegan restaurant) and RotiBoti (Pakistani restaurant).

Our distribution sites this year were NYCHA Astoria Houses (4-05 Astoria Blvd., Astoria, 11102), Marine Terrace (19-14 20th Avenue, Astoria, NY, 11105) a multi-family affordable housing project, and Hallets Cove playground (30-02 Vernon Blvd, Astoria, NY 11102). We chose these sites to support vulnerable populations.

5

Food distributions in District 22, handing out 700 meals.

50

individuals served with out free in-person tax preperation services

1,849

Doors knocked and 112 businesses reached for the OneLIC project, in partnership with Council Member Julie Won

COMMUNITY AFFAIRS



This year, we proudly partnered with Council Member Julie Won on OneLIC, a comprehensive planning initiative shaping the future of Long Island City through community-driven land use changes. Led by the NYC Department of City Planning, this effort will guide new development, housing, economic growth, and transit connectivity, culminating in a rezoning proposal.

To ensure diverse voices were heard, our team engaged directly with the community, conducting **seven tabling events, knocking on 1,849 doors, and connecting with 112 businesses.** Our outreach focused on the most margined areas of the district where voices, input and feedback has been historically ignored. Through this outreach, we helped capture local priorities, reinforcing a transparent and equitable planning process for Long Island City's future.



Community Events 2024



Fall & Spring Queens Street Festival

249 Vendors & 16 Live Performers

This year, our Fall and Spring Queens Street Festival was an unforgettable celebration of culture, community, and creativity! In the Spring, we welcomed 120 incredible vendors and 7 live performers, while the Fall Festival booked 129 vendors and 9 dynamic live performances. From the lively rhythm of traditional Irish dancing by Mcmanus Irish Dance School to a sensational musical performance by Puyalo Ahi, we brought the streets to life with vibrant performances, delicious food, and perfect weather.

Additional standout performances included Gitanjali Dance School, Woodside Arts Collective, and New York Foundation for the Arts (NYFA), highlighting the diversity and talent of our neighborhood. In the Fall, we also partnered with the Philippines Fest and Clearview Production to further our reach and community building. Together, we celebrated the unique spirit of our community, creating an experience filled with joy, unity, and artistic expression.



Halloween Haunted Maze House

We transformed the P.S. 361 Woodside Community School's cafeteria into a haunted maze, where our enthusiastic staff guided families through a spine-chilling experience. The maze culminated in a terrifying encounter with a possessed wolf, filling the air with plenty of screams. Over 200 families joined in on the frightful fun!

220 Attendees

2024 Event Highlights



Thanksgiving Dinner & Turkey Giveaway

Our annual Thanksgiving dinner, combined with a turkey giveaway, was a heartfelt event that provided holiday meals and over 400 frozen turkeys to meet the needs of our community and school families. With over 300 attendees, school families enjoyed sitting with familiar faces, while our staff and volunteers warmly welcomed new community members with hot meals and friendly greetings. A generous donation and support came from Council Member Julie Won, Food Bazaar Supermarket, and Golden Mango Supermarket. This event brought people together, offering both nourishment and a sense of belonging during the holiday season.

Attendance

371

↑

Distributed

400+ Turkeys

↑



Christmas Tree Lighting & Toy Distribution

Our holiday Christmas tree lighting and toy distribution event was held in Sohncke Square Park (58th St &, Woodside Ave, Woodside, NY 11377), a truly memorable occasion. The event featured a special visit from Santa and his helpers, who distributed over 400 presents to children, ages 12 and under.

We couldn't have made this event possible without the generous support of Council Member Julie Won, the New York Irish Center, Trader Joe's, and Costco. In addition to Congresswoman Grace Meng and Senator Michael Gianaris for stopping by!

Attendance

282

↑

Distributed

400+ Toys

↑

Big Thank You To Our Volunteers & Interns



Volunteers

83 new | 121 repeat volunteers

We are deeply grateful for our volunteers' dedication and invaluable contributions. They play a crucial role in executing community events, supporting local businesses, and strengthening connections across Western Queens.

Through initiatives like advocacy rallies, anti-gentrification campaigns, and food insecurity programs, they have distributed hundreds of Thanksgiving essentials, backpacks, gifts, and toys to local families.

Internship

The goal of our Internship Program is to provide students with opportunities to learn and grow through their assigned projects. Our 2024 cohort of Interns and Fellows dedicated their 2024 Spring Semesters to receive an introduction to Policy, and Community Service. Our students majored in Urban Studies & Political Science.

Board of Trustees

Brent O’Leary, <i>Chair</i>	Frank Ottomanelli, <i>Advisory Member</i>	Joanne Smith, <i>Board Member</i>
Larry Gallegos, <i>Vice President</i>	Potri Ranka Manis, <i>Board Member</i>	Madhury Ray, <i>Board Member</i>
Johnathan Zimmer <i>Treasurer</i>	Shankar Bisunke, <i>Board Member</i>	Sandra Matthews, <i>Board Member</i>
Lisa Quinones, <i>Secretary</i>	Witold Rak, <i>Board Member</i>	

Executive Staff



William Jourdain
Executive Director



Adriana Beltran-Morelli,
Deputy Senior Director of Programs



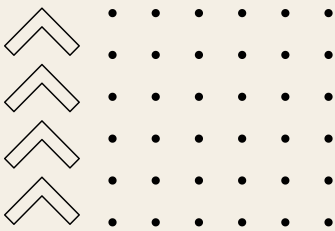
Jaqueline Amaya
Senior Director of Fiscal Operation



Carmen Rodriguez
Youth Development & Education Program Director



Latoya Bailey
Director of Operations



Thank you to Our Generous Donors and Supporters

Foundations & Organizational Support

- American Express
- Apex For Youth
- Arlington Community Foundation
- Apicha Community Health Center
- Astoria Worker's Project
- Association for Neighborhood and Housing Development (ANHD)
- Aviation High School
- Catholic Migration Services
- Coalition for Asian American Children and Families (CACF)
- Common Point Queens
- Creatives Rebuild New York
- Cucala
- Flushing Town Hall
- Frontline Foods Queens
- Girl Scouts
- Gitanjali Dance School
- Hispanic Federation
- Hyde and Watson Foundation
- La Jornada
- Legal Services NYC
- LiYNA!
- Little Manila (LABQ)
- LOVE, XYZ
- McManus Irish Dance School
- Minkwon Center
- Municipal Art Society of NY
- National Federation of Filipino American Associations (NaFFAA)
- New York Foundation for the Arts (NYFA)
- New York Immigration Coalition (NYIC)
- New York Kickers
- Neighborhood Housing Services of Queens (NHS)
- Northstarfund
- Philippines Fest
- Queens College
- Queens Economic Development Corporation
- Queens Public Library
- Queens Together
- Railroad Construction Company
- Send China Love
- Steve Madden
- Sunnyside Community Services
- Sunnyside Shines
- TIDES Center
- Tauro College
- Western Queens Community Land Trust
- Woodside Arts Collective

Corporate

- BJ's
- Citibike
- Conedison
- Costco
- Empire BlueCross BlueShield
- Food Bazaar
- Inspired Consumer Ink
- JetBlue
- Spectrum
- Stop&Shop
- Trader Joe's
- Verizon

Private

- Cafe 52
- Challenge Taekwondo
- Clearview Productions
- Golden Mangos Supermarket
- Lyft
- MOREOpera
- Piano Playing Music School
- Pizza Boy
- Railroad Construction Company
- Rico Pan
- RotiBoti
- Snapology
- Woodside Cafe

New York City

- Academy of the City Charter School (AOC)
- Department for the Aging
- I.S. 429
- Julie Won, City Council District 26
- NYC Civic Engagement Commission
- NYC Department of Education
- NYC Department of Health and Mental Hygiene
- NYC Department of Youth & Community Development
- NYC Dep of Housing Preservation & Development
- NYC Emergency Management
- NYC Small Business Services
- New York Police Department NYPD 108th Precinct
- P.S. 11 Queens Kathryn M. Phelan School
- P.S. 152 Gwendoline N. Alleyne School
- P.S. 361 Woodside Community School
- P.S. 398 The Hector Figueroa School
- Queens Delegation, City Council
- Shekar Krishnan, City Council District 25
- Tiffany Caban, City Council District 22

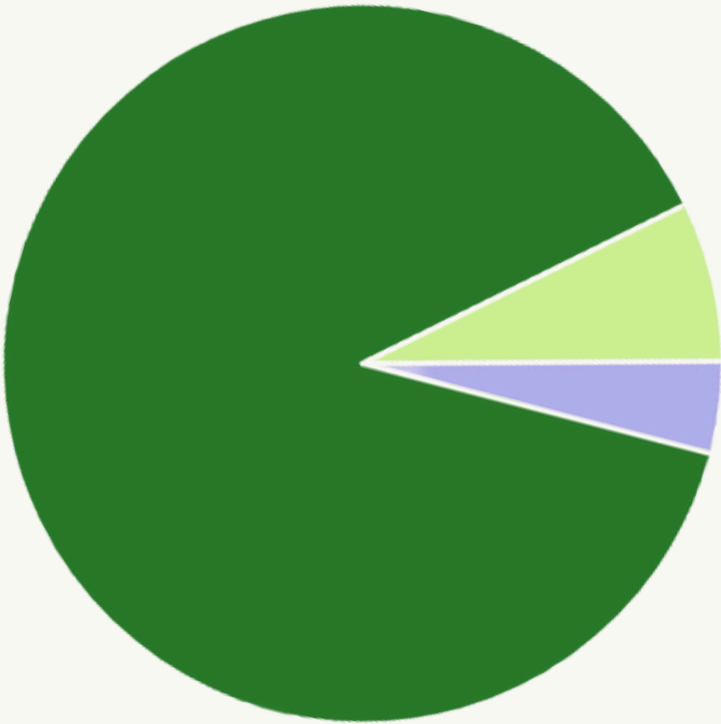
New York State

- Catalina Cruz, Assembly District 39
- Division of Housing and Community Renewal
- Jessica Gonzales-Rojas, Assembly District 34
- Kristen Gonzalez, Senate District 59
- Michael Gianaris, Senate District 12
- NYS Office of Children and Family Services
- Steven Raga, Assembly District 30

Federal

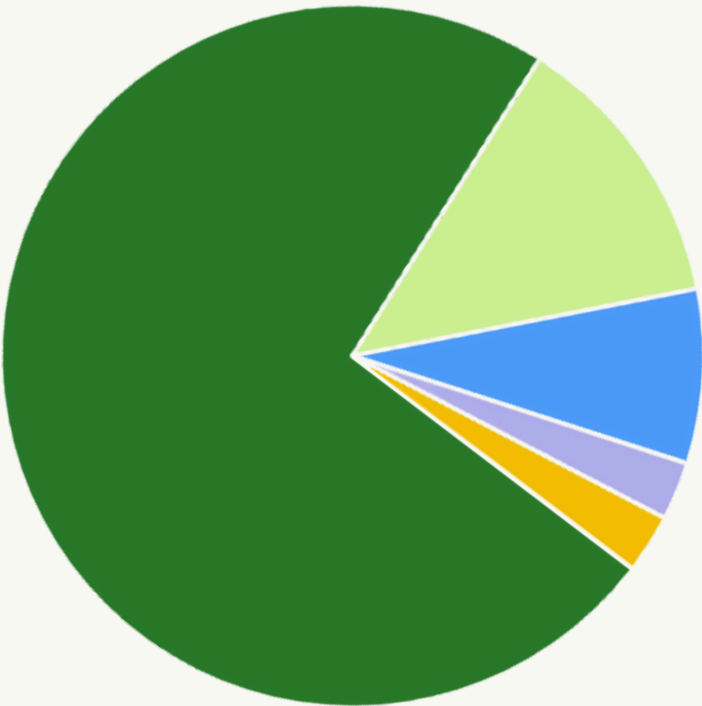
- Grace Meng, 6th Congressional District

2024 FINANCIALS



Annual Revenue Fiscal Year 2024

- Government Grants: 89% (\$3.2M)
- Contributions & Private: 7% (\$264.8K)
- Program Fees: 4% (\$152.1K)



Expenses by Program Area

- Youth Development & Education: 73% (\$2.7M)
- Direct Services | Housing: 13% (\$476.8K)
- Civic Engagement: 8% (\$295K)
- Economic Development: 3% (\$98.7k)
- Management & General Operating: 3% (\$99.6K)

MOVING >>>>> FORWARD

As we move into 2025, Woodside on the Move (WOTM) is excited to continue making a lasting impact in Western Queens. Our commitment to youth development and education remains at the forefront of our core mission, with a focus on expanding our afterschool programs and enhancing our Beacon program. By strengthening these programs, we are ensuring that hard-working parents have the support they need while providing our young scholars with the resources and opportunities to thrive.

This year, we're proud to deepen our efforts in economic development. Through various placemaking initiatives, we are working to activate public spaces, celebrate the culinary diversity of our community with events like restaurant week, and beautify our neighborhoods with murals that reflect the charming spirit of Woodside. These efforts contribute to a stronger sense of community and a higher quality of life for everyone.

We also continue to stand firm in our advocacy for housing justice. Housing Initiatives like Tenants Not Tourists, Rent Justice Coalition, and Right to Counsel are vital in defending tenants' rights and ensuring that our neighborhoods remain affordable and accessible. At the same time, we are addressing key challenges related to housing finance, including the impact of signature bank, and working to preserve affordable housing for those who need it most.

Environmental justice is another priority for us. We will be actively working to help vulnerable seniors in energy-inefficient buildings by improving heating and cooling systems to make their homes safer and more sustainable. This, among other environmental initiatives, will be our focus.

Our mission has always been to minimize disparities, provide essential resources for those who need them most, and to create a thriving neighborhood for all. In 2025, we remain dedicated to uplifting the Western Queens community through advocacy, support, and meaningful programs that make a difference, as we continue to morph Woodside On The Move into the future for generations to come.