

FRIENDS FOR GOOD

2025



IMPACT
REPORT

A YEAR OF EXCEPTIONAL
GROWTH AND COMMUNITY IMPACT

Prepared by
Friends for Good Inc.

Prepared for
Public Review

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THE GOODS

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A Word from the President



Anthony J. DiValerio III

Co-founder & President

Anthony “AJ” is a mission-driven entrepreneur and formally trained architect who builds systems that unlock opportunity. As Co-Founder and CEO of Open Admissions, an edtech company leveraging AI to remove barriers to college, he brings a systems-design ethos and process rigor to Friends for Good. Since FFG’s inception, AJ has helped scale its community programs, forge city-wide partnerships, and is now stepping forward as President to lead the organization’s next phase of impact. Before Open Admissions, he drove global hardware and software tech companies, led corporate strategies, and secured multimillion-dollar investments for early-stage ventures; experience he will channel into advancing FFG’s mission of uplifting Philadelphia’s most vulnerable individuals.

“Each year, our impact deepens thanks to the generosity of our donors, the dedication of our volunteers, and the passion of our committee members. Together, we are expanding what’s possible to directly serve those in need across Philadelphia. It’s been wonderful to witness Friends for Good grow into an organization that now merits an Annual Impact Report, a testament to the scale of our work and the depth of our community’s commitment. For the past five years, I’ve had the pleasure of serving as Vice President alongside our co-founder, Samantha Engler, whose vision and determination helped shape the heart of our mission. While Samantha may be stepping back from her position as President, she will continue to actively serve FFG in a leadership role from her new home in California.” - AJDIII

300%



Growth in YoY Volunteers

488%



Growth in YoY Donations

611



Unique Volunteers in 2024

40%



Growth in Individuals Supported

“I’ve only been in Philadelphia 6 months and didn’t know one person when I moved here. It’s always strange being new to a city but FFG really made it easy to find people that have similar interests. And I was able to give back to my new community!”

– Sarah M.

Executive Board



Ali Glickstein

Vice President

Ali drives strategy and community partnerships at Friends for Good, where she designed the organization's committee structure, strengthened volunteer engagement, and now serves as Vice President. Her career spans leadership roles, serving as Enterprise Account Executive at AuditBoard and VP of Operations in JPMorgan Chase's Private Bank, where she led corporate operations, growth initiatives, and client strategy. Ali brings a rigor for scalable growth, mission-aligned operations, and enduring partnerships that position FFG for its next chapter of impact.



Momin Sheikh

Treasurer | Co-founder

Momin channels his talent for forging enduring partnerships into tangible impact at Friends for Good. As a strategic driver of fundraising and long-term sustainability, he builds community alliances that mobilize his peers to serve their neighbors, translating vision into lasting change. Beyond FFG, he is Co-Founder and President of Open Admissions, an AI-powered platform reinventing college admissions, and shapes capital strategy at Genco Development. A decade-long mentor with Big Brothers Big Sisters, Momin was honored on the Philadelphia Business Journal's 40 Under 40 list for civic leadership and entrepreneurial excellence in 2019.



Samantha Engler Najarian

Head of Impact | Co-founder

Samantha transforms intention into impact, leveraging her expertise in strategic organization to craft innovative solutions that ensure FFG always accomplishes its mission. Her resume includes marketing, sales, event planning, personal assistance, online retail, and C-suite support, and she currently serves as Director of Strategy for a specialty retail apparel company. Committed to the belief that lasting change happens one person at a time, Samantha uses her unique skill set to turn obstacles into opportunities, enabling FFG to offer hope and practical support to those who need it most in the Philadelphia area we serve.



Abe Ibrahim

Head of Fundraising

Abe supports fundraising efforts for Friends for Good, bringing over 15 years of experience in financial services and deep expertise in commercial lending, credit risk, and relationship management. He currently serves as an SVP at Truist Bank, where he has led more than \$500 million in funded capital. Abe also advises organizations including XIENTE, YouthBuild Philly, and the Children's Scholarship Fund, and serves on the advisory committee for Greenlight Fund. He was recently named to the Philadelphia Business Journal's 40 Under 40 for his leadership in finance and community impact.

Volunteer Driven Philanthropy

Friends for Good brings together young professionals from diverse backgrounds through a shared commitment to service. We serve a dual mission: uplifting Philadelphia's most vulnerable communities while building a strong, connected network of volunteers. At our core, we strive to inspire proactive engagement, foster meaningful relationships rooted in impact, and spark lasting change across the city. One person, one opportunity at a time.



Vision

To build and nurture a vibrant community of young professionals united by a shared commitment to service, dedicating their time, energy, and talents to improving lives across Philadelphia through diverse, hands-on initiatives.

Mission

We serve our neighbors in need, especially unhoused individuals and underserved children lacking access to food, resources, and opportunity. By raising awareness, mobilizing volunteers, and driving grassroots fundraising, we deliver tangible impact where it's needed most: our home community of Philadelphia.

Performance Overview



Friends for Good measures its performance across three core indicators:

People Supported: The total number of individuals directly supported through our programs.

Capital Invested: The total dollar value of funds and resources deployed through our programs to Philadelphia-based benefactors that enable us to uplift our neighbors in need.

Volunteer Engagement: The number of distinct volunteers engaged across our monthly service events and community initiatives.

Overall Analysis

We achieved substantial growth across all three of our core performance metrics. Most notably, the number of individuals we were able to directly support surged, driven by a meaningful rise in community engagement. Our expanding volunteer base not only amplified our capacity but also deepened our impact at every event throughout the year.

2,007*



Individuals Supported

*figure does not include individuals supported through clothing donations

40%



YoY Increase in Individuals Supported

Service Success Stories



Mastery Charter

In 2023, Friends for Good adopted its first classroom. An initiative made possible by new grant funding and the leadership of our Committee. This milestone marks the beginning of a strategic expansion into educational services, establishing a new pillar of our mission aimed at supporting students in under-resourced schools.

450



Students Supported - 15x from 2023

\$10,000



Value of Resources Provided



Support Kits

When urgent needs strike, Friends for Good mobilizes quickly by assembling Health, Survival, and Support Kits that put essential supplies directly into the hands of people facing crisis. Born from community-rooted compassion, this initiative will soon become a standing monthly program, ensuring we reach our most vulnerable neighbors exactly when help matters most.

851



Kits Distributed

\$5,980



Value of Resources Provided

Supported Services and Impact

Friends for Good-supported organizations continue to grow, even as we deepen our commitment to existing partners.

These organizations fulfill the values outlined in our Mission. Over the years, we've either partnered with them or they have been beneficiaries through volunteer and fundraising activities that have helped FFG reach as many members of our community in need as we can.



Do Good *with Fidler Club*



Leadership Committee

Our Committee is the heart of Friends for Good. Their dedication powers our mission and reach.

Our Committee members spearhead our core initiatives and bring our mission to life through ongoing leadership and direct involvement. Many first discovered FFG through social media or simply by stumbling upon one of our monthly events. What began as a moment of curiosity has grown into a deep commitment to service. Today, these individuals take on leadership roles to give back more intentionally and help shape the impact we make across Philadelphia.

JILLIAN BUCKALEW

SAMAYA BROWN

EMILY COHEN

CONNOR CRAVEN-FALCON

ALLIE GUERIN

SEQUOIA HALL

SONYA KAPOOR

MADISON MCCARDLE

TEONNA MCCURRY

RYAN SMITH

ALEXANDRIA VALENTINO

CO-FOUNDERS EMERITUS:

CAROLYN BROWN | TIFFANY NGUYEN | AMAR SINGH

Since our founding, Friends for Good has welcomed hundreds of unique volunteers and community participants. People discover us in all kinds of ways: through social media, email outreach, our website, word of mouth, or even just spotting a sign at one of our events and deciding to get involved.

One of our mottos is “Bring a friend, or make a new one.” We go out of our way to ensure every event feels welcoming. Whether it’s your first time joining us solo or your tenth time showing up with familiar faces. At FFG, everyone is welcome in the service of others.

Committee Spotlight



Maddie McCardle

FFG Leadership Committee

Now in her third year with Friends for Good and currently serving in a leadership role, Maddie has been instrumental in securing new grants and launching innovative programming initiatives. Her drive and tenacity have helped expand FFG's mission to include educational support, reaching students in need across both the Philadelphia School District and Charter School System.

Students
Reached

60



Shawn & Sim Dua

FFG Members Committee

Though based in New York City, Shawn and Sim haven't missed an event focused on supporting children in need or unhoused individuals facing food insecurity. Their unwavering commitment also includes regularly donating hundreds of hygiene items for FFG's survival kits. These are critical resources distributed across Philadelphia's most underserved neighborhoods to those experiencing housing instability.

Items
Donated

1,000 +



Future Outlook



New funding and Committee growth signal an exciting evolution for Friends for Good. From a grassroots nonprofit to a more formidable force for impact across Philadelphia. With expanded capacity, we're deepening our reach and broadening the pillars of our mission. While we remain proudly volunteer-led, our vision includes hiring full-time staff to transform our steady rhythm of service into a resounding chorus of year-round commitment. As we scale, so does the caliber of organizations choosing to partner with us. Yet what continues to set FFG apart is our nimbleness, efficiency, and heart. In a landscape filled with large, high-overhead nonprofits, we remain a lean, action-driven community, delivering outsized impact without losing the soul that got us here.

Mission Expansion

In 2025 and beyond, Friends for Good is expanding its support for underserved students and individual families in a more direct and scalable way. We plan to triple the number of families and classrooms we support through our adoption initiative, providing vital resources to those who need them most.

Looking ahead, we are actively developing the first FFG scholarships for students who are not only the types of students we aim to serve, but also excel academically while demonstrating a deep commitment to serving their communities.

The Good Game

September 4th, 2025 | Sunset Social @ Cira Green

The Eagles. The skyline. The city's biggest heart. FFG's annual signature event returns, this time under the stars at Cira Green for the **Good Game**. With 1.2 acres of rooftop energy, a 60-foot jumbo screen, great food, cold drinks, and our Super Bowl champions on display for their season home opening game against the Cowboys, it's everything you love about Philly in one unforgettable night. This year we're aiming to amplify our impact to fight food insecurity where it hits hardest: here in Philadelphia.



Direct Benefactor

MOMMA TEE'S KITCHEN & FOOD FRIDGES converts empathy into infrastructure. Refrigerators stationed in high-traffic public spaces invite neighbors to give excess food and take what they need. Powered by a network of volunteers and donors, the project keeps each fridge stocked, sanitized, and open 24/7, extending a dignified lifeline to Philadelphians experiencing food insecurity.

Fundraising Goal

\$50,000



Impact Goal

Provide 10,000+ Meals
Adopt 5+ Classrooms
Launch the FFG Scholarship
Distribute 1,000+ Kits



Contact Us

2024 marked a milestone year for Friends for Good as we celebrated our 5th anniversary with our largest and most successful fundraiser to date, the Good Gala. Hosted at Union Trust on September 5th, the event welcomed over 350 attendees and became a defining moment in our organization's growth and public awareness. We secured donations and sponsorships from more than 50 corporations, many of which rallied around the Gala to champion our mission. By every measure: attendance, engagement, funding, and visibility, 2024 was our most impactful year yet.

DO GOOD. FEEL GOOD.



**FF FRIENDS
GG FOR GOOD**

ffgphilly@gmail.com

Email

www.ffgphilly.org

Website

85-1704976

EIN

[www.linkedin.com/
company/ffgphilly](http://www.linkedin.com/company/ffgphilly)

LinkedIn

@ffgphilly

Social Media

