

IMPACT REPORT

July 1, 2024 -
June 30, 2025





Annual Impact Report

Contents



Massachusetts is a special place. It is a great state to live as a foster parent. The Wonderfund is part of that. - John, DCF foster parent

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Dear Friends

Words from our CEO and Founder



I'm proud to share the Wonderfund's FY2025 Impact Report. Our fiscal year ended 6/30/25 and what a big year it was for us! I hope you'll peruse this report and join us in celebrating the incredible difference you helped make possible for kids engaged with the Massachusetts Department of Children and Families.

During the last year, we implemented key strategies and big changes:

- We moved into our own warehouse and office space!
- We implemented an engagement strategy that has already deepened our trusted partnership with DCF.
- We launched a game-changing new partnership with an apparel distributor.
- We have added two new employees and we are now a team of 7!

It's incredibly satisfying to see how, when we grow and get better at what we do, we are able to meet the unique needs of more and more children engaged with DCF.

I hope you enjoy seeing the many ways your support has created significant impact in the lives of these children we serve together.

With gratitude,

Lauren Baker
Founder and CEO

Wonderfund Year Highlights

Emergency Essentials

The Wonderfund stocks DCF office closets with clothing, hygiene items, and other essentials for children who often enter care with little more than what they're wearing. These closets are a vital resource for social workers, helping them provide children with a clean set of clothes and a sense of comfort in a difficult moment.

Now, with our new apparel distributor partnership, social workers can order specific items, like a hard-to-find size or style we don't typically keep on hand, and have them delivered directly to their office the next day. This means that whether it's meeting an immediate emergency need or ensuring a child has clothing that truly fits, the Wonderfund can be there to provide essentials that help kids feel cared for from the very start.

Enriching Experiences

The Wonderfund is working to double the number of kids receiving enrichment grants, knowing how powerful repeated positive experiences can be. Over the past year, our engagement strategy within DCF has boosted awareness of these resources, leading to a 34% increase in requests!

One memorable example: a social worker learned about our enrichment program at a staff meeting. When she met with a family and the parent talked about not being able to afford karate school for their daughter, she knew just how to make that happen. She filled out a request form online and that little girl was able to go to karate with her friends. That was a win for the social worker, for the parents, and especially for that child. We believe these grants bring the highest value to our kids, and we're thrilled that our deeper partnership with DCF is making more great things happen for so many more kids.





Thank you!

Your support makes it possible for our resources to reach DCF-engaged youth in every town and city across Massachusetts.

Our Mission

The Wonderfund is a private, nonprofit 501(c)3 that invests in children engaged with the Massachusetts Department of Children and Families by bringing comfort and dignity in traumatic situations, and enriching childhoods that have been impacted by abuse and neglect.



Where Healing Begins

Every child engaged with DCF has faced trauma that can impact their lifelong health. The Wonderfund offers support and hope on their path to healing.



Emergency Essentials

Each year, about 6,500 children in Massachusetts enter DCF care in emergency situations, often with nothing but the clothes they're wearing. Wonderfund equips all 29 DCF offices with essentials – duffle bags, clothes, hygiene items, gift cards, and more – so social workers can meet children's urgent needs with care and dignity.



Enriching Experiences

Beyond meeting essential needs, we invest in experiences that help kids grow, explore, and stay connected. Our enrichment grants fund activities like sports, music lessons, and job trainings, opening doors to discovery and belonging.



The Power of Showing Up

When a child knows someone believes they are worth investing in, everything changes. Wonderfund's support helps rewrite futures. One essential, one opportunity, one moment of childhood joy at a time.

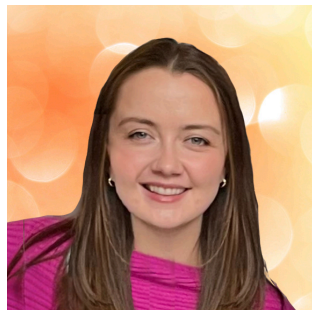
Wonderfund Highlights



We have a new home!
In September, we moved into our very own warehouse in Newton, marking an exciting milestone in our growth. This expanded space gives us the capacity to more efficiently pack and distribute goods to DCF offices across Massachusetts, helping us respond more quickly and serve even more children and teens.

We're expanding our reach!
This year, we implemented a Social Worker Engagement Campaign to equip DCF social workers with the tools and training needed to integrate Wonderfund resources into their daily workflows. Through digital outreach and in-person presentations, we're ensuring more children are connected to timely support. Additionally, we launched Pathways to Access, which is focused on expanding our reach to youth who haven't yet accessed our services. We're building partnerships with trusted DCF-contracted organizations and offering the children they serve access to our enrichment grant funding, so more kids can participate in transformative experiences.

We welcomed two new team members!
The Wonderfund is growing! This year, we hired two new roles to help us expand our capacity and deepen our impact.



Molly Doherty,
Enrichment Program
Coordinator

Ella Santiago,
Development and
Administrative
Coordinator



Celebrating Our 10,000th Enrichment Grant Awarded

For 7 years, this program has provided opportunities for kids and teens to choose to participate in whatever extracurricular activities spark their interest, making sure they don't miss out on opportunities to build skills, confidence, and connections with their community.

This milestone was made possible only with the help from our partners, donors, and supporters like you. Thank you!



Emergency Essentials

32,623

Emergency essentials distributed in FY 2025



12,356
Apparel items



2,838
Duffle Bags



5,355
Backpacks



3,012
Hygiene Kits



2,680
Textured
Hair Care Kits



19,146
Period Kits



Thank
you!

Elijah, age 4, received
a new coat to keep him
warm last winter.

Streamlining Support, Expanding Impact

In early 2025, the Wonderfund launched a new online system that makes it simple for DCF social workers to order clothing essentials directly to their offices.

With just a few clicks, social workers can log into the portal, select the clothes they need, and have items delivered within the week. Fast, easy, and reliable.

When a child enters foster care or faces an at-home emergency, having immediate access to new, clean clothing can provide a sense of dignity, comfort, and normalcy. By keeping DCF supply closets stocked, we help social workers respond fast to meet children's urgent needs right away.

Even better, our incredible partner provides these essentials at wholesale cost, enabling us to stretch your donations further.

Thanks to efficient systems like this, we're supplying resources to support more children, more effectively than ever before.

16%

increase in essentials distributed
year over year



Emergency Essentials

Events



3rd Annual Period Party

On March 21, we hosted our 3rd Annual Period Party. More than **300 volunteers** came together at Big Night Live to pack **13,000 period kits** for teens engaged with DCF. It truly was a morning full of meaning, community, and joy.

Our program featured inspiring words from Vanessa Welch, our Period Party Emcee; Kelly R. Guterl, inaugural Honorary Event Chair; and Staverne Miller, DCF Commissioner. This event was made possible thanks to the generous support of our Platinum Sponsors– Suffolk and Ernst & Young– and our Gold Sponsors– Vertex, Eastern Bank, Rapid7, M&T Bank, and TJX Companies. We are also deeply grateful to our Silver, Bronze, Orange, and In-Kind Sponsors for their vital support.



Images of Textured Hair Care Kit Packing Events with teams from: (left) Rapid7, (middle) Deloitte, and (right) Blue Cross and Blue Shield of Massachusetts.

Textured Hair Care Kit Packing Events

In FY25, we delivered 2,680 Textured Hair Care Kits to children and teens entering DCF care. Far too often, kids of color in the child welfare system don't have access to the right products to care for their natural hair. This program is our way of changing that. Each kit is thoughtfully packed with shampoos, conditioners, gels, and styling tools made specifically for textured hair. These are the products kids need to care for themselves, preserve their identity, and show up as the most confident, most authentic version of who they are. It's no surprise that this has become one of the most requested resources from DCF social workers across Massachusetts.

This program came to life thanks to the many hands and hearts who showed up for it. We're deeply grateful to the corporate teams who joined us to pack each kit with care and intention, helping us get them into the hands of kids who need them most.

Enriching Experiences

Enrichment Grants

The Power of Opportunity

A growing body of scientific research indicates that consistent, repeated positive childhood experiences, like participation in extracurricular activities, can be very powerful tools to help insulate children from the negative impacts of trauma.

These experiences build essential life skills like resilience and confidence, while also providing safe, joyful spaces for children to build relationships with adults who care and connect with their peers.

That's how the Wonderfund's Enrichment Grant program creates a long-lasting impact on kids and teens engaged with DCF. Through this program, all DCF-engaged youth are eligible for funding to help them participate in camps, sports leagues, academic programs, and more.



Thank you! Kathryn, age 9, was able to join her town's soccer league this fall.

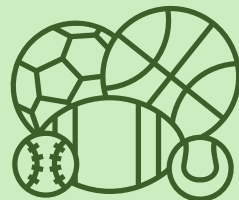
2,214

Enrichment Grants awarded in FY 2025



494

Camp



871

Sports



240

Arts & Music



281

Memberships



82

Academic Programs



236

Certifications & Trainings

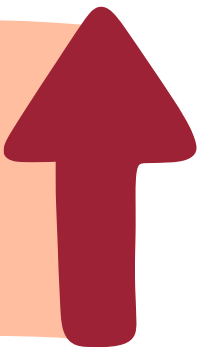


10

Other Enrichment Activities

30%

increase in enrichment grant requests year over year



Thanks to the Adage Capital Matching Program, the Wonderfund's Enrichment Grant program continues to grow, reaching more youth year after year to create positive moments that matter.



Adage

Powered by

Capital Management



Matching Grant Program

Enriching Experiences

Access Card



Opening Doors to Discovery

Every child deserves the chance to explore, play, and dream big. The Wonderfund Access Card helps make that possible for kids living in DCF foster care by connecting them to free or reduced admission at more than 90 museums, zoos, and historic sites across Massachusetts.

Incredible Access Card partners like the Boston Children’s Museum, Six Flags New England, and the Alliance of Massachusetts YMCAs generously provide these discounts to DCF foster families, expanding access to joyful spaces where kids can learn, play, and just be kids.

91

Access Card
partners

10,508

Access Card uses in
fiscal year 2025

Meet Oggy!

New this year, we introduced Oggy the Access Card, our cheerful mascot who explores Access Card partners on our social media. Oggy helps DCF foster families discover new places to visit and reminds children that adventures are waiting just around the corner.



Follow Oggy’s journeys on our social media pages!



[@WonderfundMA](https://www.instagram.com/WonderfundMA)



[/WonderfundMA](https://www.facebook.com/WonderfundMA)



[/WonderfundMA](https://www.linkedin.com/company/WonderfundMA)

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I am so thankful for your organization – my family utilizes the card all the time, and it's truly afforded us to have so many special experiences together.
- DCF foster parent



Museum of Science Memberships
Our partner, the Museum of Science, offers free memberships to DCF foster families. These memberships provide unlimited access to exhibits, live science shows, and experiences that inspire young minds.

In FY 2025, **1,067 DCF foster family members visited the Museum**, making them one of our most popular enrichment partners.

Enriching Experiences

Holiday



Every Gift Tells a Story

Last Christmas, one teen asked for just two things: a black sweater and witch decorations.

It might not have seemed like a typical holiday wish list, but for him, it represented something deeply personal. These items were small reflections of who he was.

Because of the Wonderfund, his request wasn't overlooked or replaced with something generic. He didn't receive a football he didn't want or headphones he'd never use. Instead, he was matched with a donor who saw him and fulfilled his wishes exactly. On Christmas morning, he opened a perfectly soft black sweater and whimsical witch decorations that made him smile.

Stories like his remind us that our Holiday Gift Drive is about more than giving presents. It's about helping kids feel recognized, valued, and celebrated for who they truly are. That's what makes the Wonderfund special. We're not just delivering gifts, we're delivering agency, joy, and hope.

Highlights



Room in Your Heart

The Lenox Hotel's annual Room in Your Heart Kick Off party raised a record **\$227,725** for our holiday gift drive and collected more than **500 gifts!**



Patriots Bike Drive

The Patriots Foundation generously donated nearly **100 new bicycles** (with helmets, of course!) and toys to the Taunton, South Central, and Brockton area DCF offices.

28,743

children and teens received holiday gifts meant just for them



15,943 individual wishlists were fulfilled by **1,792** donors from the Berkshires to the Cape and up to the Merrimac Valley.

5,095 teens received gift cards so they could get exactly what they wanted thanks to our generous teen gift card fund donors!



More than **10,000** toys were collected, sorted and distributed to the 29 DCF area offices by **44** toy drives and Amazon wishlist donors so social workers and parents could "shop."

Board of Directors

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