



Neighbors Link

**Annual Program Data Report: 2024
Board Snapshot**

Neighbors Link: Overall Clients Served by Year

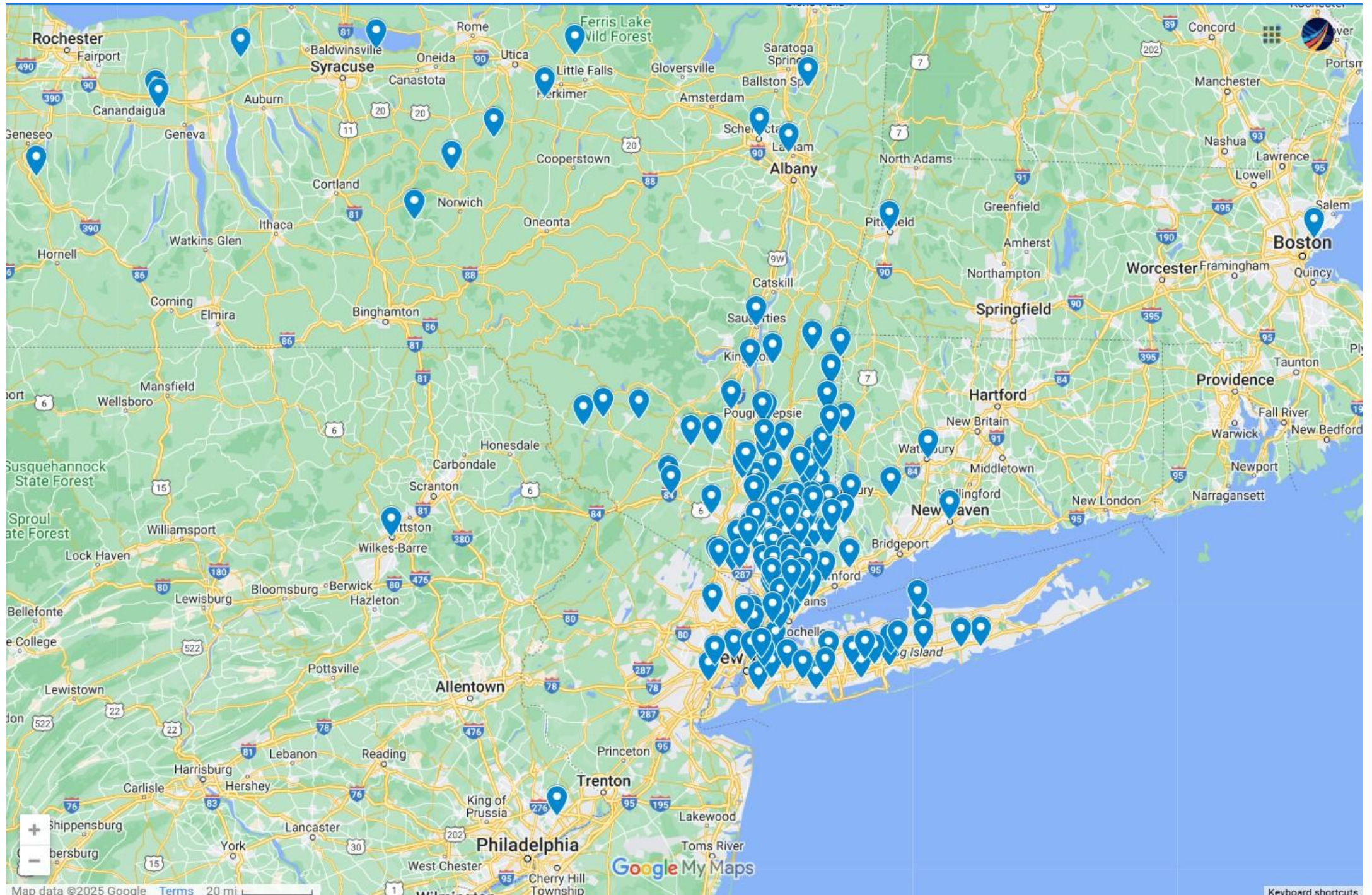


Neighbors Link has experienced years of steady increases in clients served with a spike during the pandemic. In 2023-2024, a continued increase in new arrivals to the area sparked increased state funded programs as well as individual support that have allowed us to add staffing, programs and services resulting in an increase of 13% (1,174) unique clients over 2023.

Neighbors Link: Overall Clients Served 2024 Highlights

- Neighbors Link overall clients served increased by 13% compared to 2023 due to the increase in unique clients served across all programs, greater participation in webinars and presentations via social media, and more legal clients.
- With an 86% success rate, legal services has 2,645 cases in both limited scope and direct representation cases and served 3,295 unique clients.
- Carreras y Caminos with Technology programming, Trainings, Workshops and Business Center has reached 898 unique clients in its second full year. A 97% increase over 2023.
- ESL program client participation increased 9% to 1,727 unique clients.
- Family Center reached its highest number ever with 1,734 unique clients, an 18% increase over 2023.
- Family & Individual Support Services, our 1:1 case management work remained higher than Pre-Covid, serving 909 unique clients. Number of cases (4,585 cases) increased 15% compared to 2023.
- In the Workers Center, unique Workers and Employers increased 36% and 10% respectively. Job Placements increased 12% compared to 2023.
- Volunteer Department increased their volunteer participation 9% from 755 to 824 unique volunteers.
- All Neighbors Link community centers increased their client participation.

Clients by Town of Residence 2024

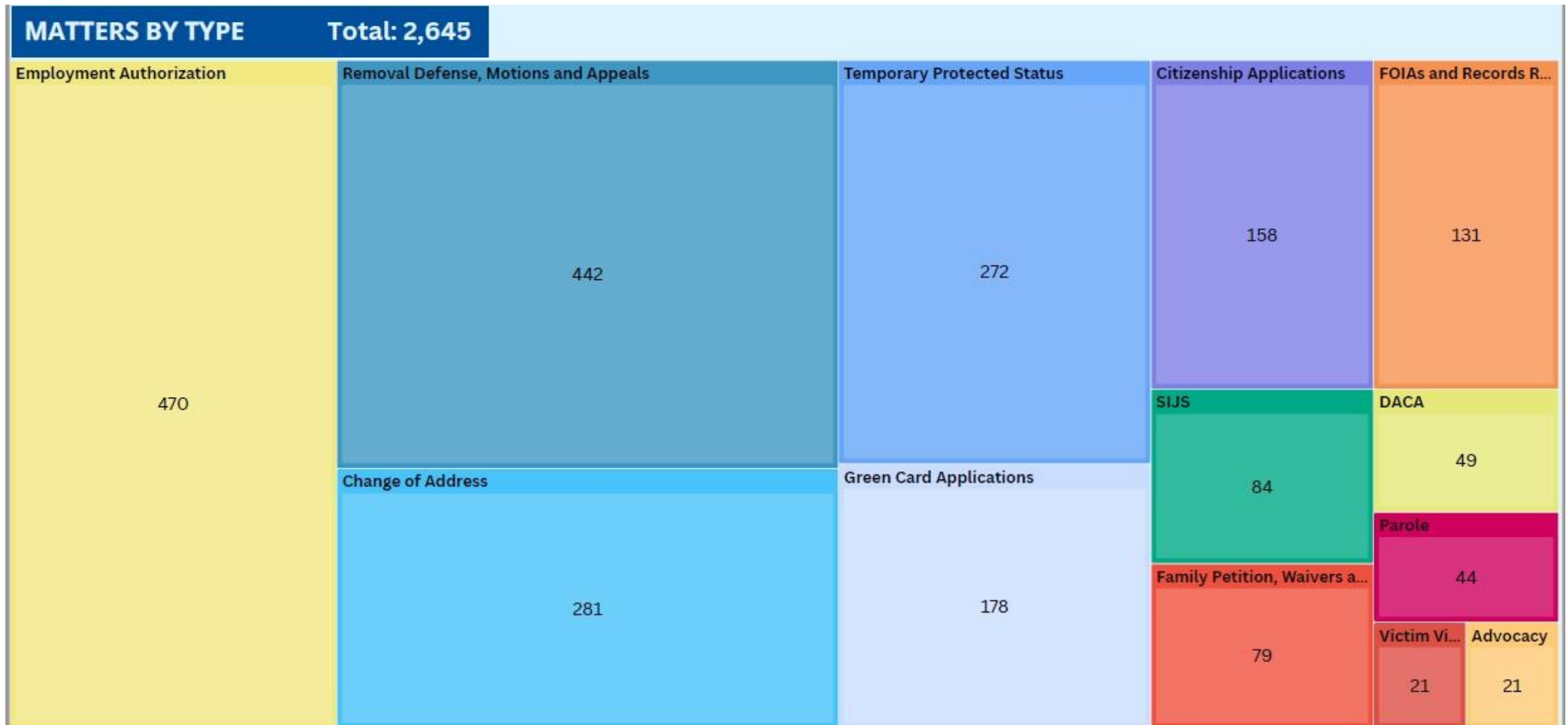


Our clients are spread throughout a wide geographic area including the northern counties, Long Island, upstate NY, New Jersey, Connecticut, Massachusetts, Pennsylvania.

Legal Services 2024

Delivering limited scope services allowed our legal team to efficiently serve a higher volume of people as new arrivals come to our area.

 NeighborsLink	2024	2023	2022	2021	2020	2019	2018
Screening and Consultations Completed	2,931	2,632	1,410	452	110	161	121
Direct Representation Cases	1,725	1,421	1,082	843	521	622	423
Limited Scope Assistance Cases	920	458					
Total Cases	2,645	1,879	1,082	843	521	622	423

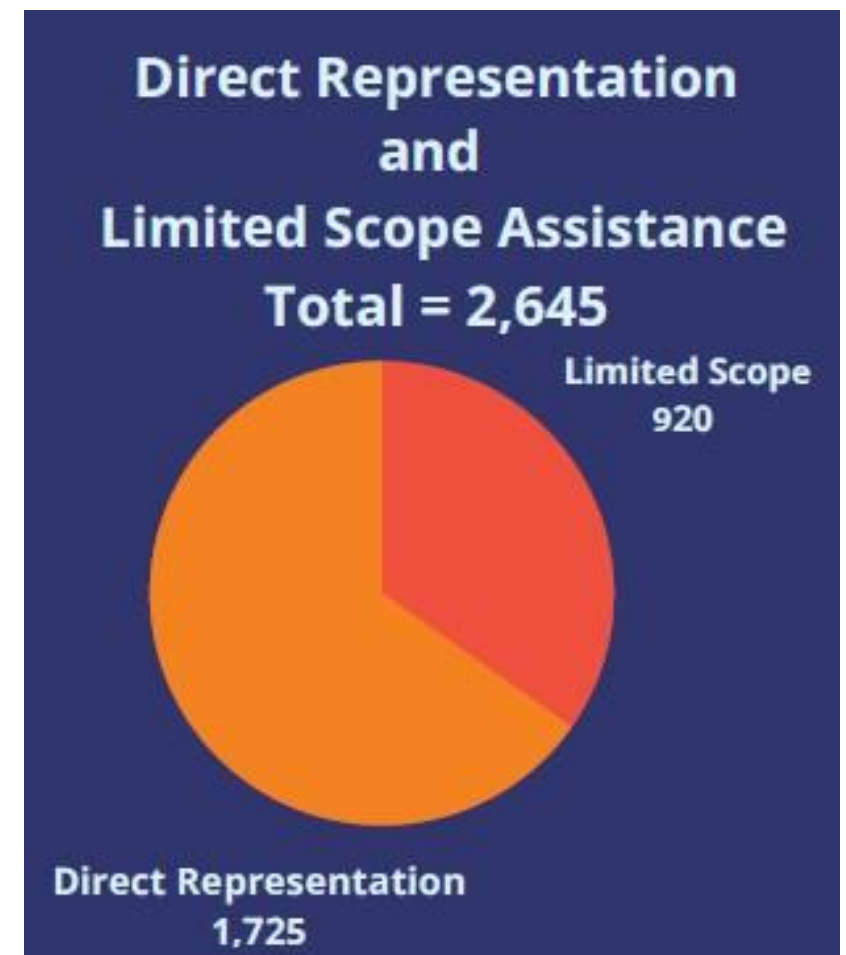
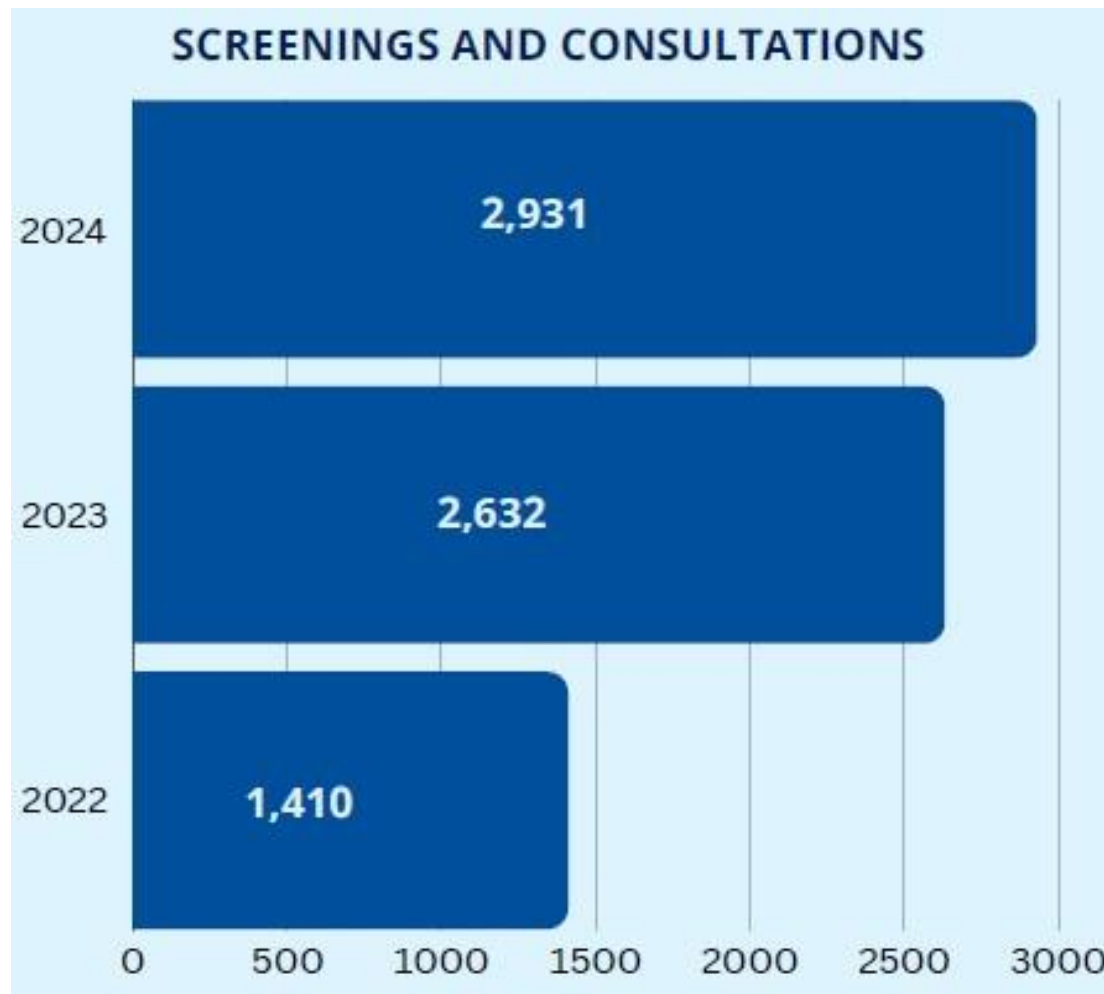


Legal Services 2024

NeighborsLink	2024
Screening and Consultations Completed	2,931
Direct Representation Cases	1,725
Limited Scope Assistance Cases	920
Total Cases	2,645
Total Services Provided	5,576
Unique Clients Served	3,295

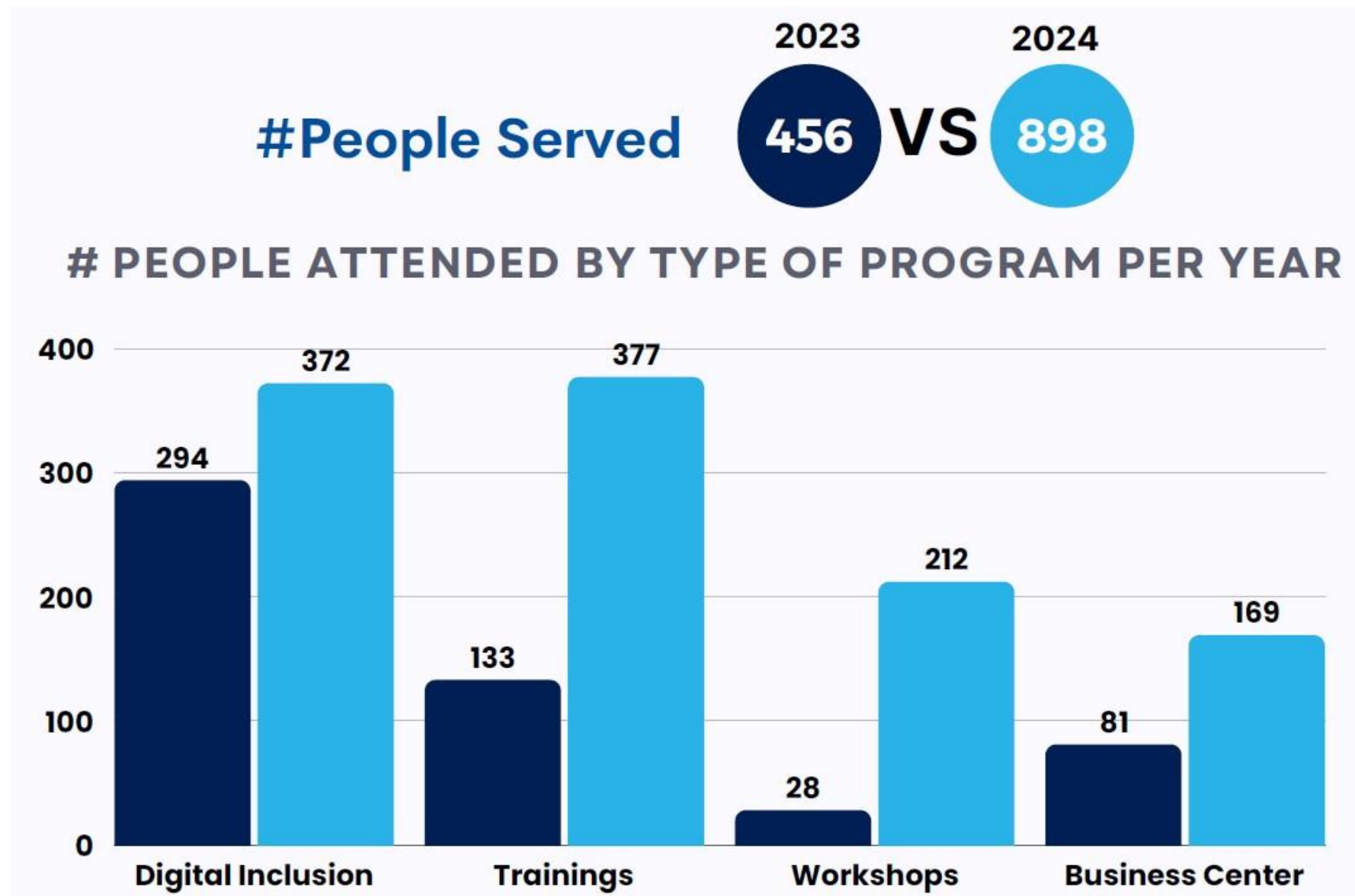
53
Countries
Served


Success Rate
86%



Carreras y Caminos 2024

In 2024, **Carreras y Caminos** served **898** unique clients. 97% more than the previous year.



Technology: Tech-Education, Technology Skills for Beginners, One-on-One Tutoring Classes.

Trainings: Small Business, OSHA 30, Site Safety, CPR/First Aid, Eco Cleaning, Entrepreneur, Prevention of Conflict at workplace, Adult care, Culinary, Child care, Admin assistance, Construction trades, Workplace readiness, Mixology.

Workshops: Career Development Series, Trainings & Job connections, Financial literacy, Small business, Tax information.

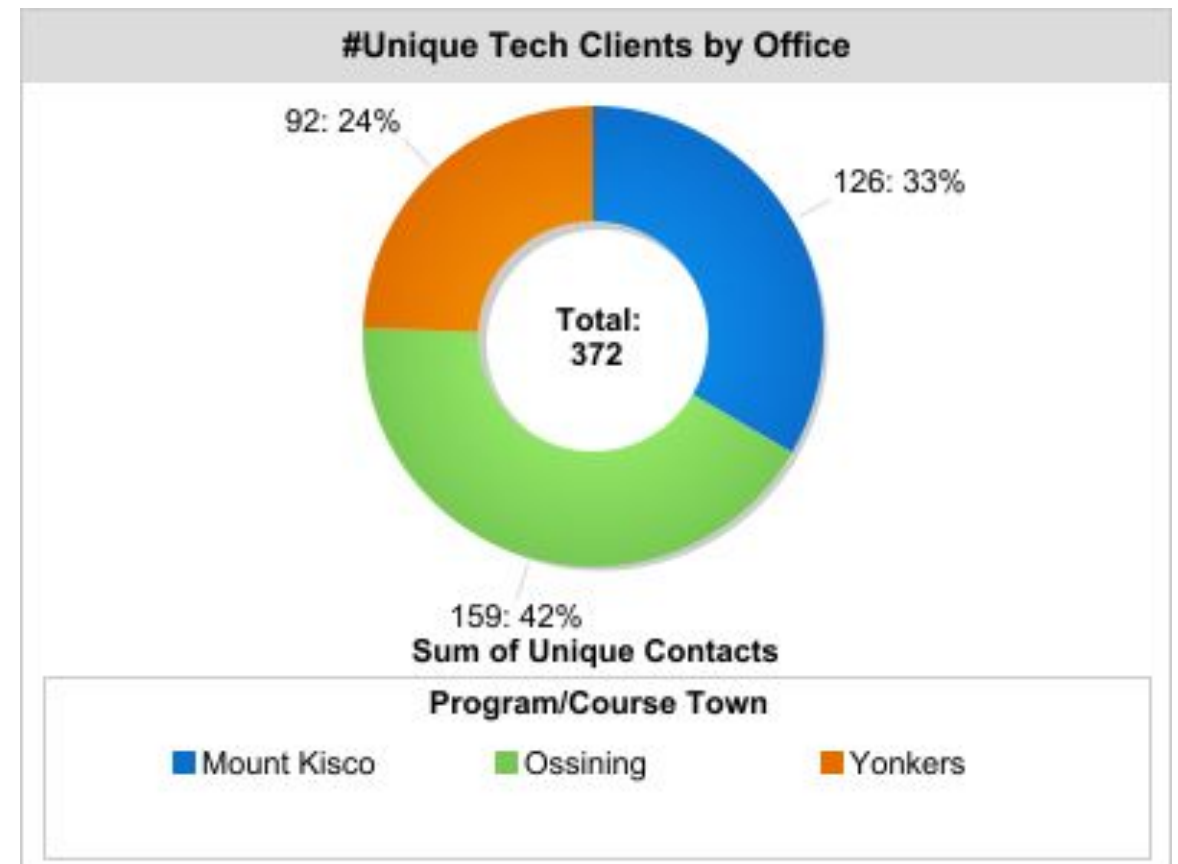
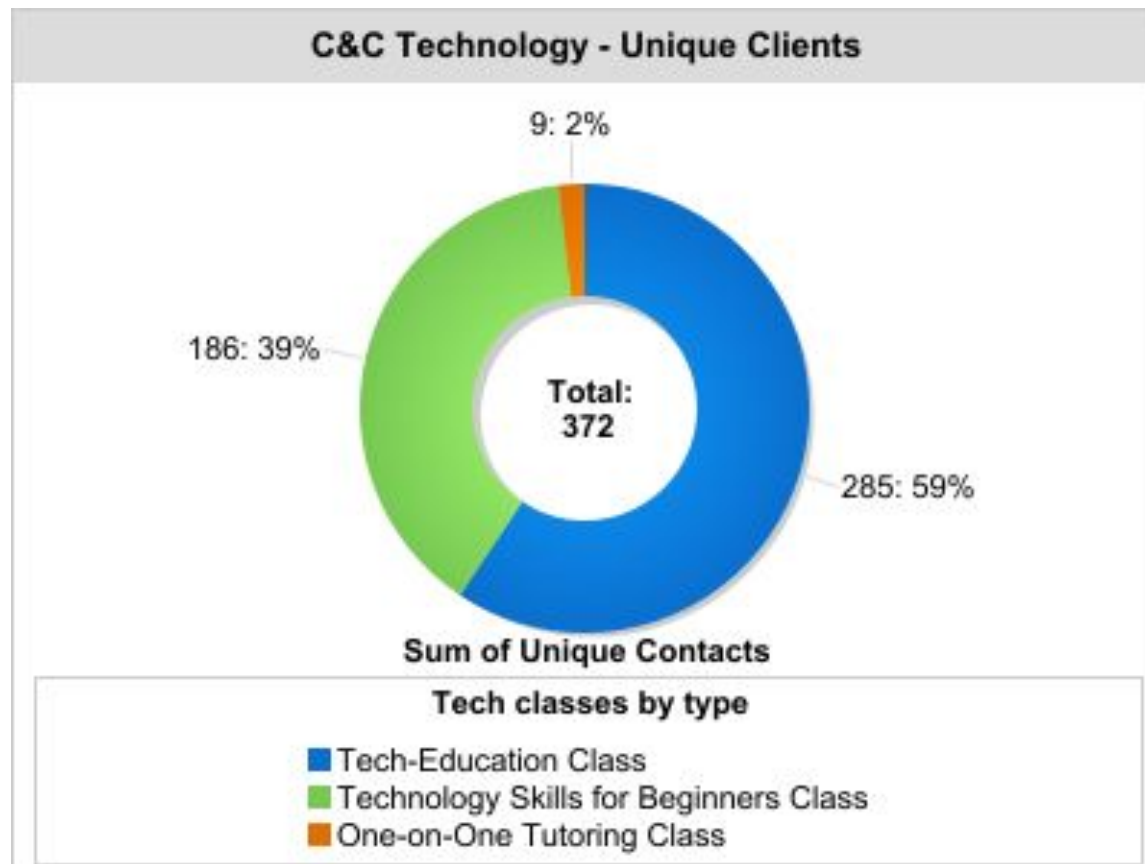
Carreras y Caminos 2024



Carreras y Caminos 2024

Technology

Technology classes increased 27% compared to 2023.
All three centers significantly increased participation over 2023
172 computers were donated to students completing technology classes.



Tech-Education Class - Drop-in Program

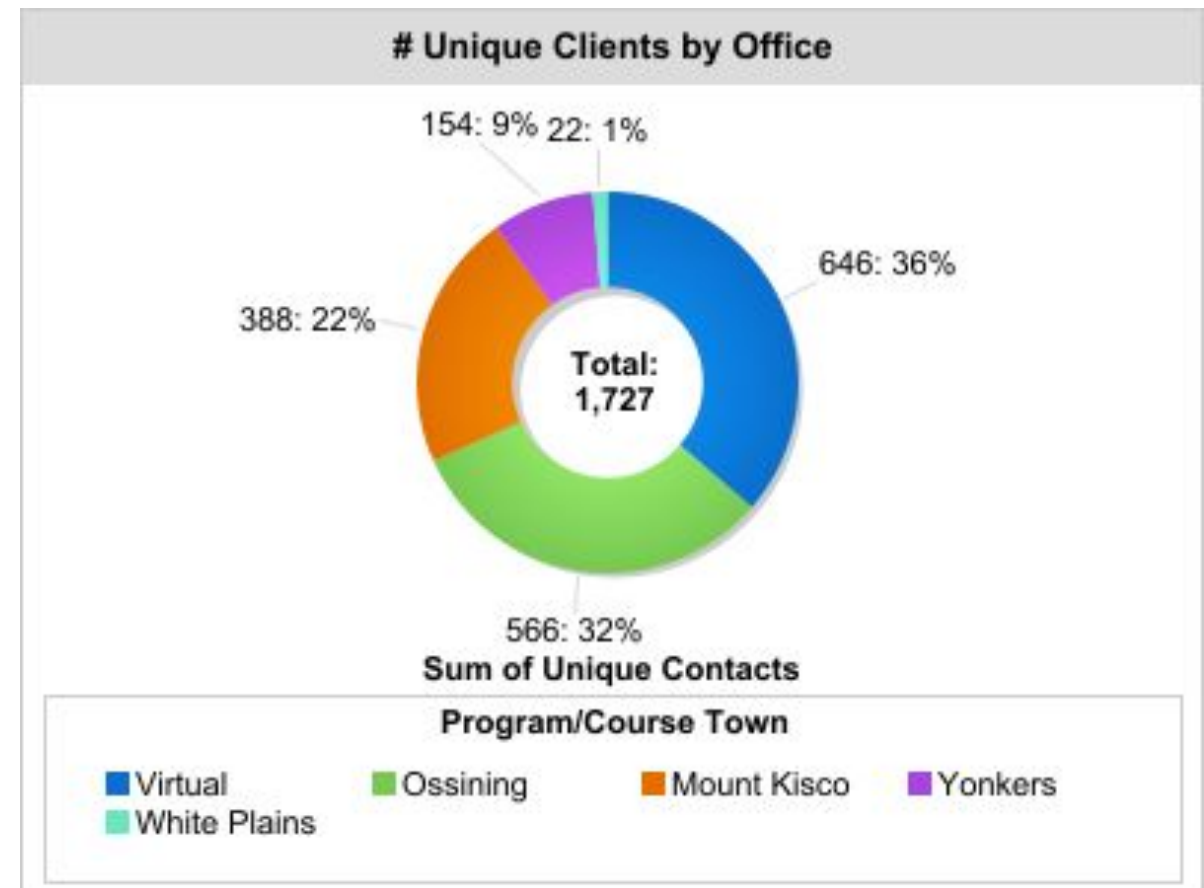
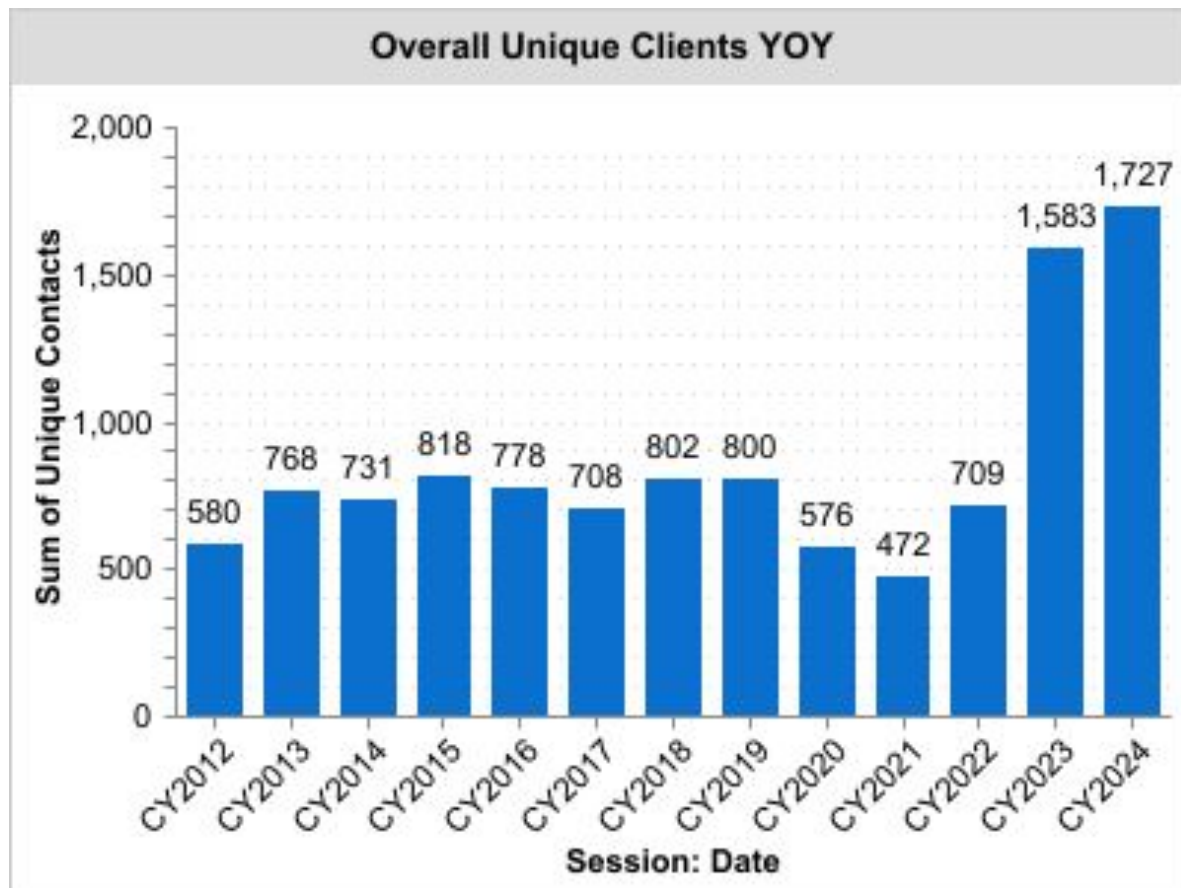
Technology Skills for Beginners Class - Curriculum-Based Program

One-on-One Tutoring Class - One-on-One Tutoring

ESL 2024

In 2024, ESL program client participation increased 9% compared to 2023.

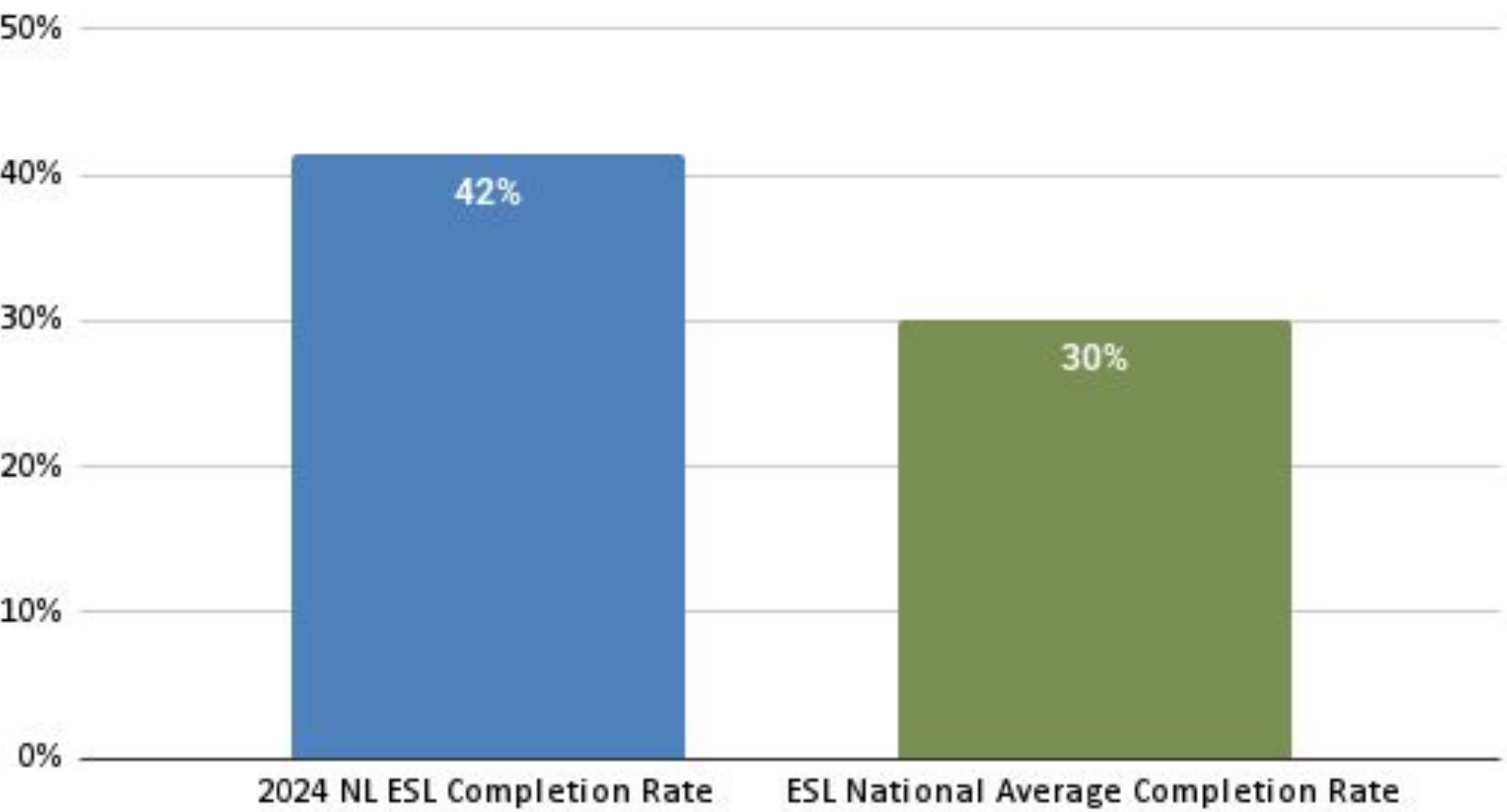
36% of the ESL students attended virtually and 64% were in-person across the all 3 centers and the White Plains shelter.



ESL 2024 - Student Completion Rate

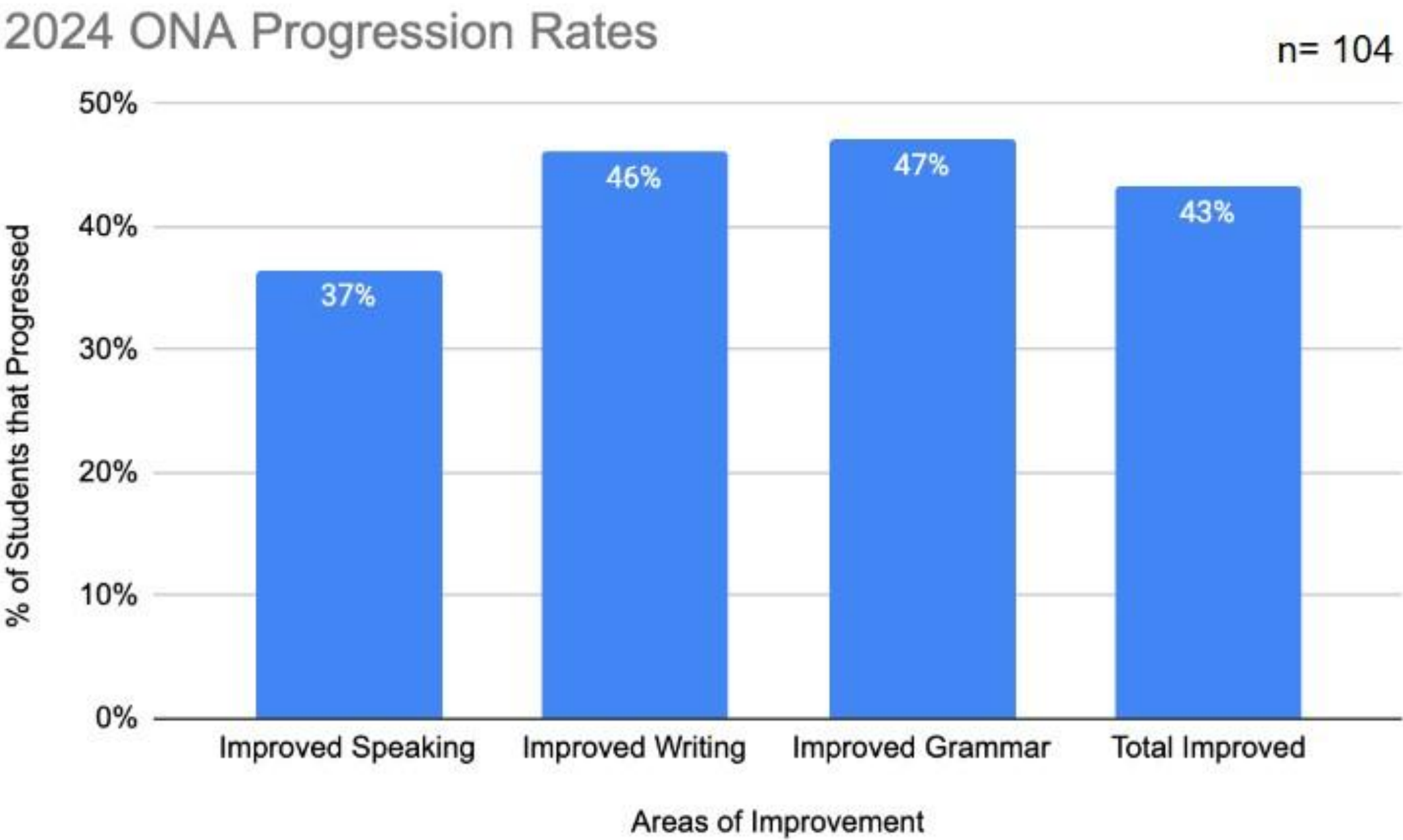
Our students exceed nat'l avg of about 30% class completion rates

ESL Student Completion Rate



ESL 2024 - Student Progress

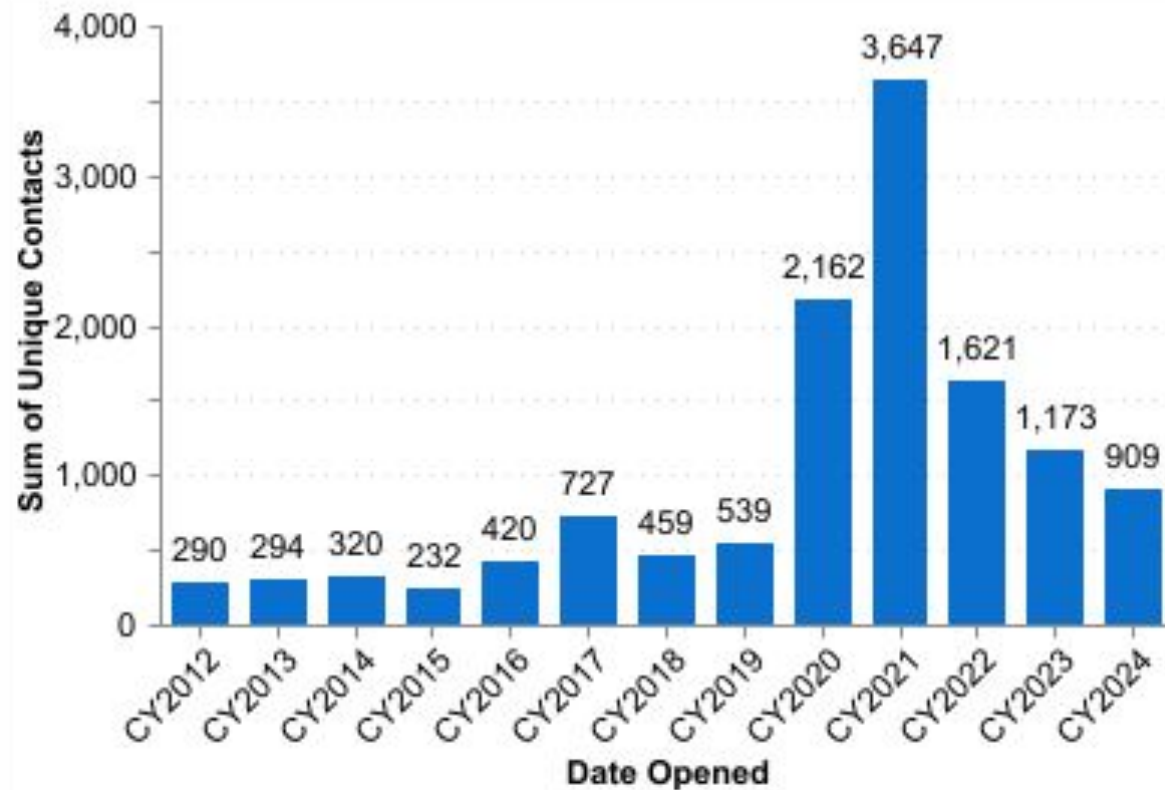
37% of students improved in their speaking, 46% in writing and 47% in grammar



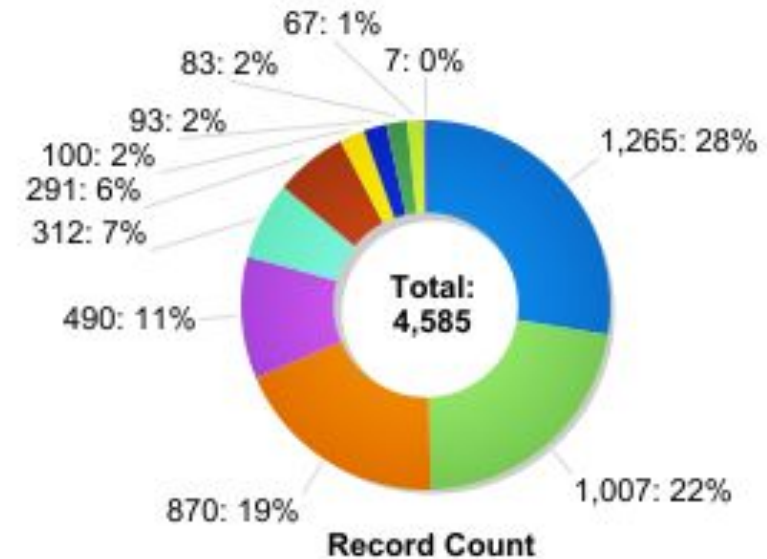
Family Center 2024

Family & Individual Support Services

Overall Unique Clients YOY

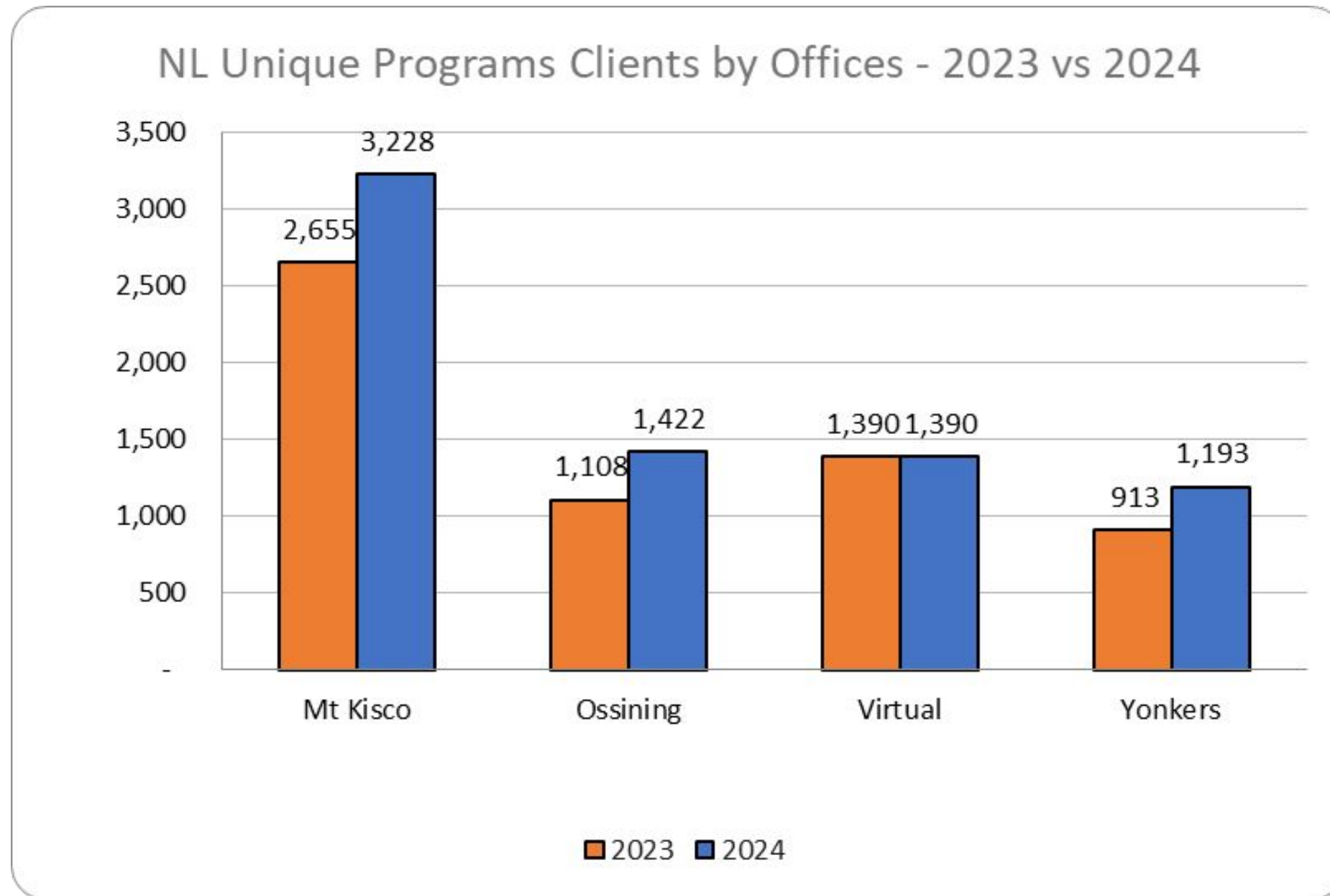


Cases by Type



Family and Individual Support Services include 1:1 services offered in Migration Assistance Program (MAP), Parents As Teachers (PAT), Carreras y Caminos, Food Distribution, Community Service and crisis interventions.

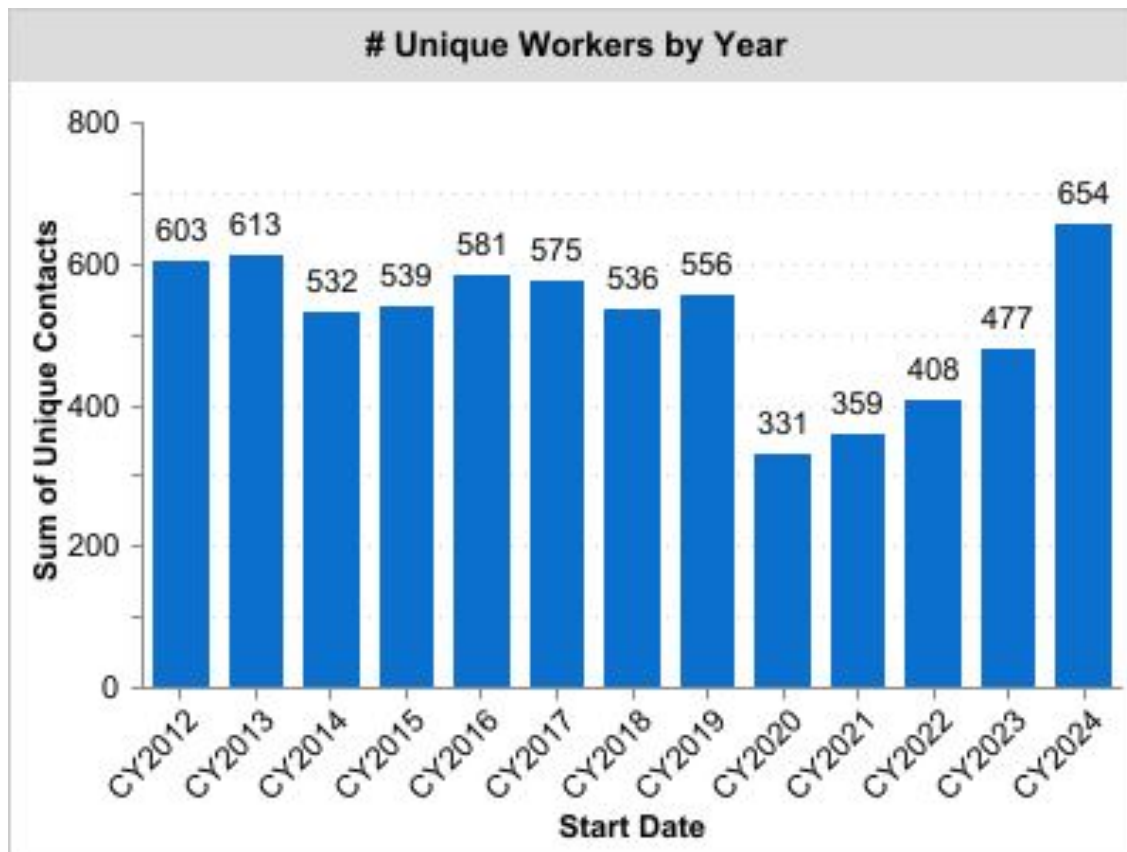
Programming Growth Across Centers



Our Strategic Priorities informed programmatic growth at all three centers -
22% increase in Mt. Kisco, 28% increase in Ossining
and 31% increase in Yonkers

Worker Center 2024

In 2024, Job Placements increased 12% compared to 2023. There was also a 37% increase of unique workers using the worker center compared with 2023. There was a 10% increase of unique employers compared to 2023. This number is still lower than Pre-Covid.

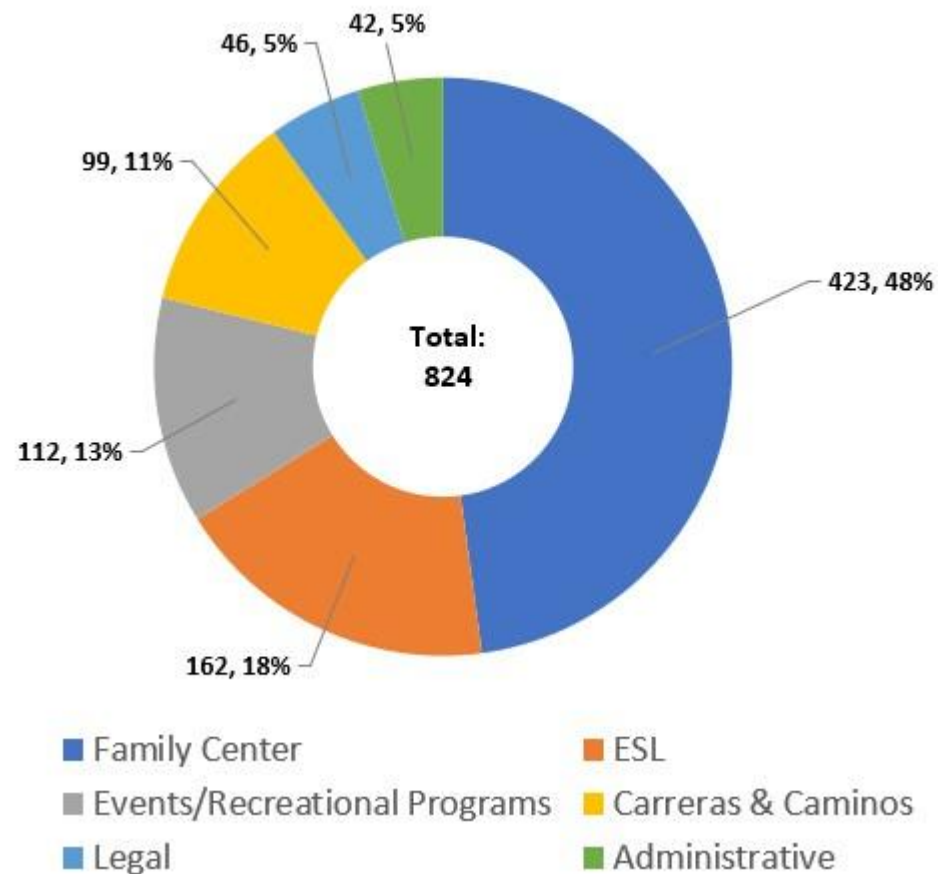


Volunteers 2024

824 volunteers

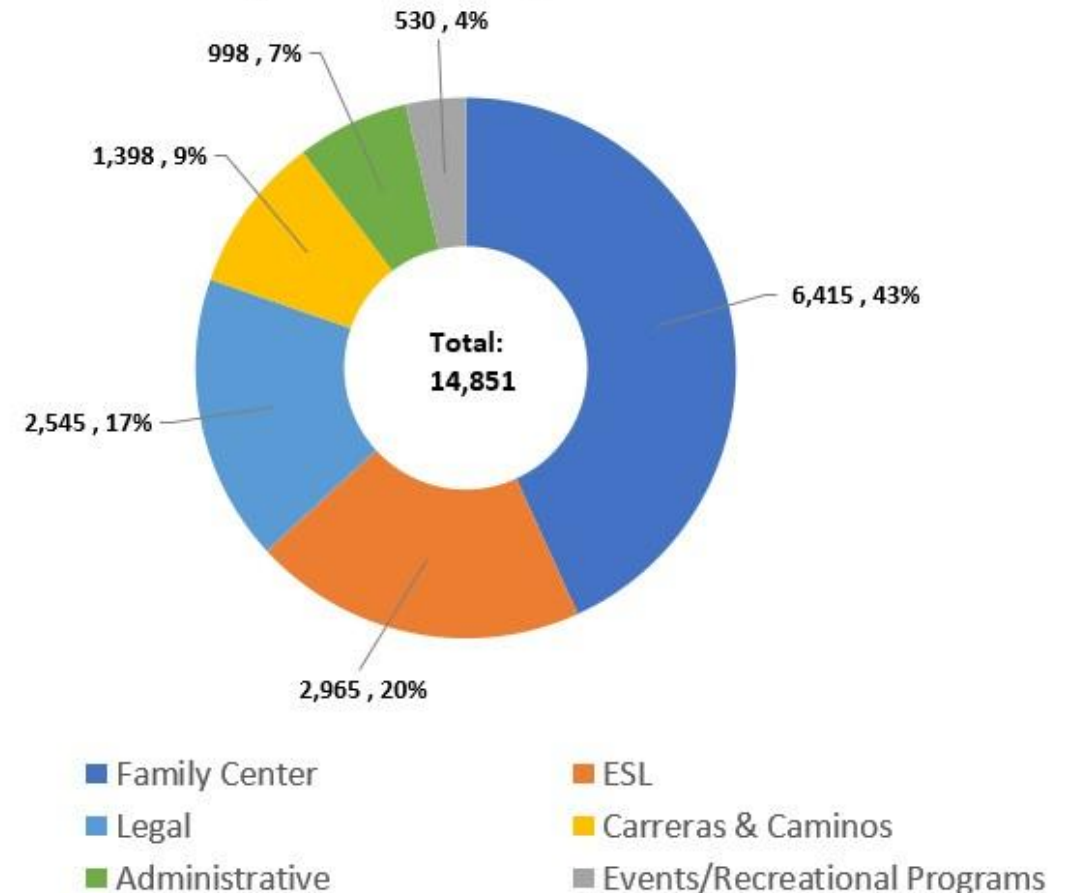
Family Center programs had the highest number of unique volunteers (423) from all the programs, 48% of the total unique volunteers (824).

Volunteer Programs by Categories - Unique Volunteers



Family Center programs had the highest number of volunteer hours (6,415), 43% of the total hours (14,851).

Volunteer Programs by Categories - Volunteer Hours



Outreach 2024

Training Programs & Presentations

	# Sessions/Events	Total # People Reached	# Clients	# Providers	# Allies	# Social Media Participants
2024	101	5,489	1,450	223	674	3,142

The expertise of our staff is sought out by partners, allies, and immigrant community members alike. Neighbors Link developed content and lead 101 special topic training sessions and reached over 5,489 people. Our 2024 sessions are primarily In-person (84%), virtual (16%).



Type of Events and Presentations:

- Know Your Rights Presentations
- Cultural Awareness Trainings
- Trainings and Presentations
- Programs info sessions
- Legal Clinics
- Community Halls/ Round table events
- Cultural and Community events
- Webinars

Advocacy 2024

	# Advocacy Lobbying Events	# State Events	# County Events	# Local Events	# Allies
2024	7	7	0	0	870

	# Advocacy Action Events	# Federal Events	# State Events	# County Events	# Local Events	# Allies
2024	14	2	12	0	0	965

Neighbors Link strongly supports budgets and policies that respect the dignity of each human and recognize the contributions made by immigrants. In 2024 we supported different key legislative and/or budget issues campaigns that will lead to a more equitable community.



Advocacy Campaigns:

- Coverage for All
- New York for All
- Representation Act & Legal Service Funding
- Welcoming New York / New Arrivals
- Language Access
- Desde Abajo Labor Enforcement (DALE)
- NYS Housing Access Voucher Program (HAVP)
- NY Working Families Tax Credits
- Unemployment Bridge Program
- Care4 Immigrant Families
- Fairness to Freedom Act

Social Media Overview 2024

In 2024, we saw an increase in clients receiving information, such as Know Your Rights training, via social media increasing its' importance as a mission delivery strategy.



5,275 followers

Audience: Broad mix of clients, donors, allies, community partners

From Jan 2024 to Jan 2025, we had an increase of 679 followers



2,313 followers

Audience: Mostly donors, allies, and community partners, clients

From Jan 2024 to Jan 2025, we had an increase of 566 followers



604 followers

Audience: Employees, Board Members, Friends, Community partners, donors, allies

From Jan 2024 to Jan 2025, we had an increase of 322 followers



314 followers

Not currently using this platform a lot, but will stay on it for now



136 subscribers

Currently mostly used to upload videos to share on other platforms

Social Media Metrics 2024



REACH

The number of unique people who saw a post or piece of content. Reach can include both followers and non-followers.

ENGAGEMENT

The number of times users interact with a post or piece of content, such as by liking, commenting, or sharing.

IMPRESSIONS

Total number of times content has been displayed including multiple views by the same person

ENGAGEMENT RATE

Engagement rate is a metric that measures the average number of interactions a post receives per follower. Calculated as: $(\text{Clicks} + \text{Likes} + \text{Comments} + \text{Reposts} + \text{Follows}) / \text{Impressions}$.

Post with the most REACH & ENGAGEMENT 2024

On Facebook

Posts with the most reach

Title	Reach
 INGLÉS COMO SEGUNDO IDIOMA (ESOL) Cur...  Photo •  Neighbors Link	15.7K
 ¡Las inscripciones ya están abiertas! ¡Aprovece...  Photo •  Neighbors Link	9.3K
 Pase el verano con Neighbors Link en un curs...  Photo •  Neighbors Link	5.4K
 OSHA 40 EN MOUNT KISCO ¡PROTEJASE EN ...  Photo •  Neighbors Link	4.6K
 ENGLISH FOR SPEAKERS OF OTHER LANGUA...  Photo •  Neighbors Link	3.9K
 Neighbors Link is proud to partner with the ...  Photo •  Neighbors Link	3.6K
 INGLÉS COMO SEGUNDO IDIOMA (ESOL) Cur...  Photo •  Neighbors Link	3.5K

Posts with the most engagement

Title	Reactions/Likes,...
 INGLÉS COMO SEGUNDO IDIOMA (ESOL) Cur...  Photo •  Neighbors Link	149
 In response to the results of Tuesday's presid...  Photo •  Neighbors Link	123
 En respuesta a los resultados de las eleccione...  Photo •  Neighbors Link	118
 ENGLISH FOR SPEAKERS OF OTHER LANGUA...  Photo •  Neighbors Link	108
 Congratulations to our own Jonathan Campo...  Photo •  Neighbors Link	99
 INGLÉS COMO SEGUNDO IDIOMA (ESOL) Cur...  Photo •  Neighbors Link	94
 It is with deep sadness that we share the new...  Photo •  Neighbors Link	84

There is some overlap here. You can see that posts about our ESOL programs reach a lot of people and get a lot of engagement.

Overall, we continue to see that posts about our programs, particularly in Spanish, get the most reach on Facebook.

Our post-election statement got a lot of engagement, as did posts about individual people. We continue to see significant engagement on our ESOL posts as well.

Post with the most REACH & ENGAGEMENT 2024

On Instagram

Posts with the most reach

Title	Reach
 The executive actions by the Biden Administr... Photo · neighborslink	1.2K
 Pase el verano con Neighbors Link en un curs... Photo · neighborslink	2.6K
 In response to the results of Tuesday's presid... Photo · neighborslink	2.3K
 INGLÉS COMO SEGUNDO IDIOMA (ESOL) Cur... Photo · neighborslink	2.2K
 Este curso es para padres, maestros, consejer... Photo · neighborslink	2.1K
 CLASES DE INGLÉS PARA PRINCIPIANTES CO... Photo · neighborslink	1.9K
 CLASES GRATUITAS DE COMPUTACIÓN - ¡Apr... Photo · neighborslink	1.7K

Posts with the most engagement

Title	Reactions/Likes,...
 In response to the results of Tuesday's presid... Photo · neighborslink	148
 The cold won't stop us from standing up and ... Photo · neighborslink	78
 INGLÉS COMO SEGUNDO IDIOMA (ESOL) Cur... Photo · neighborslink	75
 INGLÉS COMO SEGUNDO IDIOMA (ESOL) Cur... Photo · neighborslink	73
 INGLÉS COMO SEGUNDO IDIOMA (ESOL) Cur... Photo · neighborslink	73
 This month we partnered with the Westchest... Photo · neighborslink	66
 Our fantastic legal team was in NYC this week... Photo · neighborslink	63

On Instagram, our posts with the most reach were about the election and actions by the Biden Administration, as well as posts in Spanish about upcoming programs. Posts with the most engagements were about the election, our advocacy work, work with partners like the police and our ESOL classes.

Post with the most IMPRESSION & ENGAGEMENT 2024

On LinkedIn

Posts with the most impressions

Content engagement ?

Time range: Jan 2, 2024 - Dec 31, 2024 ▼

Post title Impressions

This week at Neighbors Link, we are taking a look at the economic benefits of immigration. Today, we ar...

3,329

Neighbors Link mourns the passing of Professor Vanessa Merton, the long-time immigration clinic...

3,208

Neighbors Link Names Jeanette Gisbert New Deputy Director

2,194

In response to the results of Tuesday's presidential election, Carola Otero Bracco, Executive Director of...

1,242

Congratulations to our own Jonathan W. Campozano, Esq., who graduated from the Leadership Westchest...

947

Posts with the highest engagement rate

Content engagement ?

Time range: Jan 2, 2024 - Dec 31, 2024 ▼

Show: 10 ▼

Post title Engagement rate

The Friends of Neighbors Link got into the Halloween spirit and joined Westhab, Inc. and Dayspring...

35.34%

The cold won't stop us from standing up and fighting back against threats to immigrant New Yorkers. We...

33.05%

We are thrilled to be part of Project Mover in Ossining! ¡Estamos encantados de ser parte del...

28.57%

Neighbors Link was proud to host volunteer mixers for our ESL tutors at our Ossining and Mount Kisco...

27.14%

Last month, our families at Adelante Juntos had a great time participating in Katonah...

26.24%

On LinkedIn, our posts with the most impressions were reels about the economic benefits of immigration, posts about people, such as the passing of Vanessa Merton, the appointment of Jeanette, and Jonathan graduating from Leadership Westchester. Our post-election statement also had a high number of impressions. Posts with the highest engagement rate were about partners like the Friends and Project Mover, our advocacy work, volunteers, and Family Center programming.

Social Media 2024

Most Watched Videos/Reels

FACEBOOK



Mercado de las Fiestas

INSTAGRAM



Suzanne Grant Volunteer Day

LINKEDIN



Economic Benefits of Immigration



NeighborsLink

Thank you!