

PASS IT ON PROJECT



THEPASSITONPROJECT.ORG

Strategic Plan (2025–2028)

Adopted by the Board of Directors - 2025

Message from the Founder

Pass It On Project was founded by Randy Racioppi - a husband, father, and grandfather who understands firsthand how difficult the holidays can be for families facing financial hardship.

When Randy's children were young, his family went through a difficult financial period. Thanks to the generosity of someone the family had never met, they were able to celebrate a Christmas filled with warmth and joy.

Inspired by that experience, Randy made a promise that when he was able, he would continue to pay that kindness forward in honor of the person who helped his family. Years later, that promise became Pass It On Project. What began as a small effort to *"pass it on"* by helping one family has grown into a charitable initiative supported by donors, volunteers, and community members who share the belief that every child deserves to experience the joy and dignity of the holiday season.

About Pass It On Project

Pass It On Project is a volunteer-driven nonprofit based on Staten Island that supports families experiencing financial hardship. Through the generosity of donors and volunteers, the organization provides gifts, clothing, winter essentials, and other forms of support that help relieve financial pressure during the holiday season.

The Need We Address

Many families experience unexpected financial hardship due to job loss, illness, housing challenges, or other life circumstances. Parents are often forced to choose between paying for necessities such as rent, food, and utilities or creating a meaningful holiday experience for their children. Pass It On Project exists to help ease that burden and remind families that their community cares about them.

Programs Overview

The Holiday Assistance Program (Adopt-A-Family) is Pass It On Project's primary initiative. Each year the organization identifies families who need support and works with donors and volunteers to provide personalized assistance during the Christmas season. Each family receives assistance tailored to their specific needs, helping ensure the support provided is both meaningful and practical.

Impact to Date

In 2025, Pass It On Project served 17 families and 72 individuals in the Staten Island community.

Families received personalized gifts, clothing, and essential items that helped reduce financial stress and restore a sense of joy during the holiday season. This support was made possible through community donations and volunteer participation from local residents, businesses, and partner organizations.

Community Partnerships

Pass It On Project's work is made possible through the support of community members, volunteers, schools, and local businesses. These partnerships help identify families who may benefit from assistance and ensure support reaches those who truly need it.

Strategic Goals (2025–2028)

- Increase the number of families served each year, with the goal of reaching 40–50 families annually.
- Strengthen partnerships with schools, businesses, and community organizations.
- Grow the network of donors and volunteers.
- Explore additional programs such as back-to-school supplies and winter essentials.

How We Measure Impact

Pass It On Project measures its impact by tracking the number of families and individuals served each year through its programs. The organization also evaluates community engagement through donor participation, volunteer involvement, and partnerships with local schools, businesses, and organizations. These metrics help ensure the program remains effective while guiding future growth so that more families in the Staten Island community can receive support each year.

Funding & Sustainability

Pass It On Project is supported through donations from individuals, community members, and local businesses who believe in the mission of helping families during difficult times. As awareness grows, the organization plans to expand its donor base and develop new partnerships to support future growth.

Long-Term Vision

Pass It On Project aims to grow from serving approximately 17 families annually to supporting 40–50 families annually as community awareness, partnerships, and donor support continue to expand. Our hope is that every family we help feels the reassurance that their community cares and that they are not facing difficult times alone.

Sustainable Growth

As Pass It On Project grows, the organization will prioritize thoughtful and sustainable expansion. Our focus will remain on maintaining the personal, community-centered approach that defines our work while gradually increasing the number of families we serve each year. By strengthening partnerships, building a reliable base of donors and volunteers, and carefully evaluating new opportunities, we aim to expand our impact while preserving the integrity and mission of the organization.

Governance Development

As Pass It On Project continues to grow, the organization will gradually expand its board of directors to include additional community members who bring diverse professional experience and perspectives. This will help strengthen governance, oversight, and long term sustainability while maintaining the mission and values that guide the organization.

Commitment to Accountability

Pass It On Project is committed to responsible stewardship of all donations and resources entrusted to the organization. We will continue to measure our impact, strengthen community partnerships, and evaluate our programs to ensure that support reaches families who need it most. As the organization grows, we remain dedicated to transparency, compassion, and using community generosity to create meaningful support for families facing difficult times.