

## SHARON CONTENT

Sharon Content is the Founder and President of Children of Promise, NYC a community based organization in Bedford Stuyvesant, Brooklyn, with a mission to embrace the children of incarcerated parents and empower them to break the cycle of intergenerational involvement in the criminal justice system.

She founded Children of Promise, NYC in 2007 after growing increasingly concerned about the lack of support offered to children who experience parental incarceration. Sharon Content successfully developed a unique and innovative program - the only one of its kind in New York City that now serves 350 children and families per year. The organization's holistic model co-locates a mental health clinic and an after-school and summer day camp program, seamlessly providing access to evidence-based therapeutic services and the best practices of youth development under one roof. Children of Promise, NYC is proud to report that no young person in the program has been involved with the criminal justice system to-date.

Under the entrepreneurial leadership of Sharon Content, Children of Promise, NYC has evolved from a small community-based organization to a growing sustainable non-profit that has served more than 1,000 children and families impacted by incarceration. She and the organization have been publicly recognized and honored for its exemplary work. Content was the recipient of the prestigious Hidden Heroes Award from the Andrew Goodman Foundation, a New York Post Liberty Medal for Leadership, and the Brooklyn Foundation's Do Gooder Award. Children of Promise, NYC was selected as "Agency of the Year" by the New Jersey Nets and was recently featured in the following press outlets: The New Yorker Presents, Aljazeera America, MSNBC, the New York Daily News, CNN World, ABC's Secret Millionaire, BBC, and several others.

Prior to founding Children of Promise, NYC, Sharon Content enjoyed a thriving career on Wall Street in a major Investment Bank before leaving the private sector to pursue her lifelong passions in youth development. She then worked for more than 12-years within the non-profit sector for various organizations focused on addressing the needs of youth residing in high crime, low-income neighborhoods.

Sharon Content is a native New Yorker and respected alumni of Howard University. She brings her compelling vision, uncompromising leadership, and deep commitment to impact the lives of children residing in high needs communities.

