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### Contents

#### **About Children in Conflict**

Children in Conflict is the only United States-based member of the War Child Alliance. Through events and local partnerships, we are able to fund War Child programs around the world that provide education, mental health care, emergency aid, and child protection to millions of children and their families in contexts of war, crisis, and conflict.

Since the fall of 2017, when ambassador Marcus Mumford and his band, Mumford and Sons, launched Children in Conflict at New York City's Global Citizen Festival, we've continued to create impactful fundraising and awareness events in NYC and beyond with one goal: change lives.



#### **About the War Child Alliance**

The War Child Alliance is a global network of organisations formed in pursuit of one shared goal: to ensure that no child is part of war. Ever. The network is made up of a series of members - five fundraising bodies in Germany, the Netherlands, Sweden, the United Kingdom and the United States and our 12 international country operations.

The various members of the Alliance work together through the War Child Alliance Foundation - a new international body that provides a strategy to guide our operations together with ongoing management and oversight.



Prepared by Kim McCall, Jodi Murphy, and Vincent de Gravelles © Children in Conflict, Inc., 2025 1460 Broadway, New York New York, 10036 Questions? Email hello@childreninconflict.org

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## Dear Friends,

What a year it's been. From Gaza to Congo to Ukraine, children are bearing the brunt of war in every corner of the world. And yet, in the face of it all, there is still joy. Still hope. Still resilience. Still so much worth fighting for.

In 2024, Children in Conflict expanded our reach, deepened our impact, and stood firm in our belief that every child deserves safety, healing, and the chance to dream. We launched new music partnerships, brought our mission to new stages, and grew our donor community like never before. We also faced one of the biggest challenges yet—a collapse in global aid funding that continues to threaten frontline programs.

But thanks to you, we're not backing down. Together, we raised millions for children affected by conflict, and we stayed focused on impact, equity, and innovation every step of the way. We're proud to be the U.S. partner of the War Child Alliance, a global network united by a single mission: to protect, educate, and stand up for children living through war. As you'll see in these pages, our collective footprint is bold—and growing.

Thank you for being part of this movement. We have more to do, and we're so glad you're with us.

With gratitude,

Kimberly McCall, PhD

Executive Director Children in Conflict

**Christopher Adell** 

Chair

**Board of Directors** 

Mission Strategy Needs

Statistics & Data

## **Our Strategy**

### Mission

When conflict happens our teams are one of the first to arrive, and when the dust settles, we are the last to leave.

We respond to the urgent needs of vulnerable children in war-torn areas by providing critical support such as psychosocial care, reunification with families, places to feel safe, providing an education and equipping them with skills for the future.

### Vision

A world where every child affected by conflict can thrive.

That means: Reaching more kids—faster, earlier, and in more places.

Raising the bar on quality—every child deserves proven, effective support. Shifting power—local leaders, youth, and communities must drive the work. Demanding accountability—no more impunity for those who harm children.



# Case for Support

Every child caught in war deserves safety, education, mental health support, and the chance to grow up surrounded by care—not conflict. But the world isn't meeting that standard.

Right now, over 473 million children live in conflict zones. Most are invisible to the systems meant to protect them. Millions are out of school. Mental health support is nearly nonexistent. And grassroots organizations doing the hardest work are the least funded.

We're here to change that.

We work to make sure children are not only reached—but truly heard, supported, and empowered. We partner with communities, scale proven methods, train local leaders, and push the sector to do better. And we won't stop until every child has the tools and support to reclaim their future.

## Strategic Approach

To reach more children and reshape the systems that serve them, the War Child Alliance is focused on four connected pathways:

#### 1. Research for Change

We build the evidence base to improve how the world supports children. We develop, test, and scale what works—with academic partners, local researchers, and global allies.

#### 2. Scaling What Works

We partner with others to roll out our proven, community-based support systems. Our goal: dramatically expand access to mental health, protection, and education for children in war zones.

#### 3. Local-Led Programs

We focus where the need is greatest and shift leadership to local actors. Our role: support, connect, and move quickly when new crises emerge.

#### 4. Global and Local Advocacy

We push for policy change, funding, and accountability—from the UN to local village councils. Children's rights must be respected, protected, and enforced—everywhere.





"[War Child] gave us everything we needed without us even asking. You kept your promises."

- Rhea, Lebanon

Data Map Programs Regions

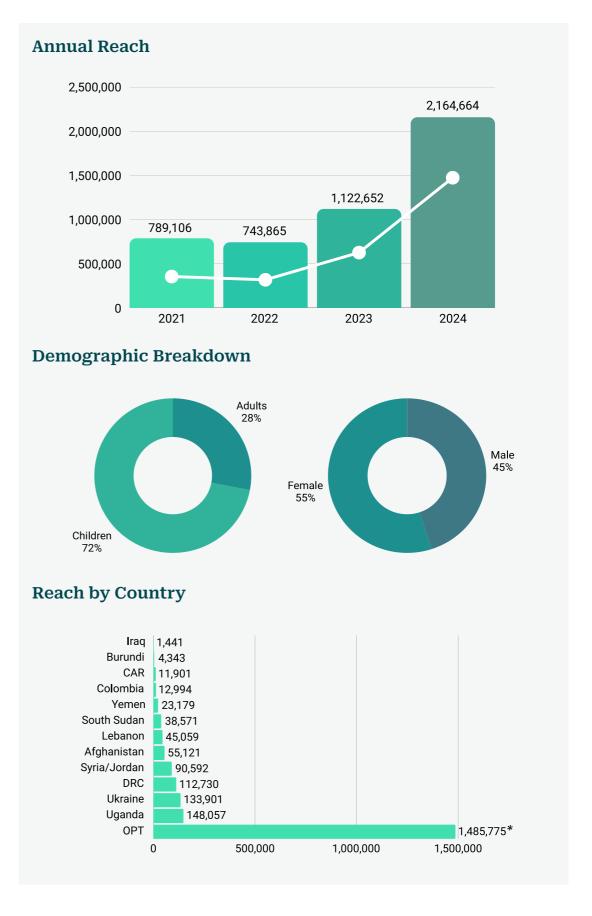
Statistics & Data

## 2024 Reach

# Program Reach 2024

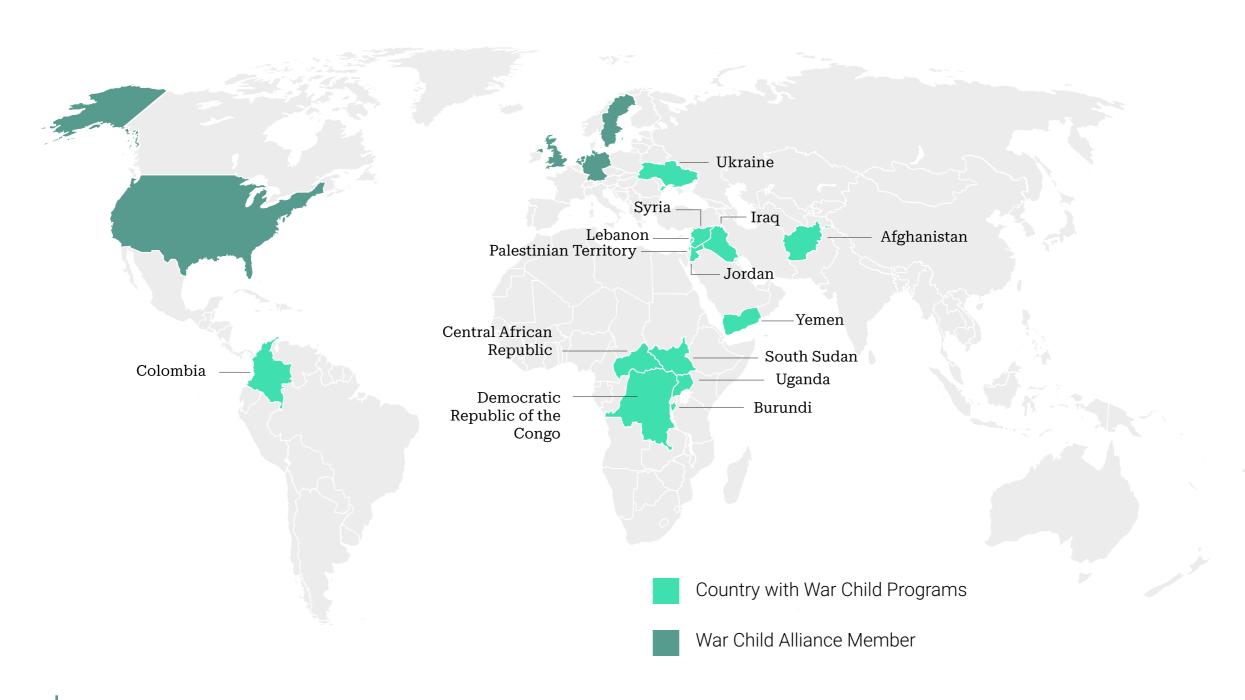
War won't wait—and neither will we. This year, we spoke out for children trapped in escalating conflict in Gaza, Lebanon, and beyond. We pushed governments to deliver ceasefires, accountability, and increased humanitarian funding. Our youth-led advocacy expanded globally, with young people shaping the conversation from UN events to national policy debates. From pushing for reintegration programs for child soldiers to demanding digital education access in Ukraine and Uganda, we're not just responding to crisis—we're shaping the systems that cause or perpetuate it.

\*Two-thirds of this reach was delivered through the Dutch Relief Alliance, a joint emergency response led by War Child in partnership with Oxfam, CARE, Save the Children, and SOS Villages.



#### Where We Work

In 2024, the War Child Alliances operated programs in 14 countries: Colombia, Afghanistan, Lebanon, Yemen, Syria, Uganda, Democratic Republic of the Congo, Central African Republic, South Sudan, Ukraine, Afghanistan, and Occupied Palestinian Territory. Notably, 2024 saw the closure of the War Child offices in Iraq and Burundi. In their place, a full-scale rollout of program capacity has been underway to provide our partners on the ground to be able to take our programs even further.



Special Highlight

## Flagship Programs

Proven, scalable, centered on the children.



At Children in Conflict, we deliver—and scale—Evidence-Based Methodologies (EBMs) designed to meet the urgent mental health, education, and protection needs of children in conflict zones. Each program is grounded in research, tested in the field, and delivered through local partners wherever possible.

#### Can't Wait to Learn

What it is: A game-based, digital learning platform helping children access quality education.

"These games are not just fun—they're my school now." – 10-year-old participant, Lebanon

Focus: Education in Emergencies
Highlight: Reached over 130,000 children across
seven countries—including full national endorsement in Ukraine. Winner of the 2024 Yidan Global
Prize for Education.

#### TeamUp

What it is: A movement-based psychosocial support program helping children process trauma through play.

"When we do TeamUp, I feel calm again." – Child in Colombia

Focus: Mental Health & Psychosocial Support Highlight: New scaling model launched; stronger emotional regulation seen in 12 sessions.

#### **BeThere**

What it is: A caregiver support intervention that equips parents to better respond to children's emotional needs.

"Now I know how to help my son when he's afraid." – Mother, DRC

Focus: Family & Caregiver Mental Health Highlight: Piloted new training modules and prepared for global partner scale-up.

#### Seeds

What it is: Structured group intervention for children and youth experiencing high stress, combining narrative therapy, drawing, and peer support.

"I used to keep everything inside. Now I can share my story."

– Youth participant

Focus: Child Protection & Mental Health Highlight: Expanded into refugee communities in Uganda and Lebanon.

#### ReachNow

What it is: A rapid-response tool to identify and refer children in need of urgent support.

"It helped us see who needed help fast—and what to do next." - Program officer, Sudan

Focus: Mental Health & Child Protection Highlight: Fully digitized and translated; training-of-trainers model launched. Regional Highlights

# Africa & Colombia

Children across Africa and Latin America are navigating crisis layered upon crisis—conflict, displacement, climate disaster, economic collapse. These aren't just headlines; they're daily realities for millions of young people who are too often forgotten.

In 2024, our teams reached across borders and obstacles—operating in Uganda, South Sudan, Democratic Republic of Congo, Central African Republic, Burundi, and Colombia. From launching agile emergency responses to deepening local partnerships, we showed up. Because kids shouldn't have to pay the price for the world's inaction.

And while the region saw immense internal challenges—staff transitions, shrinking funding, ongoing instability—we stayed the course. We created a new localization framework to shift power to local actors. We closed down costly operations where appropriate, while scaling through partners. We're moving with urgency and flexibility, because children deserve better—and they need us now.

#### Burundi

After more than a decade of direct operations, 2024 marked our transition to a fully partner-led model in Burundi. We reached 4,343 children through psychosocial and protection support—and teamed up with local and international organizations to scale our impact through training, mentoring, and a research-backed rollout of TeamUp.

**2025 Plans:** Scale TeamUp through partners, strengthen the agile support model, and draw lessons for future low-cost, high-impact country strategies.

#### Central African Republic

In a country where nearly half the population needs aid, we reached thousands of children with psychosocial support, reintegration services, peacebuilding initiatives, and birth registration advocacy. From 13 peace committees to 15,000 reached through protection campaigns, we're helping communities lead.

**2025 Plans:** Transition to local partners, expand policy advocacy, and embed Evidence-Based Methodologies (EBMs) across the sector.

#### Colombia



A War Child session to protect indigenous children from recruitment in armed groups in Choco, Colombia

In the face of rising violence, climate disaster, and political instability, our Colombia team pushed forward—building powerful alliances, joining national coalitions, and expanding our presence through local partners. We've now established ourselves as a national leader in child recruitment prevention.

**2025 Plans:** Scale data-driven methods, build a knowledge hub for the region, and advance youth-led localization.

#### **Democratic Republic of Congo**

From conflict to cholera, children in DRC faced extreme hardship in 2024. We reached over 112,000 people with psychosocial support, education, and child protection. We also trained local partners to carry forward our data-driven methods and launched new programming for survivors of sexual violence.



Children in the Congo pose with school backpacks supplied by War Child

**2025 Plans:** Expand local partnerships, increase funding for child protection, and continue piloting youth empowerment models.

#### South Sudan

With floods, displacement, and surging displacements from Sudan, the humanitarian need exploded. We reached 38,751 children and adults with pro-

tection, mental health and psychosocial support (MHPSS), education, cash assistance, and livelihood support. We also launched new campaigns to end child marriage and promote girls' education.

**2025 Plans:** Increase education and protection services, strengthen youth peacebuilding, and advocate for women and children in national dialogues.

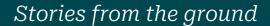
#### Uganda



Children in Uganda pose with lego creations made at War Child's Learning through Play initiative

Uganda remains one of the largest refugee-hosting countries in the world—and funding is plummeting. In 2024, we reached 148,000+ people, expanded to new refugee settlements, launched innovative gender-based violence interventions, and built the Uganda Localization Hub—a game-changing model for locally led humanitarian response.

**2025 Plans:** Fight back against funding cuts, scale localization, and keep building refugee resilience from the ground up.



# A Sibling's Strength

Nyakuma (22) and her brother Ajou (14) have endured repeated displacement in search of safety. Born in South Sudan, they fled to Sudan, only to be forced back when conflict erupted in Khartoum. "We witnessed the shelling firsthand," Nyakuma recalls. "The journey to the border took seven days. I had no choice but to protect my brother and the other children traveling without parents."

With their mother gone and their father missing since 2013, Nyakuma is now Ajou's sole caregiver. In Malakal, daily survival is a constant struggle. Ajou dreams of returning to school and one day becoming a doctor or an architect, but the family cannot afford the fees. "I don't want to sit around all day—I want to build a future," he says.

Thanks to donor support, War Child provided emergency cash assistance for food and water when the siblings arrived with nothing. Ajou has also joined one of our child-friendly spaces, where he can learn, play, and begin to heal.

For Nyakuma, hope is tied to stability and education: "Home is where my brother can go to school in peace. Education gives children like him hope—and supports their dreams."



#### Regional Highlights

# Europe & Middle East

Children across the Middle East are living through unimaginable crises. In Gaza, nearly 15,000 children were killed—thousands more injured, orphaned, or psychologically shattered. In the West Bank, violence and displacement have surged. And in Lebanon, the most severe escalation since 2006 has left thousands dead and displaced tens of thousands more.

From Syria and Jordan to Yemen, Afghanistan, and Ukraine—conflict, displacement, trauma, and poverty are stealing child-hoods at a massive scale. Yet in the face of heartbreak, our teams never stopped showing up.

In 2024, the War Child Alliance rapidly expanded emergency responses, adapted to new conflict zones, scaled evidence-based mental health models, and deepened partnerships with local organizations. While funding was tight and staff morale was tested—especially amid the war in Gaza—we continued to serve over 1.9 million children, caregivers, and community members across the region with protection, education, mental health, and advocacy.

We also strengthened systems—hosting regional workshops, building grant management capacity, and rolling out Salesforce (Rafiki) trainings to support funding efforts and operational agility.

#### **Afghanistan**

In a country marked by crisis, isolation, and shrinking international aid, we reached over 55,000 people, including nearly 40,000 children, with protection, livelihoods training, and emergency support in Herat, Ghor, Badghis, Jawzjan, and Balkh. We're now recognized as a partner of choice by many government funding agencies and others—and we're stepping into climate advocacy too.

**2025 Plans:** Launch a country-specific localization strategy and diversify our funding portfolio to reduce dependence on the United Nations.

#### Lebanon

The conflict forced a fast pivot to emergency response. Despite displacement and violence, we reached 45,059 people with MHPSS, education, and child protection.



Children attend a psychosocial support and education program at a refugee settlement in Akar, Lebanon

We prioritized staff and community mental health with trauma-informed support and partnered with local organizations and the Ministry of Education to keep services going.

**2025 Plans:** Scale education and protection, deepen our work with the Ministry of Education and Higher Education, and push for policy changes that protect children's rights.

#### **Occupied Palestinian Territories**

Despite relentless violence and personal loss, our oPt team stood tall—delivering lifesaving care to over 1.4 million people across Gaza and the West Bank. We led the DRA Joint Response, launched a Telegram microlearning channel for frontline workers, and played leadership roles in the Education and Protection Clusters.



200 children participate in an open day planned with games, challenges, music and colors in Gaza

**2025 Plans:** Expand our emergency efforts and MHPSS leadership, prioritize team safety and wellbeing, and continue leading regional advocacy through our feminist "Reclaiming Radical Roots" platform.

#### Syria & Jordan

From political shifts to expanding access, we reached over 90,000 people—rolling out TeamUp, BeThere, and Can't Wait to Learn in previously inaccessible areas. We secured major EU and US government grants, opened a new office in Raqqa, and pushed our merger forward with operational clarity.

**2025 Plans:** Build our presence in Damascus, scale Can't Wait to Learn online, and deepen BeThere training for caregivers.

#### Ukraine

Amid one of the world's largest displacement crises, we provided mental health support to 85,619 children and adolescents and trained frontline workers on gender and disability inclusion. We expanded our partner base, launched new programs like ReachNow and Community Tales, and secured strong institutional support.



Children in Ukraine use a Can't Wait to Learn educational tablet

**2025 Plans:** Strengthen advocacy, support youth-led research, scale data-driven methods, and deepen our localization and partner capacity work.

#### Yemen

Against the backdrop of war, hunger, and aid cuts, we directly supported 23,179 people, helping 2,337 children return to school and training youth in entrepreneurship. We built classrooms, WASH facilities, and child-friendly spaces, and launched child protection training and community-led initiatives.

**2025 Plans:** Despite US funding cuts and terrorism designations, we'll keep building partnerships, mobilizing private support, and advancing our localization agenda.



# Childhood on Hold

Before the war, eight-year-old Adam's world was filled with simple joys—computer games, Maths lessons, playing with friends, and celebrating Ramadan with its lanterns and big family gatherings. Today, after more than a year of devastating conflict in Gaza, his only wish is for the violence to end.

When the bombs began falling, Adam—like more than one million other children in Gaza—was forced to flee. With his parents and four siblings, he left his home in the north for the south of Gaza, carrying nothing with him. "I used to play and have fun," Adam says. "Now, we have nothing. We live in a tent."

School, once Adam's favorite part of the day, is no longer possible. With 90% of school buildings in Gaza destroyed, education has ground to a halt. Instead, he spends his time helping his grandmother, fetching water, or waiting in hopes of finding children to play football with.

Thanks to donor support, War Child is providing vital aid in refugee camps, alongside educational kits and safe spaces where children like Adam can learn, play, and begin to heal. "They let us play, sing, draw and paint...We do lots of things!" he shares.

For Adam, these moments are precious—but his message remains clear: "Please help us put an end to the war."



Special Highlight

# **Emergency Response**









Tor Vogue Magainzine

In 2024, War Child and Children in Conflict responded with urgency and care to some of the world's most devastating crises—ensuring children caught in conflict zones received immediate support when they needed it most.

Thanks to the launch of the Children's Emergency Fund (CEF), our teams were able to act fast—providing mental health care, education, and protection to children in Gaza, the West Bank, Lebanon, South Sudan, Colombia, DRC, and beyond.

Whether distributing emergency supplies within days of an airstrike or creating safe learning spaces for displaced children, our teams showed up—again and again. With support from CEF and rapid fundraising across the Alliance, we reached over 500,000 people through emergency programming.

Highlights from the field:

**Gaza & oPt:** Reached over 180,000 people, despite severe access constraints, with psychosocial support, education, and direct relief.

**Lebanon:** Mobilized within hours of violence, delivering aid to shelters and launching expanded mental health services.

**DRC & South Sudan:** Expanded emergency support in response to escalating conflict and displacement, creating safe spaces and trauma support for children.

**Colombia:** Provided targeted education and psychosocial support to refugee children affected by both conflict and flooding.

**Sudan Regional Response:** Laid the groundwork for a full-scale response to support displaced Sudanese children across borders.

As we move into 2025, we're focused on scaling our emergency response capabilities—preparing for the next crisis before it hits and ensuring every child we reach receives not just aid, but dignity, healing, and hope.

R&D Advocacy Scaling

Highlights & Info

## War Child Alliance

## Program Quality

Everything we do is grounded in research, guided by children, and tested for impact. In 2024, we sharpened our focus on quality and accountability across the War Child Alliance. We rolled out new guidance on gender and inclusion, launched toolkits for our most effective interventions, and strengthened our safeguarding standards. We also continued to embed our Core Humanitarian Standard certification across every region, ensuring we're not just showing up—we're doing it responsibly, equitably, and with the highest standards of care. Looking ahead, we're scaling our Evidence-Based Methods (EBMs) with clear quality benchmarks so partners can deliver at scale without sacrificing excellence.

## Research & Development

We don't just guess what works—we prove it. In 2024, our research team advanced the evidence behind breakthrough programs like Can't Wait to Learn, TeamUp, and CORE. We secured major funding for new effectiveness studies and partnered with leading universities and donors to push the field forward. And we celebrated a major win: our team received the prestigious Yidan Prize for Education Development. In 2025, we'll deepen research into family mental health, stigma reduction, and localized solutions, ensuring that every child we serve benefits from rigorously tested tools that deliver real results.

## Advocacy & Influence

We can't stop war overnight, but we won't wait to protect children. This year, we spoke out for children trapped in escalating conflict in Gaza, Lebanon, and beyond. We pushed governments to deliver ceasefires, accountability, and increased humanitarian funding. Our youth-led advocacy expanded globally, with young people shaping the conversation from UN events to national policy debates. From pushing for reintegration programs for child soldiers to demanding digital education access in Ukraine and Uganda, we're not just responding to crisis—we're shaping the systems that cause or perpetuate it.





# Scaling & Expansion

There are nearly half a billion children living in conflict zones. We can't reach them all alone—so we're not trying to. Instead, we're scaling our proven methods through local and global partners, expanding our reach without diluting quality. In 2024, the Alliance raised over €10 million to support this effort, redefined our partnership model, and built systems that allow for faster, more adaptable program delivery. Programs like Can't Wait to Learn are now endorsed by governments and reaching 130,000+ children—proof that smart design and strong partnerships can drive massive impact.

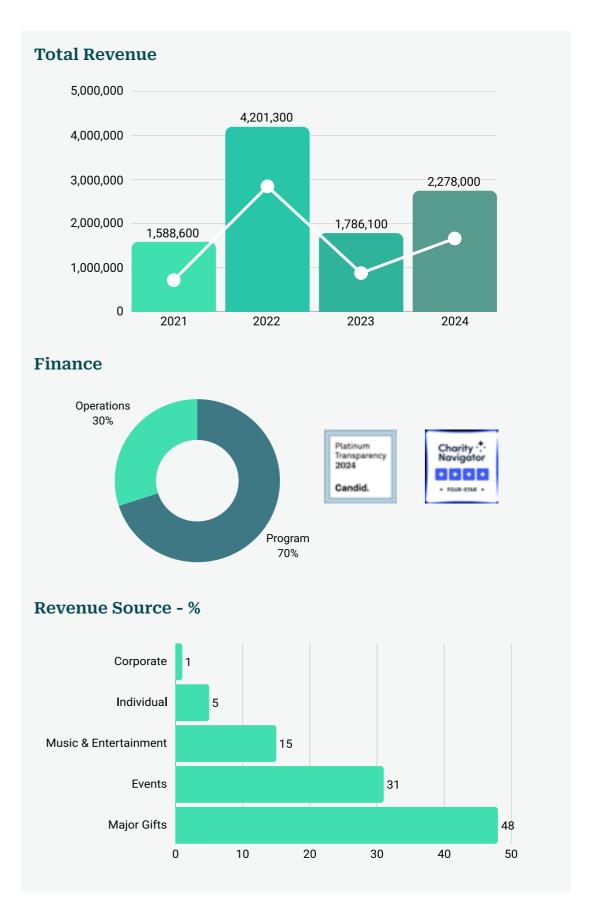
Finances Donors Highlights Team Boards Ambassadors

Highlights & Info

## At Home

## Financial Results 2024

In 2024, Children in Conflict achieved strong financial performance, reflecting the growing support for its mission to protect, educate, and empower children affected by war. The organization raised over \$2.7 million in revenue, driven by expanded donor engagement, successful fundraising events—including the flagship Wassail gala—and new strategic partnerships. Programmatic spending remained a top priority in 14 conflict-affected countries, ensuring critical access to education, child protection, and mental health services. Children in Conflict ended the year with a stable financial position, allowing for sustained impact and continued growth in 2025.



## Major Donors

**Looking Out Foundation** 

The Wilke Family Foundation

Soundwaves Art Foundation

Raymond Dalio

Patrick Healy

Live Nation

Kendra Scott

Pete Muller

Spielberg Family Foundation

**David Karp Foundation** 

### In-Kind Partners

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Veronica Beard

Fraiche Wine

Isla Beauty

Blake Brown Beauty

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Crown Affair

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#### Special Highlight

### Wassail









© Yvonne Tnt for Vogue Magainzine

#### **Record-Breaking Wassail Makes Waves**

It was a rainy December night, but Sony Hall was absolutely alive with energy as guests filled the room for the 2024 Wassail. Emceed for a second time by global media icon John Oliver, hosted by War Child global ambassadors Carey Mulligan and Marcus Mumford, and headlined by Mumford & Sons, the packed schedule featured both familiar faces and exciting new guests like Leon Bridges and Oscar Isaacs.

Far from just a night of entertainment, the true purpose of the event was clear - to help children around the world. A number of mission moments shed light on the work of Children in Conflict and War Child, and we are honored to announce the results; a record \$2.2 million raised.

A number of celebrity attendees from music, film, and the arts like Julianne Moore, Emily Blunt, John Krasinski, and Bowen Yang supported the program, earning a special feature in Vogue Magazine.

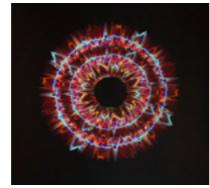
"The Wassail Gala was a powerful reminder of why we do this work: children living through war deserve joy, safety, and hope. Thanks to the generosity of our supporters, every dollar raised is helping turn that vision into reality," says Executive Director Kim McCall.

As Children in Conflict, we want to extend a very special thank you to War Child UK for their support at every step, as well as to War Child Global Ambassadors Carey Mulligan, Marcus Mumford, and Brandi Carlile for making it possible.

#### Special Highlight

### Music









# Kim McManus Photography

#### **Returning to our Roots with Music**

From concert halls to living rooms, Children in Conflict has long been lifted by the generosity of the music and entertainment community, whose support reminds us that when people come together, change is possible. Here are some 2024 highlights, for which we are deeply grateful.

British indie rock phenoms Glass Animals dedicated the North American leg of their tour to Children in Conflict, raising \$146,000 for our work.

War Child Global Ambassador, Brandi Carlile, continues to use her voice to support our programs. Through her Looking Out Foundation, Brandi raised over \$658,000 for our work in Gaza.

The Soundwaves Art Foundation, which auctions signed visualizaitons of hit songs, continues to create incredible impact. Major signings of 2024 included Hans Zimmer, Moby, The Killers, Steve Vai, Fleetwood Mac, and many more.

One of Children in Conflict's first home-grown concerts, celebrating Day of the Girl 2024, combined music and comedy to raise funds and bring awareness of our work to New York City's happening entertainment culture.

Soho Sessions, intimate VIP music performances in New York's SoHo neighborhood, hosted Amos Lee for a special performance benefitting Children in Conflict.

### Our Team



Kim McCall, PhD

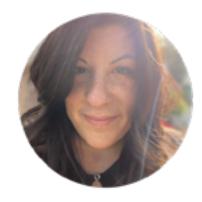
Executive Director



**Jodi Murphy**Director of Development



Jim Benner
Global Music Lead



**Lynette LaRocca**Special Events Manager



Vincent de Gravelles

Marketing & Comms. Manager



Jason Zuckerman

Development Associate

## Board of Directors

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Paul Adams

Elizabeth Edelman

Denise Melanson

Kirk Sommer

Susan Bank

Mark Gillespie

Victoria Petrovsky

Izvor Zivkovic

Jim Glancy

Marissa Smith

### Ambassadors

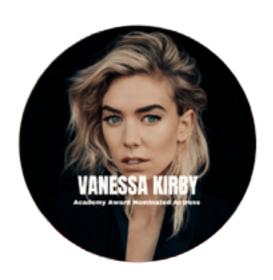












## Final Thoughts

We're stepping into 2025 with big plans and even bigger ambition. From scaling our programs to launching new emergency responses, we're ready to meet the moment—and the millions of children who need us. Our focus is clear: reach more kids, faster, with the quality care they deserve.

With your continued support, we'll deepen our impact, expand our reach, and raise our collective voice for children in conflict zones around the world. Because every child deserves safety, support, and the chance to dream beyond war.

Join Us for What's Next

Thank you for standing with us. Your generosity powers every breakthrough and every moment of hope. Let's keep the momentum going. Donate, advocate, spread the word—because together, we can help restore childhoods.

Kimberly McCall, PhD

Executive Director Children in Conflict **Christopher Adell** 

Chairman

Board of Directors

Join us for what's next

Website | Email Us | Instagram | Facebook | LinkedIn | X 1460 Broadway, New York, New York 10036

