

"We didn't study this community. We lived it."

A community marketing firm rooted in lived experience — connecting family-serving organizations to the people they care about most.

100K+

Engaged Community Followers

1M+

Families Reached via WIC Cookbook

7

Service Areas for Mission-Driven Orgs

LES

Free Cooking Classes, Lower East Side NYC

WHO WE ARE

For the Family NYC was not built in a boardroom. It was built at a kitchen table — by a mother navigating the WIC Program, sharing what she learned so other families wouldn't have to figure it out alone.

That origin story became a published cookbook that reached millions. Then a free cooking class. Then a marketing practice serving organizations who care about reaching families with the same intentionality we bring to every class.

We don't just know families — we're raising them, feeding them, and advocating for them every day.

OUR DIFFERENTIATORS

- Community-First Credibility**

Built from lived experience as a WIC family — we speak the language because we lived it.
- Authentic Trust at Scale**

100K+ followers who engage because we showed up for them first — that loyalty transfers to every partnership.
- End-to-End Execution**

From strategy through live events, we work independently while ensuring communication and goals are always met.
- In-Person & Digital Integration**

Rare combination of on-the-ground community presence and full-service digital capability.

CORE COMPETENCIES

Social Impact Campaigns

End-to-end campaign strategy and execution for organizations driving community change — from planning to live event production to integrated social.

Social Media Management

Full-service presence across Instagram, TikTok, YouTube, and LinkedIn — content, community building, campaigns, and monthly reporting.

UGC & Creator Cohort Campaigns

Community-driven storytelling at scale through our 100K+ following and curated cohorts of mission-focused creators.

Email Marketing & Newsletters

Strategy, design, and management of email channels — journey mapping, segmentation, and list growth that turns subscribers into community members.

Community Outreach & Events

On-the-ground outreach and event production — Back to School, enrollment campaigns, partner activations. We build the in-person trust your digital work can sustain.

Policy & Public Advocacy

Strategic marketing for policy initiatives impacting families — reproductive health, childcare funding, civic engagement, and app store accountability.

Flagship Program: Grown-Up & Me Cooking Classes

Free, bi-monthly cooking classes on the Lower East Side where families cook a meal together. All ingredients covered. All skill levels welcome. For brands and organizations, this is a direct opportunity to reach engaged NYC families in a warm, trusted, in-person setting.

Center for Wellbeing & Happiness, LES Free for families Sponsorship opportunities available

“They helped us execute events, create collaborations, and brought new ideas to the table. For the Family NYC is a great partner because they are able to work independently while ensuring that communication is met and goals are reached.

— PROSPECT GYMNASTICS

AREAS OF FOCUS

WIC & NUTRITION PROGRAMS FAMILY SERVICES REPRODUCTIVE HEALTH CHILDCARE POLICY
 CIVIC ENGAGEMENT COMMUNITY HEALTH EDUCATION & ENROLLMENT BACK TO SCHOOL
 YOUTH PROGRAMS FOOD ACCESS PARENT SUPPORT NONPROFIT ORGS