

Mayor Adams to Deliver Additional \$3 Million in Cash Assistance to Bronx Fire Victims

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BronxWorks Chosen to Disburse Remaining Funds, Provide Case Management Services

NEW YORK – New York City Mayor Eric Adams and the Mayor’s Fund to Advance New York City (Mayor’s Fund) today announced that an additional \$3 million in cash assistance will be made available to assist over 150 households impacted by the Twin Parks fire in the Bronx on January 9. Trusted community partner BronxWorks has been chosen to distribute the \$3 million in cash assistance and will receive an additional \$500,000 in funding to provide services and longer-term support over the next 12 months to those affected. This work will supplement and build on the case management services and support BronxWorks has already been providing to residents for the last two months. Since the fire, the Mayor’s Fund has raised a total of \$4.4 million between monetary and in-kind donations, approximately \$937,000 of which has been spent so far on cash assistance, food, burial services, and more.

“New York City made a vow to help the more than 150 families who suffered through the unspeakable tragedy at Twin Parks, and we are continuing to deliver on that promise day after day,” said **Mayor Adams**. “These families will soon see an additional \$3 million begin to roll into their pockets to help them with food, housing, household items, or anything else they lost. But we are in this for the long haul, since picking up the pieces will not come easy, so we’ve chosen BronxWorks to cut the bureaucratic red tape and provide those affected with wraparound services over the next 12 months to help get families back up on their feet. I want to thank Bronx Borough President Gibson and the numerous other elected officials, community groups, and individuals for helping to raise a total of \$4.4 million so far and providing their invaluable support and commitment to the families affected.”

“Immediately following the horrific five-alarm fire at Twin Parks on January 9th, New Yorkers stepped up to help their neighbors,” said **Bronx Borough President Vanessa**

L. Gibson. “Our office has been working together, in partnership, with our colleagues in government and many community groups to provide needed services to the impacted families. Today’s announcement of the rollout of an additional \$3 million in direct cash assistance to our families is an important step of progress that recognizes the ongoing needs of our displaced families. BronxWorks has once again stepped up to provide both short-term and long-term assistance and counseling for our families in need. I want to thank Mayor Eric Adams and his administration for their commitment. I want to recognize Hot 97, WBLS, Fat Joe, Remy Ma, A-Boogie, Cardi B, TT Torrez, and our hip-hop community for their efforts and using their voices to support our Bronx residents. As the borough president, I am so grateful and overwhelmed by the numerous acts and expressions of love and support for Twin Parks residents and families. We have a lot of work ahead and will continue to support the long-term needs of our residents and families. Thank you to everyone for helping our neighbors in need during this tragedy.”

“In the face of a terrible tragedy, the Mayor’s Fund quickly responded by establishing the Bronx Fire Relief Fund — giving business, philanthropic, and community partners a way to support their friends and neighbors in need,” said **Deputy Mayor for Strategic Initiatives Sheena Wright, chair, Board of Directors, Mayor’s Fund to Advance New York City.** “We are grateful to our chosen community partner, BronxWorks, for their tireless efforts to assist affected families, and we also want to thank Borough President Gibson for her relentless advocacy on behalf of her constituents. We hope this additional relief eases some of the tremendous burdens facing affected families.”

“Our partnership with BronxWorks ensures that the individuals and families affected by the Twin Parks fire in the Bronx get the funds so generously donated by New Yorkers and people around the country, while also receiving vital long-term support as they rebuild their lives,” said **Daniele Baierlein and JL Paniagua Valle, co-executive directors, Mayor’s Fund to Advance New York City.** “We are incredibly grateful to every donor who answered the call for help and to BronxWorks for providing outreach and services since day one.”

“Since January, BronxWorks has provided ongoing case management services to families affected by the fire to assist them in rebuilding their lives after this devastating and traumatic event,” says **Eileen Torres, executive director, BronxWorks.** “We are grateful to Mayor Adams and the Mayor’s Fund for bolstering this response and engaging with us to ensure families have the long-term support they need.”

“When Mayor Adams and the Mayor’s Fund mobilized after the Bronx fire tragedy, New Yorkers responded immediately,” said **Rob Speyer, chair, Mayor’s Fund Board of Advisors; and president and CEO, Tishman Speyer**. “We are grateful that the Mayor’s Fund is able to support the families affected by the fire. Our partnership with community-based organizations will ensure that we can provide direct assistance where it continues to be needed. Our thoughts and prayers remain with all of the families impacted.”

“The Bronx is my home, and I’m always going to look out for my people, and if I can use my voice and my network to help support the Bronx, I’m going to do just that!” said **Fat Joe**. “Peace to the hip-hop community for stepping up and showing love to the Bronx.”

Immediately after the fire, the Mayor’s Fund established the Bronx Fire Relief Fund to provide supplies and relief to the families affected by the fire. Today’s contract with BronxWorks has two primary goals: first, to provide cash assistance to the families impacted by the fire, and second, to provide ongoing case management for families, while also connecting them to other resources and benefits that may provide them additional government benefits in the future.

BronxWorks has been on the ground providing services since January 9, and their case managers are well situated to provide comprehensive services tailored to each family’s specific needs. As part of today’s contract, case managers from BronxWorks will engage families for a complete 12-month period, or until families cease engagement with them, and will serve as a single point of contact, so that those impacted do not need to contact multiple agencies and organizations for different needs. Specifically, BronxWorks will conduct needs assessments and assist those affected by the fire to access services, benefits, and resources, including those related to mental and physical health, legal services, financial counseling, benefits, job training and employment services, childcare, food pantries/grocery store cash cards, and other needs.

The city is also making La Central — a new, mixed-use, affordable housing development located in the Melrose neighborhood of the Bronx — available to those residents who want to relocate there. The city, the American Red Cross, and Twin Parks property owner Bronx Park Phase III Preservation LLC have extended hotels for the impacted families of the fire through April 7, 2022. Families wishing to relocate to La Central or move back into Twin Parks are being provided financial assistance in the form of moving credits and furniture credits through CVR and BronxWorks. In addition to

the support provided by the city and other groups, Bronx Park Phase III Preservation LLC has distributed \$5,000 of financial assistance per household to residents.

“We, like all New Yorkers, were devastated by the news of the Twin Parks fire earlier this year,” said **Mindy and Jon Gray, co-founders, Gray Foundation**. “We are proud to join BronxWorks and the mayor in this effort, and our hearts go out to the families who were impacted.”

“New York City comes together not only in good times but also in times of need,” said **Rich Constable, executive vice president, global head of government affairs and social impact, Madison Square Garden Entertainment Corp (MSG)**. “MSG is proud to support the Bronx Fire Relief Fund, and we are grateful to the Mayor’s Fund for all they have done, and continue doing, to help families impacted by this tragedy.”

“Mayor Eric Adams and the Mayor’s Fund to Advance New York City quickly mobilized relief efforts to provide direct assistance to families impacted by this truly tragic event,” said **Bryan Grimaldi, vice president, corporate affairs, National Grid New York**. “Everyone stepped up to give the families and the community the support they need, and National Grid was proud to join forces to help in any way we can.”

“This horrific fire devastated a community, and we are committed to supporting the Mayor’s Fund and to doing our part to assist the families of those who perished and all those who survived yet lost so much,” said **Steven R. Swartz, president and CEO, Hearst; and co-chair, Partnership for New York City**.

“The Mayor’s Fund responds quickly and effectively to tragic situations in the city, providing businesses and individuals with a reliable means to channel contributions to families in need,” said **Kathryn Wylde, president and CEO, Partnership for New York City**.

“The tragic loss of life and devastation caused by the Bronx fire is inconceivable. Our hearts go out to the families and the entire community impacted,” said **Brad Silver, managing partner, PricewaterhouseCoopers New York**. “New York is a resilient city, and we are strongest when working together. We view our communities as an extension of our workplace and are proud to support the Bronx Fire Relief Fund, providing necessary resources when our city needs it the most.”

“While this tragedy may have disappeared from the headlines, the families impacted are still suffering,” said **Reverend Phillip A. Jackson, rector, Trinity Church Wall Street**. “We are committed to helping our neighbors in the Bronx in concrete and tangible ways through this funding to help them rebuild their lives.”

“When tragedy strikes, communities need to come together to support and make a difference for those most deeply impacted,” said **Suzanne Shank, CEO, Siebert Williams Shank**. “Through the Mayor’s Fund to Advance New York City, the Siebert Williams Shank Foundation hopes to meet some of the desperate needs of the families and all of the victims who have suffered so much since this tragic incident.”

Mayors Adams and the Mayor’s Fund wish to thank Bronx Borough President Gibson, the numerous other elected officials, the state of New York, CVR, BronxWorks, and community advocates for their partnership with the city over the last two months to support the needs of residents, including by providing them choices for long-term housing.

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