

MAYOR'S FUND TO ADVANCE NEW YORK CITY

ANNUAL REPORT 2008-2009



Michael R. Bloomberg, Mayor
Rob Speyer, Chair
Megan Sheekey, President

MESSAGE FROM MAYOR BLOOMBERG

The Mayor's Fund to Advance New York City has played a major role in our Administration's efforts to tackle the City's toughest problems with bold new solutions – and improve New Yorkers' quality of life. By bringing the public and private sectors together, the Mayor's Fund has allowed us to make the most of the great civic spirit that New Yorkers in all five boroughs share. And in these tough times, it has been a critically important partner in our work to support struggling New Yorkers – whether they're homeowners having trouble making mortgage payments, or parents needing a safe, supportive place for their children to go after school.

In 2008, the Mayor's Fund and the City of New York launched a number of innovative new programs, including \$aveNYC, Green Carts, and Fun Food, Smart Food. These, and many other public programs supported by the Mayor's Fund, are making our City stronger and healthier.

On behalf of New York City's 8.3 million residents, I applaud the Mayor's Fund on its continued success, and I thank all of its supporters for their commitment to building an even greater City.



Michael R. Bloomberg
Mayor



LETTER FROM THE CHAIR AND PRESIDENT

Dear Friends:

As the most populous city in the United States and host to over 45 million visitors each year, New York faces unprecedented challenges to meet the needs of its residents and care for its vast environment. As government cannot—and should not—do it alone, the Mayor's Fund is dedicated to creating strong partnerships between the City and the private sector to make New York an even better place to live, work, and visit.

The importance of our work has been made even more evident over the past year as economic challenges increased the need for services and required innovative solutions. This report highlights just a few of the over 70 public programs currently supported by the Mayor's Fund.

In 2008 the Mayor's Fund received a 4-star rating for the second consecutive year from *Charity Navigator* for being one of the most fiscally responsible and efficient charities in the nation. We are pleased to once again receive this recognition of our work.

Our achievements would not be possible without the generosity of our board members and supporters, old and new. We could not do it without you!

Sincerely,

A handwritten signature in black ink, appearing to read "Rob Speyer".

Rob Speyer
Chair

A handwritten signature in black ink, appearing to read "Megan Sheekey".

Megan Sheekey
President

ABOUT THE MAYOR'S FUND

The Mayor's Fund to Advance New York City is a 501(c)(3) nonprofit organization dedicated to aiding City programs. Established in 1994 (formerly Public-Private Initiatives), the Mayor's Fund serves as an important vehicle for individuals, foundations, and corporations to enhance the lives of New York City's residents.

By working closely with City agencies, including the Departments of Housing Preservation & Development, Consumer Affairs, Parks & Recreation, and Youth and Community Development, the Mayor's Fund is uniquely positioned to address the needs of New Yorkers through innovative partnerships.



2008-2009 PROGRAM HIGHLIGHTS

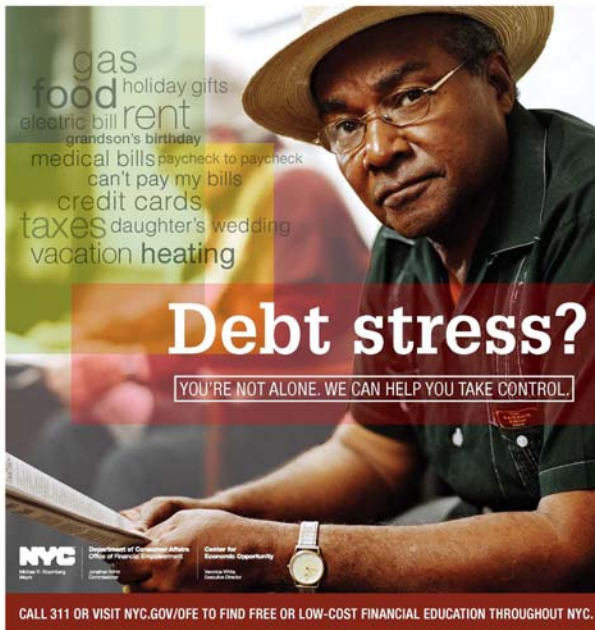
Financial Empowerment Centers



With private support, the Department of Consumer Affairs' Office of Financial Empowerment (OFE) opened its first Financial Empowerment Center in the Melrose section of the Bronx in June 2008. This free one-on-one financial counseling and coaching center offers services focusing on money management, budgeting, understanding and managing credit and debt, and knowing one's rights as a consumer. In its first year, the Bronx center served more than 250 clients and provided over 460 counseling sessions.

In 2009, Mayor Bloomberg announced plans for a total of six centers, beginning with three new centers in Bedford-Stuyvesant, Washington Heights, and Jamaica. Each new center is expected to conduct approximately 6,000 counseling sessions per year. Major supporters include: Citibank, Capital One, H&R Block, F.B. Heron Foundation, Jackson Hewitt and Corporate Fuel Advisors.

ONE NEW YORKER'S STORY...



gas
food
electric bill
rent
grandson's birthday
medical bills
paycheck to paycheck
can't pay my bills
credit cards
taxes
daughter's wedding
vacation heating

Debt stress?

YOU'RE NOT ALONE. WE CAN HELP YOU TAKE CONTROL.

NYC Department of Consumer Affairs
Office of Financial Empowerment
Center for Economic Opportunity
Financial Literacy
Financial Wellness

CALL 311 OR VISIT NYC.GOV/OFE TO FIND FREE OR LOW-COST FINANCIAL EDUCATION THROUGHOUT NYC.

Alfonso, a resident of Morris Heights, wanted to learn about his debts because he had been contacted by creditors that he did not recognize. Working with the Financial Empowerment Center, Alfonso learned not only about legitimate debts that were being attributed to him on his credit reports, but also that he had been the victim of identity theft during the last two years. Counselors examined credit reports, located debts and creditors, wrote inquiry and dispute letters, and contacted alleged creditors to inform them of the identity theft.

With the ongoing help of OFE, Alfonso has successfully identified his financial challenges and he is on a path towards stability and independence.



\$aveNYC is a unique savings account for New York City residents to take advantage of their tax refund and increase their savings. During the 2009 tax season, \$aveNYC accounts were offered to Earned Income Tax Credit (EITC) recipients and at select Volunteer Income Tax Assistance (VITA) locations.

Families living in New York City with dependents who earn less than \$45,000 or individuals who earn less than \$20,000 per year are eligible to open a \$aveNYC account. When a deposit is maintained in the \$aveNYC account for at least one year, the program will match it 50%, up to \$250, provided the balance of the account is no less than the original deposit.

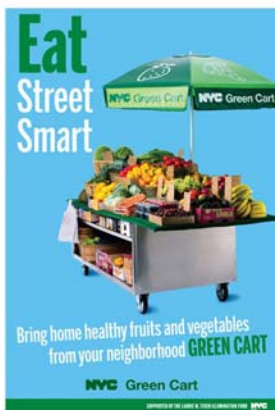
\$aveNYC allows tax filers the opportunity to watch their savings grow while also teaching New Yorkers the importance of maintaining a savings account. This program is possible through donors including Living Cities and the Aspen Institute.

Green Carts

In an effort to increase New Yorkers' access to fresh, high quality produce, the City committed to increasing the number of Green Carts on city streets. These Green Carts sell only fruits and vegetables and operate exclusively in the neighborhoods that need them most.

Led by the Office of the Food Policy Coordinator and the Department of Health and Mental Hygiene, the project aims to increase consumption of fresh fruits and vegetables by at least 75,000 New Yorkers per year in targeted neighborhoods to prevent diseases attributed to low consumption of fresh food, including diabetes, heart disease, cancer, high blood pressure, and many other illnesses. The Green Cart initiative also provides entrepreneurial opportunities, credit, and business training to the residents who operate the carts. One thousand Green Cart permits are being phased in over two years.

A donation from the Laurie M. Tisch Illumination Fund helped to create a branded, functional cart, a dedicated supply chain from a nonprofit wholesaler, a loan fund for cart operators, and a coordinated marketing approach.



Fun Food, Smart Food

Fun Food, Smart Food is a 12-week cooking and nutrition program for middle school-age youth (grades 5-8). It empowers young people to develop knowledge of and love for cooking, become conscious consumers, and make healthy food choices. The series of two-hour classes are held at City-funded after-school sites and include both hands-on cooking and a stimulating nutrition discussion. Fun Food, Smart Food launched in January 2009 in East/Central Harlem and Central Brooklyn and is expanding in fall 2009.

The program is a collaboration between the Department of Youth and Community Development and the Children's Aid Society, in partnership with the Department of Health and Mental Hygiene, Department of Parks & Recreation and the Office of the Food Policy Coordinator. A grant was provided by Jessica Seinfeld to support the program and in-kind contributions from FreshDirect and Baby Buggy were secured for additional needs.



IN THEIR OWN WORDS...

"I like taking the groceries home because I get to practice making what we have made in class. So far I've made the vegetable stir-fry and with the other vegetables I made soup."

- Ann, student at
Union Settlement



"Time and again I have had students tell me at the beginning of class that they don't like a certain vegetable, but by the end of class when the dish is prepared, they eat it and love it. This tells me that if kids can have a hand in making some of the food they eat, they will become much more open to trying and liking new food."

- Anastasia Wilkerson, culinary instructor at
Cypress Hills & St. John's Recreation

"I have a lot of fun in the classes. We get to teach and learn at the same time. I've learned a lot about how to eat better, and I get to pass that down to the kids."

- Andrell Butler, trainee at St. John's Recreation

MillionTreesNYC



MillionTreesNYC, an initiative of Mayor Bloomberg's PlaNYC sustainability agenda, exceeded all expectations in its first year. By June 2009, the City and its MillionTreesNYC partner the New York Restoration Project, celebrated the planting of over 200,000 trees, putting the initiative well on its way to planting

one million trees throughout New York City by 2017. Contributions made to the Mayor's Fund are helping to support plantings on publicly accessible properties including New York City Housing Authority campuses, schoolyards and playgrounds, hospitals, cultural institutions, and public libraries.

Volunteers are a critical component of reaching MillionTreesNYC's planting goals. On April 25, 2009 over 1,750 volunteers came out and planted more than 20,000 trees throughout the five boroughs.

To support MillionTreesNYC, the Mayor's Fund launched the MillionTreesNYC Training Program in November 2008. This "green collar" job program offers paid on-the-job training in horticulture, forestry and landscape design to unemployed young adults ages 18-24 who are not enrolled in school or on a career path. The pilot program is one of the over 40 innovative programs of the Mayor's Center for Economic Opportunity (CEO) to reduce the number of New Yorkers living in poverty. In recognition of the innovative design of the program, the U.S. Department of Agriculture awarded the Mayor's Fund \$2 million to support full-time positions for the graduates. Other major contributors include David Rockefeller, Bloomberg Philanthropies, Sting and the Police, the Altman Foundation and CIT.

milliontreesNYC
A PLANYC INITIATIVE WITH NYC PARKS AND NEW YORK RESTORATION PROJECT

WORDS OF THANKS...



"For the first time in my life, I find myself actually wanting to wake up early in the morning just to see what I am going to learn next. Every day is a good day because not only am I excited about what I am learning, but I am also happy because my co-workers and I, through the help of the MillionTreesNYC Training Program, are getting the opportunity to not only better our lives, but to also better the lives of the communities we serve."

— Quinel Kendricks, Program graduate, age 20



To make volunteerism and serving the community easier, Mayor Bloomberg launched NYC Service on April 20, 2009.

NYC Service is comprised of nearly 40 initiatives that allow New Yorkers to connect to service opportunities and create volunteer programs that address New York City's critical needs. NYC Service also helps non-profits and public agencies to use more volunteers effectively, promotes service as a core part of what it means to be a resident of the City of New York, and measures progress while creating accountability for results. Founding support for the program was provided by David Rockefeller, Bloomberg Philanthropies, The Carnegie Corporation of New York, the Laurie M. Tisch Illumination Fund, and The Lizzie and Jonathan M. Tisch Foundation.

In response to President Obama's national call to service, NYC Service also promotes the critical role American cities play in this national movement to increase community involvement.

As part of the NYC Service initiative, Mayor Bloomberg created NYC Civic Corps, which will match over 200 individuals with local public and nonprofit organizations to help build sustainable volunteer programs. The NYC Civic Corps is a partnership with the Corporation for National and Community Service and its AmeriCorps VISTA program.

Greater NY

Greater NY is one of a series of initiatives announced by the Mayor on April 6, 2009 to help nonprofit organizations address current challenges. These initiatives aim to reduce nonprofit organizations' fixed costs, expand loan programs, enhance the responsiveness and efficiency of City contracting procedures to speed payments, and build new partnerships to help foster stronger nonprofits.

Spearheaded by private sector leaders, Greater NY is a strategic partnership program that pairs business executives with nonprofit executive directors in an effort to build stronger and more effective nonprofits. Through two-year, one-on-one partnerships, leaders work together to develop and implement innovative solutions to challenges faced by nonprofit organizations.

Over 35 executives to date are contributing to these unique partnerships and innovative projects of the partner nonprofit organizations.

"No one business, for profit or non-profit, is immune from a new financial world order. Both sectors have so much to share with each other and these partnerships through the Mayor's Fund could yield new models of social service delivery."

- Cheryl Effron, Board Member and
Co-Founder of Greater NY

greater**ny**

Supportive Housing



The Mayor's Fund is helping to advance the development of two supportive housing projects for low-income residents, coordinated by the New York City Department of Housing Preservation & Development. A grant provided by The Betty & Norman F. Levy Foundation helped to provide critical pre-development costs of the projects, including environmental reporting to allow construction to begin in December 2008.

The first project, a partnership with the Fortune Society, is a new 114-unit apartment building (rendering above) in West Harlem providing affordable housing and supportive services for individuals and families adjusting to life after a period of incarceration. The project is expected to be completed in 2011.

The second supportive housing project is in partnership with the Bowery Residence Committee. The Liberty Avenue project is a three-story building in East New York offering units for employed men and women living in the adult shelter system, as well as units for families in need. The project is expected to be completed in the summer of 2010.

RAISING AWARENESS...

To help strengthen City programs and outreach campaigns, the Mayor's Fund continues to forge creative partnerships.

For the second consecutive year, the New York Jets helped to convey important public service announcements that aired on radio stations and City hold lines. The messages featured topics such as the importance of healthy eating, bicycle safety, and supporting the City's public schools and teachers.



Hi, I'm Wallace Wright of the New York Jets. Getting around the city on a bike is fun, fast, and good for your body and for the environment. Just be sure to wear a helmet – and whether you're biking or driving, be sure to use your head. Every year in New York City, we have 3,000 collisions between cyclists and motorists because someone wasn't paying attention. There's a simple thing everyone can do to stop these collisions. LOOK. For more information on safer cycling, call 311.

Members of the New York Knicks lent a helping hand to the MillionTreesNYC campaign and are supporting Parks & Recreation programs for youth throughout the city.

"I am proud to participate in MillionTreesNYC alongside the many community and youth volunteers to achieve the City's ambitious tree planting goals. And I speak for the entire Knicks organization when I say that we are committed to partnering with New York City and the Mayor's Fund on unique programs like this one to benefit New Yorkers."



-John Starks, former New York Knicks player

EVENT HIGHLIGHTS

Brooklyn Bridge 125th Anniversary



In May 2008, New York City marked the 125th anniversary of the Brooklyn Bridge with a 5-day celebration of its prominence as a feat of modern architecture, while highlighting the cultural diversity of the boroughs it unites. The festivities kicked off with a public birthday party at the Empire-Fulton Ferry State Park in Brooklyn with live music by the Brooklyn Philharmonic and a Grucci Fireworks presentation. A light installation featuring a colorful array spanning the length of the Brooklyn Bridge illuminated the city skyline each evening from May 22nd through May 25th.

With the support of contributors, New Yorkers also enjoyed a weekend of family-friendly activities in Brooklyn and Manhattan including concerts, a film series, lectures, children's readings, dance performances, and a bike tour.

Summer Streets



For three Saturdays in August 2008, portions of New York City streets were shut down for six hours at a time so residents could experience the city free of traffic. This program, NYC Summer Streets, was commissioned by the Department of Transportation and stretched from the Brooklyn Bridge all the way up to East 72nd Street near Central Park. Summer Streets allowed New Yorkers to wander freely along the normally busy streets and hosted a variety of activities including music, bike riding, dancing, and exercise classes.

The Summer Streets program was such a hit with New Yorkers that the Department of Transportation is planning to continue and expand the program in summer 2009.

NYC Waterfalls



In the summer of 2008 artist Olafur Eliasson presented *The New York City Waterfalls*, a temporary public art project commissioned by the Public Art Fund, and presented in collaboration with the City of New York and the Mayor's Fund to Advance New York

City. The *Waterfalls* were on view at four sites on the shores of the New York waterfront: the Brooklyn anchorage of the Brooklyn Bridge; the Brooklyn Piers; Pier 35 in Lower Manhattan; and on the north shore of Governors Island.

Nearly 1.4 million people experienced *The New York City Waterfalls* from a special vantage point, a ferry or tour boat. Twenty-three percent of viewers (more than 320,000 people) made their first trip to the Lower Manhattan or Brooklyn waterfront to experience the exhibit.

The New York City Waterfalls had an estimated economic benefit of \$69 million, well exceeding the initial City estimate.

Fete de Swifty



Each fall the Mayor's Fund hosts the annual Fete de Swifty benefit to raise critical support for a City program. Since 2006, the event's proceeds have been dedicated to the Family Justice Center Initiative, serving victims of

domestic violence and their families. With the help of this benefit, a third Center will be opening in the Bronx soon. In 2008, Mayor Bloomberg and Fete Founder Liz Smith welcomed Nicole Kidman, Calvin Klein and Mariska Hargitay as Honorary Chairs. The Mayor's Fund is grateful for its many loyal supporters who help to make this event such a success each year.

FINANCIAL INFORMATION

The Mayor's Fund to Advance New York City relies heavily on the generosity of individuals, foundations, and corporations. Contributions received are invested in short-term and multi-year programs to benefit residents of New York City. The Mayor's Fund does not retain an administrative fee and dedicates 100% of donations to program expenses. Operational expenses are provided by the City of New York through a contract for services.

In Fiscal Year 2008, the Mayor's Fund raised \$42.8 million to support innovative City initiatives.

Financial Statements

	Fiscal Year 2008 July 1 - June 30	Fiscal Year 2007 July 1 - June 30
Support and Revenue		
Contributions & Grants	\$42,781,880	\$23,141,847
Operating Expenses		
Program Services	\$36,641,243	\$13,233,115
Management and General	\$171,358	\$140,158
Fundraising	\$76,445	\$47,507
Total Operating Expenses	\$36,889,046	\$13,420,780
Operating Income	\$5,892,824	\$9,721,067
Non-Operating Revenue	\$1,417,435	\$1,310,627
Change in Net Assets	\$7,310,269	\$11,031,694

Chart from Fiscal Year Ending June 30, 2008 Independent Audit
Complete Audit available upon request

MAYOR'S FUND BOARD MEMBERS AND STAFF

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*As of June 2, 2009

Staff

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Casey Cunningham
Melissa Jones
Jenny Sharfstein
Megan Sheekey
Cindy Tom

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Donations can be made by mail or via our website:

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One Centre Street • 23rd Floor
New York, New York 10007
www.nyc.gov/fund

Phone: 212.788.7794

Fax: 212.669.8484

For general City questions or information,
please call 311 (212.NEW.YORK outside of NYC)
or visit www.nyc.gov.

“The Mayor’s Fund has set a new standard for how cities can use philanthropy to advance innovative public policies.”

-Mayor Michael R. Bloomberg

MAYOR'S FUND TO ADVANCE NEW YORK CITY

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