

## MAYOR'S FUND TO ADVANCE NEW YORK CITY NEWSLETTER

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### ANNUAL GIFT GIVING GUIDE



This holiday season, the Mayor's Fund invites you to give gifts to family, friends and co-workers that will also touch the lives of other New Yorkers. When you contribute to a NYC public program through the Mayor's Fund, we will send a letter detailing your gift to the recipient. Here are a few ideas...

#### *A \$100 donation will:*

- Plant a tree in a park and help us reach the goal of MillionTreesNYC by 2017.
- Fund 4 "Fresh Start Kits" for runaway homeless youth.
- Provide a stroller or a two-month supply of diapers and wipes to a domestic violence victim at one of the City's Family Justice Centers.

#### *Donate Your Blank for Good:*

Contribute your talent, time and energy by volunteering through NYC Service. Current NYC Service volunteer opportunities include helping at food pantries and soup kitchens, outreach efforts to educate New Yorkers about the flu and vaccination, or mentoring a middle school student. Go to [www.nyc.gov/service](http://www.nyc.gov/service) to get involved.

USE YOUR  
BLANK  
FOR GOOD

For these and many more gift ideas, or to donate online, go to [www.nyc.gov/fund](http://www.nyc.gov/fund) or call us at 212-788-7794.



### BECOME A FAN OF THE MAYOR'S FUND

We continue to update the Mayor's Fund Facebook page. Visitors can view pictures, browse links to news stories about innovative City programs, and receive information and details about upcoming events. Check out our page and become a fan!

## MILLIONTREESNYC CELEBRATES 250,000TH TREE AND PLANTS OVER 20,000 TREES IN ONE DAY



On October 5, MillionTreesNYC celebrated its two-year anniversary by planting tree number 250,000 at the home of Sharon and Thomas Stoney in St. Albans, Queens. At the announcement, Mayor Bloomberg and Bette Midler launched a new “Put Down Roots” pilot program encouraging New York City homeowners to plant trees in their front and backyards as part of NYC Service. Homeowners wanting to participate or find out about upcoming tree giveaways should go to [www.milliontreesnyc.org](http://www.milliontreesnyc.org). At each tree giveaway event, information is provided to teach New Yorkers how to plant and care for a tree.



On October 24, more than 1,000 volunteers planted 20,703 trees throughout the five boroughs, bringing the total number of trees planted since October 2007 to nearly 300,000. This year the MillionTreesNYC Fall Planting Day coincided with the semi-annual *It's My Park Day* sponsored by Partnerships for Parks, a joint program of the City Parks Foundation and the Parks Department. *It's My Parks Day* organized an additional 4,000 volunteers to help paint fences, paint and clean up parks, making the day the largest fall volunteer event in New York City.

While the planting season is now coming to a close, there are still many opportunities this winter to care for our newly planted trees this winter through the MillionTreesNYC Stewardship Corps. Go to [www.milliontreesnyc.org](http://www.milliontreesnyc.org) to sign up and stay turned for the spring season planting season opportunities beginning in March!

## MAYOR LAUNCHES NYC° COOL ROOFS WITH AL GORE



On September 24, Mayor Bloomberg and former Vice President Al Gore launched NYC° Cool Roofs, an NYC Service initiative to coat the roofs of NYC buildings with reflective white paint. A “cool roof” absorbs 80 percent less heat than a dark roof and can lower the rooftop temperature by 60 degrees and the indoor temperature by 10-20 degrees. The Cool Roofs pilot kicked off in Long Island City, a neighborhood with higher temperatures than the citywide average due to the high percentage of industrial rooftops in the area. NYC° Cool Roofs conforms with the City’s new building code, which requires that all new building constructed in New York City to have a reflective white cool roof. The program is being evaluated by Columbia University’s Center for Climate Systems Research, which will report on the energy and cost savings generated by cool roofs on participating buildings. NYC° Cool Roofs is also a initiative of the Mayor’s PlaNYC sustainability agenda to help combat climate change. For more information go to [www.nyc.gov/planyc2030](http://www.nyc.gov/planyc2030).

## NYC CIVIC CORPS MEMBERS BEGIN YEAR OF SERVICE



The NYC Civic Corps is making its presence felt throughout New York City. The current 176 Corps members have been placed at 56 different sites to help address the six priorities of NYC Service: strengthening communities, helping neighbors in need, education, environment, health, and emergency preparedness. A recent project was led by the FDNY Foundation, which tasked its Civic Corps Members to recruit 12,000 New Yorkers in targeted neighborhoods for CPR training. On November 20, Civic Corps members continued their training in developing sustainable volunteer programs at Lehman College in the Bronx.

## SECOND YEAR OF TREE TRAINING PROGRAM BEGINS



The MillionTreesNYC Training Program kicked off its second year this fall. Having just completed their eight-week orientation period, this year's participants are now selecting the concentration (Arboriculture, Ecological Restoration or Landscape Design and Installation) they want to pursue as they prepare themselves for a future in the "green collar" industry. To date the trainees have completed several technical and life skills trainings, including Trees New York's Citizen Pruner course. In addition, they staffed two sites at the Fall MillionTreesNYC Planting Day and hosted Saturday community tree plantings citywide in Trees for Public Health neighborhoods. On November 24 the current participants joined last year's participants for a meet-and-greet and a tour of City Hall (at left). The trainees will soon embark on a ten day program sponsored by the Tree Research and Education Endowment (TREE) Fund in which industry experts will instruct on topics such as proper chain saw use and nursery stock selection and production. In recognition of the success of the program and the continuing need for job training initiatives, another class of participants will begin in January 2010.



## CITY HELPS AT TAX TIME



On January 23 the Office of Financial Empowerment (OFE) will host "Get Your Refund!" Day to raise public awareness about the importance of making informed choices at tax time, including where to access high-quality tax preparation assistance and how to use refunds to pay down debt and start saving. The Mayor's Fund is helping to raise funds to highlight the importance of filing tax returns and to support a range of financial empowerment initiatives to help New Yorkers navigate through the current economic downturn. For more information go to [www.nyc.gov/ofe](http://www.nyc.gov/ofe).

**To support these or other innovative public projects, please visit [www.nyc.gov/fund](http://www.nyc.gov/fund).**

**Together we can make a difference.**

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