

MAYOR'S FUND  
TO ADVANCE  
NEW YORK CITY

NEWSLETTER

Fall 2010

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Join our group on Facebook for a chance  
to win a ticket to our annual benefit!



## Our Annual Benefit Gears Up!

Help support the Family Justice Center Initiative and New York City Housing Authority (NYCHA) youth programs by purchasing tickets to our upcoming benefit, taking place on September 29th. This year's honorary chairs are Mary J. Blige, Tim Gunn, Mariska Hargitay, Nicole Kidman, John Starks, Steve Stoute, and Malik Yoba.

Fundraising proceeds will aid the City's Family Justice Centers in the Bronx, Brooklyn and Queens, which have served over 45,500 victims of domestic violence to date with approximately 1,600 new clients each month. This year, the benefit will also support NYCHA youth initiatives, including literacy and health programs for youth aged one to three and afterschool activities for grades K through three.

To purchase tickets or donate, go to [www.nyc.gov/fund](http://www.nyc.gov/fund) or call 212-788-7794.



## Mayor's Fund and Center for Economic Opportunity Receive Social Innovation Fund Federal Grant

On July 22, the Mayor's Fund, in partnership with the Mayor's Center for Economic Opportunity (CEO), was selected by the Corporation for National and Community Service as one of eleven grantees nationally to receive an inaugural Social Innovation Fund (SIF) award. With this grant, five CEO anti-poverty programs that have been proven as effective models in New York City will be expanded and replicated in seven cities throughout the country. The SIF programs include: *Jobs-Plus*, a site-based employment initiative for public housing residents; *Family Rewards*, a conditional cash transfer program to reduce current and future poverty; *SaveUSA*, a savings program linked to the Earned Income Tax Credit; *Young Adult Internship Program*, a paid work exploration and education program for disconnected youth; and *WorkAdvance*, a sector-focused training and advancement program for low-wage workers. Subgrantees in the different cities are now being identified to participate in this exciting endeavor. To learn more, please visit the Mayor's Fund website or [www.nyc.gov/ceo](http://www.nyc.gov/ceo).



## **New *urbancanvas* Design Competition Will Bring Art to City Scaffolds and Other Temporary Construction Structures**

Designs created by artists and designers will soon adorn temporary construction structures across the City thanks to a competition organized by the Department of Buildings and the Department of Cultural Affairs, in coordination with the Public Design Commission of the City of New York.

The competition, supported by the Rockefeller Foundation, drew more than 700 registrants from 39 states. Once the jury selects finalists, the public will choose the winning designs by voting online.

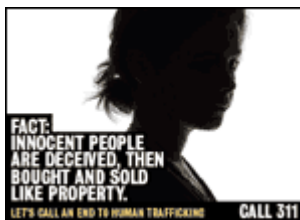
Stay tuned for your chance to vote in late September! Visit [www.nyc.gov/urbancanvas](http://www.nyc.gov/urbancanvas) for more information.



## **MillionTreesNYC “Concrete” at Shake Shack**

Need a great reason to indulge your sweet tooth at Shake Shack? We'll give you one million! In conjunction with the opening of its new location on 86th Street between 3rd and Lexington Avenues, Shake Shack created the new “Million Trees Concrete” frozen treat

with a portion of the proceeds helping to support the Mayor's Fund and MillionTreesNYC's efforts to plant one million new trees throughout NYC by 2017. The concrete is a mouth-watering mix of chocolate custard, local New York honey and graham crackers, so why resist? To find out more, visit [www.milliontreesnyc.org](http://www.milliontreesnyc.org).



## **City Launches Public Education Campaign to End Human Trafficking**

With generous support from the Somaly Mam Foundation, the “Let's Call an End to Human Trafficking” multimedia campaign was launched this summer to educate New

Yorkers on how to identify and report trafficking situations. Ads created by Grey New York were placed at bus stops and other high-visibility locations to raise awareness of this crime, and a new website, [www.nyc.gov/humantrafficking](http://www.nyc.gov/humantrafficking), provides critical resources and information on how to combat human trafficking. The Mayor's Fund is currently seeking additional support for phase two of the campaign.



## **Summer of Service Engages NYC Youth in Community-Based Volunteer Activities**

As part of the Department of Youth and Community Development's Summer of Service, selected organizations throughout the five boroughs oversaw service-learning projects to help the youth they serve develop critical life skills while giving back to their communities. Projects included assembling care packages and distributing them to hospitals and homeless shelters, promoting healthy lifestyles through exercise and improved eating habits, and combating teen dating violence and other forms of violence common among youth. Summer of Service was made possible by the generous support of The Neuberger Berman Foundation, whose employees served as volunteers at several of the projects around the City.

**Together we can make a difference.**

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