

MAYOR'S FUND TO ADVANCE NEW YORK CITY

NEWSLETTER

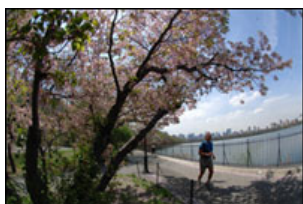
SAVE THE DATE:

Monday, December 3, 2007, 5:00 PM, [Grand Army Plaza Holiday Lighting Ceremony, Prospect Park](#)

For holiday events throughout the City, please check the Citywide Events Calendar at www.nyc.gov/calendar and for seasonal volunteer opportunities visit the Mayor's Volunteer Center at www.nyc.gov/volunteer.

HOLIDAY GIFT GIVING IDEAS!

Now is a great time to consider a donation to your favorite NYC nonprofit or a specific City program through the Mayor's Fund. [There are also unique and meaningful gifts available to give back to our City:](#)



Plant a One-in-a-Million Tree

You can be a part of MillionTreesNYC and help to create a greener and more sustainable city. A donation of \$100 plants a tree sapling, \$500 plants a tree in a New York City schoolyard and \$1000 plants a tree on a New York City street. With each donation you will receive a commemorative MillionTreesNYC certificate that acknowledges the tree has been planted in your—or a loved one's—honor, as well as other collectibles, depending on the level of giving. This is a great way to make a lasting difference. To purchase a tree go to www.milliontreesnyc.org and click on "Donate" or contact the Mayor's Fund.



Help Victims of Domestic Violence

Play a significant part in supporting the City's new Family Justice Centers, serving victims of domestic violence, by purchasing a "leaf" (\$1,000) or a "foundation rock" (\$10,000) on the Donor Tree, located on the wall of the Brooklyn Center (or in Queens soon). To purchase a leaf or rock with your name engraved on it, please contact the Mayor's Fund.

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CHARITY NAVIGATOR RANKS MAYOR'S FUND NUMBER ONE

Charity Navigator rated the Mayor's Fund to Advance New York City #1 in its list of "Top 10 Slam-Dunk Charities." Of over 5,000 nonprofit organizations researched nationally, the ranking acknowledged the fiscal health, organizational efficiency and capacity of the Mayor's Fund, as well as our respect for the rights of donors through our privacy policy. We would like to thank our many supporters for their continued dedication. We could not have achieved this recognition without you.





Liz Smith and Mayor Bloomberg enjoy Fete de Swifty.

FOURTH FETE DE SWIFTY HITS NEW HIGHS

Our fourth annual Fete de Swifty benefit held on October 2 sold out and brought in over \$750,000 to support the Family Justice Initiative and its new centers in Queens and in the Bronx. Mayor Bloomberg and Liz Smith led the festive affair, and guests were treated to great music, balloon hats and jewelry, photos with Madame Tussaud's wax figures and more.

We would like to thank everyone who contributed and attended this special event for a great cause, helping to provide critical support services for victims of domestic violence. For more information on Fete de Swifty or the Family Justice Initiative, please visit www.nyc.gov/fund.



Mayor Bloomberg and Bette Midler plant the first of one million trees.

MILLIONTREESNYC LAUNCHES IN THE BRONX AND GETS BIG BOOST ON *IT'S MY PARK! DAY*

On October 9 Mayor Bloomberg and Bette Midler, Founder of New York Restoration Project (NYRP), officially launched the MillionTreesNYC initiative. The goal of MillionTreesNYC, an important component of the Mayor's PlaNYC environmental priorities, is to plant and care for one million trees throughout the city over the next decade. The first of these trees was planted in the Morrisania section of the Bronx, one of several areas targeted due to a lack of trees and high rates of asthma.

But we need everyone's help to reach our million trees goal! While 60% of the million trees will be planted by the City in parks and other public spaces, the other 40% will come from private organizations, homeowners, and community organizations. To find out how to plant trees on your own property and identify viable properties in your neighborhood that are suitable for tree planting, please visit www.milliontreesnyc.org. You can also get involved in this effort by volunteering your time. The initiative gained incredible momentum on October 20 when 6,000 volunteers planted 10,000 trees across the five boroughs for *It's My Park! Day*. Don't miss the next *It's My Park! Day* on Saturday, May 17, 2008. The City also will host more MillionTreesNYC events on Arbor Day, April 25, 2008.

The Mayor's Fund and NYRP are also seeking critical financial and in-kind support from individuals, corporations and foundations for tree planting, stewardship and education programs. To donate to this significant greening effort, visit the MillionTreesNYC website or contact the Mayor's Fund.



A volunteer plants a tree on *It's My Park! Day*.
Photograph by Malcolm Pinckney

GRADUATION TIME FOR GIRLSREACH AND BOYSREACH

A reception honoring graduates of the 2007 NYC GirlsREACH and BoysREACH internship program was held on October 10 with their families and workplace mentors. At the event, Mayor Bloomberg announced the launch of NYC Ladders for Leaders, an initiative that merges the youth development pilots NYC GirlsREACH and BoysREACH and CAPITAL (Corporate Allies Program of Internships, Training and Leadership). NYC Ladders for Leaders will continue to promote post-secondary education and career success by providing access to corporate internships, development workshops, and educational resources such as scholarships and college preparatory courses. Five of this year's program participants were recipients of the inaugural American Airlines College Tour Competition, which provides roundtrip tickets for graduates to visit college campuses anywhere in the country.

We would like to thank all of the companies and organizations that sponsor this program and we look forward to growing this youth initiative in 2008.



Graduate Tyree Alexander speaks about his experiences with the program.

To read his inspirational remarks please [click here](http://www.nyc.gov/html/fund/downloads/pdf/) or go to <http://www.nyc.gov/html/fund/downloads/pdf/>



Mayor Bloomberg and community partners welcome newly enrolled Opportunity NYC participants.

OPPORTUNITY NYC KICKS OFF ANTI-POVERTY INITIATIVES

Mayor Bloomberg's Opportunity NYC, the nation's first conditional cash transfer (CCT) program to reduce poverty, officially began this fall. The initiative offers incentive-based opportunities to improve the health, education and employment of low income families. On September 12, the Mayor welcomed the first Opportunity NYC participants and announced partnerships with eight local banks and credit unions, which will provide "no fee" accounts to participants. This is only one of several evidence-based pilot programs undertaken by various City agencies with the shared objective of poverty reduction. So far, more than 4,100 families are enrolled in Opportunity NYC. Opportunity NYC is funded entirely by private donations to the Mayor's Fund.



Mayor Bloomberg and HPD Commissioner Shaun Donovan visit the Queens Village home of Leonard and Irene Richards, past victims of a predatory loan that nearly cost them their house.

Photograph by L. Racioppo.

PACE SUCCEEDS AS INNOVATIVE PILOT PROGRAM

In October 2005, Mayor Bloomberg joined the New York City's Department of Housing Preservation and Development to launch PACE—"Preserve Assets and Community Equity"—a \$1.35 million initiative to combat predatory lending. With the support of the Mayor's Fund, this comprehensive program brought together outreach, education, financial assistance and legal strategies to current homeowners and new home buyers who were a part of groups and neighborhoods historically targeted by predatory lenders.

Two years later PACE has been a great success, allowing scores of New York families to stay in their homes. At the same time, however, mortgage foreclosure has grown to crisis proportions, beyond the scope of the original pilot. With the lessons learned, the PACE pilot will now become a new 501 (c)(3) organization, able to assist more New Yorkers to stay in their homes and continue building safe, stable neighborhoods. PACE is an excellent example of how the Mayor's Fund can help incubate successful pilots, and provide City agencies an opportunity to evaluate a program's effectiveness and long-term sustainability.

JETS DELIVER IMPORTANT PUBLIC MESSAGES

The New York Jets recently partnered with the Mayor's Fund to bring attention to important City issues. Members of the team recorded public service announcements to promote education, after-school activities, the significance of involved fathers, healthy eating and exercise, and keeping our city clean and green.

So listen out for the voices of Jerricho Cotchery, James Dearth, D'Brickashaw Ferguson, Victor Hobson, Nick Mangold, Kerry Rhodes and Eric Smith on NYC radio stations and the City's hold lines!

To support any of these or other innovative public projects, please visit www.nyc.gov/fund.

Together we can make a difference.

Mayor's Fund to Advance New York City

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For general NYC information call 311 or visit www.nyc.gov



Victor Hobson of the New York Jets encourages New Yorkers to take advantage of the City's free after-school programs.