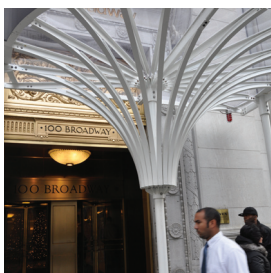


MAYOR'S FUND TO ADVANCE NEW YORK CITY



9/11 Commemoration • Anti-Human Trafficking Campaign • Art Conservation • Broadway Theaters Project • Brownfield Remediation Video Project • Business Solutions Centers • Career and Technical Education Summer Scholars • Change by Us • Cities for Financial Empowerment • Citywide Health Insurance Access • Civilian Complaint Review Board Ambassador Internship Program • Community and Special Events • Corporation Counsel Law Clerkship • Electric Vehicle Program • Family Justice Centers • Financial Empowerment Centers • GreaterNY • Green Carts • Green Codes Project • GreeNYC • Grow to Learn: Citywide School Gardens Initiative • Healthy Relationship Academy • Historic Preservation • Home Base Program • Housing and Neighborhood Impact Study • Housing Fellows Program • Housing Help • Human Rights Commission Fellowship • Immigrant Financial Services • International Relief Fund • Ladders for Leaders • Latin Media and Entertainment Week • Law Department History Project • LGBTQ Family Counseling • Materials for the Arts • Memorial Park • Middle School Mentors • MillionTreesNYC • New York City Early Literacy Learning • New York City Housing Authority Cooking and Nutrition Program • New York City Housing Authority Youth Chorus • Newtown Creek Visitor Center • NYC Civic Corps • NYC °CoolRoofs • NYC Media Workforce Diversity Program • NYC Service • NYC Water Campaign • One Nation, One NYC • OpportunityNYC • Out-of-School Time • Partnership for a New American Economy • Peer Mediation Program • PlaNYC Climate Change Adaption • Public Design Awards • Ready New York • Salad in Schools • Service in Schools • Social Innovation Fund • Spaceworks • Summer of Service • Summer Youth Employment Program • Terrorism Preparedness • Transportation Action Plan • Tri-Library Project • Urban Beautification • Urban Park Rangers • Urbancanvas and Urban Umbrella • Veterans Programs • Youth Poetry Slam • Wizard's Corner • Young Men's Initiative

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A young girl with dark, curly hair is smiling and holding a single green leaf up to the camera. She is wearing a dark jacket with red accents. The background is a blurred outdoor setting with green foliage and a building.

“ I think we should
have gardens
in every school
because it is fresh,
healthy and is really
good.
—Charlotte, 2nd
Grader, P.S. 29

Message from the Mayor

The Mayor's Fund to Advance New York City continues to play a crucial role in our ability to pilot and expand innovative new public programs, in areas including job training and workforce development, financial empowerment and community service. And our work is having a big impact not only here in the five boroughs, but all around the country.

Since receiving a federal Social Innovation Fund grant from the Corporation for National and Community Service in 2010, over the past year the Mayor's Fund and the Center for Economic Opportunity (CEO) have launched numerous evidence-based anti-poverty programs in New York City that have now spread to other cities. These include programs to incentivize and promote savings; improve the job prospects of public housing residents; and help disconnected youth return to school and obtain work experience. In addition, our Office of Financial Empowerment's financial literacy initiatives and NYC Service's efforts to promote civic engagement and volunteerism are now being replicated around the country and helping to inform policy at the national level.

The Mayor's Fund, its Board and its many partners helped make all this progress possible and I am grateful for the Fund's foundation, corporate, individual and community supporters who are all part of this important work. Together, we can keep New York City – and our entire nation – moving forward.



Michael R. Bloomberg
Mayor



About the Mayor's Fund

The Mayor's Fund to Advance New York City is a 501(c)(3) nonprofit organization that facilitates innovative public-private partnerships. In coordination with City agencies and offices, the Mayor's Fund is committed to supporting emerging needs and continuous development, while simultaneously evaluating the efficacy and merit of programs for future private and public funding.



Mayor Bloomberg has been the driving force in leveraging public-private partnerships to stimulate progress and innovation across our great City. Since 2002, the Mayor's Fund has raised nearly \$300 million for public programs, enhancing the lives of countless New Yorkers while establishing a new national model for service delivery. It is an honor to be among the Fund's partners and to be a part of its continued success and impact on our city and beyond.

—Rob Speyer, Chair, Mayor's Fund Board of Advisors



Education & Youth Development

Career and Technical Education
Summer Scholars
Civilian Complaint Review Board
Ambassador Internship Program
Corporation Counsel Law Clerkship
Housing Fellows Program
Human Rights Commission Fellowship
Ladders for Leaders
Middle School Mentors
New York City Early Literacy Learning
NYC Media Workforce Diversity
Program
New York City Housing Authority
Youth Chorus
Out-of-School Time
Peer Mediation Program
Service in Schools
Summer of Service
Summer Youth Employment Program
Summer Youth Experience
Wizard's Corner
Young Men's Initiative
Youth Poetry Slam

Summer Youth Experience

More than 131,000 young people applied for jobs through the City's Summer Youth Employment Program (SYEP) in 2011. The program provides youth between the ages of 14 and 24 with life skills workshops and a seven-week work placement. To help provide more young people with this critical early work experience, the Mayor's Fund launched a private fundraising campaign, raising \$6.2 million to support an additional 4,200 placements for a total of 31,000 in the summer 2011.

In November 2011, Mayor Bloomberg launched Summer Youth Experience. This initiative includes new learning programs for elementary school students, as well as a range of employment programs for teens and young adults including SYEP, Ladders for Leaders and a Career and Technical Education (CTE) summer program. Private investment continues to be the key to meeting the high demand for these programs and for providing meaningful worksite placements for young New Yorkers.

“After applying for a lottery spot for the Summer Youth Employment Program, I was selected. I was a camp counselor and I was ecstatic. The most important thing I received that summer was my I.D. card. That card identified me as a worker. I keep it with me 'til this day. I was relied upon, I was accountable and I was needed. That was my introduction to the professional world.

—Matt, SYEP and Ladders for Leaders Participant



Summer employment has been shown to improve academic outcomes and lead to higher rates of graduation, and is also linked to long-term job attainment and wage growth.

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Young Men's Initiative

In 2011, Mayor Bloomberg announced the Young Men's Initiative, the nation's most comprehensive effort to tackle the broad disparities slowing the advancement of black and Latino young men. This public-private partnership includes \$60 million in private investments, as well as a \$67 million public investment. In addition to providing new or expanded services through private funding, the Young Men's Initiative also includes wide-ranging policy changes and reforms across more than a dozen City agencies.

One of the hallmark projects of the Young Men's Initiative is the Neighborhood Opportunity Network (NeON). The NeON is a network of community organizations, government agencies, local businesses and community residents focused on connecting probation clients who live in a target neighborhood to opportunities, resources and services. In December 2011, the first NeON opened in Brooklyn's Brownsville neighborhood.

Probation clients who find work, continue their education, support their families and contribute to the well-being and stability of their neighborhoods help build stronger, safer and more vibrant communities. And, probation clients who feel invested in their community are less likely to re-engage in criminal activity.

Additional centers are scheduled to open in Harlem, Jamaica, South Bronx and East New York. In 2012, with private grants made to the Mayor's Fund, new programming, including transformative mentoring and tailored educational services, will be implemented at NeON locations.



Even though skin color in America no longer determines a child's fate – sadly, it tells us more about a child's future than it should. We are confronting these facts head-on, not to lament them, but to change them and to ensure that 'equal opportunity' is not an abstract notion but an everyday reality, for all New Yorkers.

– Mayor Bloomberg



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Quality of Life

Art Conservation
Broadway Theaters Project
Business Solutions Centers
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Materials for the Arts
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PlaNYC Climate Change Adaption
Social Innovation Fund
Spaceworks
Urban Beautification
Urban Park Rangers
Urbancanvas and Urban Umbrella
Veterans Programs

Social Innovation Fund

In 2011, the Mayor's Fund and the Center for Economic Opportunity (CEO) launched five of CEO's evidence based anti-poverty programs – Family Rewards, Jobs-Plus, Project Rise, WorkAdvance and SaveUSA – in New York City and seven other cities across the country. The programs will serve close to 18,000 women, men and children by 2015. The Mayor's Fund and CEO have engaged more than 25 philanthropic partners to leverage nearly \$50 million in private matching funds for these innovative programs and their national evaluation.

Program milestones in 2011:

SaveUSA is providing low-income individuals with a 50 percent match if they deposit a portion of their tax refund into a dedicated account and maintain that deposit for one year. This was the first program to launch during the 2011 tax season in New York City, Newark, New Jersey, Tulsa, Oklahoma and San Antonio, Texas. Through 1,662 newly opened savings accounts, individuals saved more than \$850,000 in total.

Jobs-Plus, a public housing-based program designed to raise levels of employment and earnings for individuals, is being implemented in New York City and in San Antonio, Texas. In its first two months, the program served a combined 300 public housing residents.

Family Rewards, a conditional cash transfer program, was launched in New York City and Memphis, Tennessee. The program, which uses incentives to improve health, education and employment outcomes, served 3,009 individuals in 833 families as of December 2011.

Project Rise offers paid internships, job readiness education activities and placement assistance for disconnected low-income individuals between the ages of 18 and 24. It is being implemented in New York City, Kansas City, Missouri and Newark, New Jersey. In its first five months, the program served 197 young adults, who earned \$100,000 through internships.

WorkAdvance is a workforce development model designed to train and place unemployed and low-wage working adults in targeted sectors. It is being piloted in New York City, Cleveland and Youngstown, Ohio and in Tulsa, Oklahoma. In just two months, WorkAdvance served more than 200 individuals.



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Tiger Foundation
Tulsa Community Foundation
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Kansas City
United Way of San Antonio &
Bexar County
Victoria Foundation



By the end of their term of service, each Civic Corps member will have spent over 1,700 hours helping to improve the strength and capacity of their nonprofit or agency placement.

NYC Service

Since its launch in 2009, NYC Service, the Mayor's civic engagement initiative, has directed more than 1.4 million volunteers to projects that address the City's greatest needs. The Mayor's Fund continues to partner on NYC Service's signature efforts, including NYC Civic Corps and NYC °CoolRoofs.

The 2010-11 NYC Civic Corps class, a 150-member AmeriCorps program, engaged 744,600 volunteers and helped secure more than \$1 million in cash resources and more than \$6 million in in-kind donations for nonprofit organizations and City agencies. NYC Civic Corps members also helped provide support to key City initiatives, including Shape Up NYC, Service in Schools, MillionTreesNYC and Office of Financial Empowerment programs.

NYC °CoolRoofs is a collaboration between NYC Service and the Department of Buildings to encourage building owners to cool their rooftops by applying a reflective white coating that reduces energy use, cooling costs and carbon emissions. The program supports New York City's goal to reduce greenhouse gas emissions by 30 percent by 2030. During the 2011 coating season, 1,307,572 square feet of rooftops were coated across 153 buildings with the help of more than 1,200 volunteers.

“Con Edison volunteers armed with rollers and paint brushes have been creating Cool Roofs throughout New York City. Saving energy and money is part of the equation; demonstrating what's possible and working together to help save our environment is the other.

**- Frances A. Resheske, Senior Vice President,
Public Affairs, Con Edison**

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Lizzie and Jonathan M.
Tisch Foundation



As of December 2011,
NYC °CoolRoofs has been
responsible for coating
close to 2.5 million
square feet, which will
help reduce New York
City's carbon emissions
by 567 metric tons.



Health & Public Safety

9/11 Commemoration
Anti-Human Trafficking Campaign
Brownfield Remediation Video Project
Family Justice Centers
Green Carts
Grow to Learn: Citywide School
Gardens Initiative
Home Base Program
International Relief
LGBTQ Family Counseling
New York City Healthy Relationship
Academy
New York City Housing Authority
Cooking and Nutrition Program
NYC Water Campaign
Ready New York
Salad in Schools
Terrorism Preparedness
Transportation Action Plan

Family Justice Centers

The City's three Family Justice Centers continue to provide critical services to victims of domestic violence and their families. The first Center opened in 2005. Through 2011, the Centers have served more than 83,000 clients, including 70,000 adults and 13,000 children.

In 2011, the three Centers had 43,438 client visits and 3,424 visits to the children's rooms.

In 2011, with a grant made to the Mayor's Fund, the Family Justice Centers launched a new civil legal immigration initiative. Its goal is to dramatically increase the number of clients who obtain visas, self-petitions, battered spouse waivers and other authorizations critical to becoming employed and self-sufficient. The Centers also offered specialized workplace and computer skills training to help individuals prepare for entry-level jobs in the technology field, as well as a range of other self-sufficiency programming.

“The Family Justice Centers are an invaluable resource for domestic violence survivors. Clients arrive at the Centers at what is often the most vulnerable time in their lives, unsure of what awaits them as they try to establish a life free of domestic violence. At the Centers, survivors can not only access a whole host of services under one roof, but also be sure of always encountering a friendly, supportive face.

—Carmen Rey, InMotion, On-site Center Partner



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Healthy Eating Programs

Green Carts · Grow to Learn: The Citywide School Gardens Initiative · Salad in Schools

The Mayor's Fund continues to support several initiatives to promote healthy eating and combat obesity in New York City.

Now in its third year, the Green Carts Initiative provides high-quality produce in targeted high-need areas. With approximately 500 carts in operation, in 2011 the initiative doubled the number of Electronic Benefit Transfer remote terminals on the carts, which have been found to greatly increase purchase and consumption. The initiative provided technical and business assistance to Green Cart vendors and also focused on building a community-based network of support for vendors.

Grow to Learn: The Citywide School Gardens Initiative, continued to expand in 2011. Almost 200 new school gardens have been created (reaching almost 50,000 students) since the launch of the initiative in May 2010. The Garden to Café program, which connects school gardens to students' plates by serving garden produce in cafeterias and at events, was also expanded to 60 schools in 2011.

Enhancing these school-based programs, the Mayor's Fund supported the expansion of cooking and nutrition classes at four New York City Housing Authority (NYCHA) sites in partnership with nonprofit organization The Sylvia Center. The initiative piloted a teen program to help participants develop a knowledge and love of cooking, become conscious consumers and make healthy food choices. It also provided participants with skills for entry-level culinary jobs. The project is being expanded to four additional NYCHA sites in 2012.

Building upon the success of these initiatives, the Mayor's Fund launched Salad in Schools in partnership with the Department of Education. Salad in Schools aims to increase the number of low-height salad bars in cafeterias for elementary school-aged children. These new displays have been shown to increase consumption of fresh produce and can feature ingredients grown in a school garden.



The fact is that the problems that foundations face are much bigger than we could ever hope to fix on our own. Funders can't do it alone and government can't do it alone. The question is not *should we work together*, but *how can we work together*.

—Laurie M. Tisch,
President, Laurie M.
Tisch Illumination
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Major donors include:
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Cart

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Green Cart

THE LAURIE M. TISCH ILLUMINATION FUND

Small black price tag with white text, partially obscured.

Small black price tag with white text, partially obscured.

Gala Apple
1 for 75¢
3 for \$2.00

ATLANTA

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www.nyc.gov or call 311

Financials

	Fiscal Year 2011	Fiscal Year 2010
	<i>Fiscal Year ending June 30</i>	
Support and Revenue		
Contributions and Grants	\$29,369,393	\$28,569,342
Operating Expenses		
Program Services	\$31,772,828	\$29,603,861
Management and General	\$275,341	\$268,296
Fundraising	\$87,822	\$96,561
Total Operating Expenses	\$32,135,991	\$29,968,718
Excess of Expenses Over Revenue	(\$2,766,598)*	(\$1,399,376)*
Non-Operating Revenue	\$507,697	\$490,316
Change in Net Assets	(\$2,258,901)	(\$909,060)

*The Mayor's Fund to Advance New York City receives contributions and grants that support one-year as well as multi-year programs, such as Social Innovation Fund and the Young Men's Initiative. Timing of program revenue and expenses are influenced by program budgets; causing, in some cases, revenue and expenses to occur in different fiscal periods. The excess of expenses over revenue depicted in the financial report does not accurately convey the Fund's financial position. The Fund's balance sheet reflects robust net assets of \$30.7M in FYE'11 and \$32.9M in FYE'10.



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