

MAYOR'S FUND TO ADVANCE NEW YORK CITY NEWSLETTER

Remember the City's beaches and pools are open now through Labor Day! To find one near you and for more fun and healthy summer ideas, go to www.nyc.gov or www.nyc.gov/parks.



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EVENT HIGHLIGHTS



The New York City Waterfalls Exhibit—June 26-October 13

Come see 90 to 120 foot tall man-made waterfalls on New York City's historic waterfront! *The New York City Waterfalls*, a temporary installation by artist Olafur Eliasson, is on display at the Brooklyn anchorage of the Brooklyn Bridge, between Piers 4 and 5 adjacent to the Brooklyn Promenade, north of the Manhattan Bridge at Pier 35, and on the north shore of Governors Island. The *Waterfalls* flow daily from 7 a.m. to 10 p.m., except on Tuesdays and Thursdays when they run 9 a.m. to 10 p.m. The Circle Line Downtown is offering free and discounted boat tours of the *Waterfalls*, and you can also view the display from the Staten Island Ferry and the Governors Island Ferry.

More information is available at www.nycwaterfalls.org.

Fete de Swifty



5th Annual Fete de Swifty—September 18, 6-9 PM

Our fifth annual Fete de Swifty event benefiting the Family Justice Center Initiative, will take place on Thursday, September 18. Honorary chairs for this year's benefit include Mariska Hargitay, Nicole Kidman and Calvin Klein.

To purchase tickets go to www.nyc.gov/fund or call Melissa Jones at (212) 788-7794.



MILLIONTREESNYC GETS BIG BOOST

MillionTreesNYC, the City's initiative to plant one million trees throughout New York City by 2017, received significant support in recent months. This spring over 6,500 volunteers planted more than 20,000 trees as part of "Hands On New York Day." Mayor Bloomberg also announced major donations from David Rockefeller and legendary rock band The Police in support of the initiative. To date, more than 98,000 trees have been planted since the launch of the initiative last October.

There are only 15 weeks until the fall planting season begins and there will be many exciting volunteer opportunities and planting events. If you would like to participate in an upcoming volunteer opportunity, or to purchase a tree in honor of a loved one, please contact the Mayor's Fund or go to www.milliontreesnyc.org.

FINANCIAL EMPOWERMENT INITIATIVES EXPANDED

On June 15, the Mayor announced the opening of the City's new Financial Empowerment Center in Melrose, created to increase access to financial education for Bronx residents. The Center was launched through a grant from the Insurance Industry Charitable Foundation of New York to the Mayor's Fund.

The Cities for Financial Empowerment (CFE) Coalition aims to expand the vision of what municipal government can and should do on behalf of its residents with low and moderate incomes. Co-chaired by New York City and San Francisco, other coalition members include Miami, Florida; San Antonio, Texas; Savannah, Georgia; and Seattle, Washington. CFE is part of the City's Office of Financial Empowerment launched by Mayor Bloomberg, which helps to educate and protect individuals with low incomes so they can build their assets and make the most of their financial resources.



NEW FAMILY JUSTICE CENTER OPENS ITS DOORS

This July the City celebrates the opening of a second Family Justice Center in Queens. The new Center provides a safe space for victims of domestic violence to access critical services, including civil legal representation for immigration, housing and family court matters and financial assistance, while childcare and activities are provided for their children. Language and legal assistance are particularly critical in Queens County, the nation's most diverse county, with a population of over 2.2 million, 46% of whom are foreign-born.

The City's first Family Justice Center in Brooklyn has served approximately 11,000 clients and their 2,900 children since it opened in the summer of 2005. A third location in the Bronx is slated to open in the fall of 2009. This year's Fete de Swifty benefit of the Mayor's Fund will again support the development and operation of the Centers.

APPRENTICESHIP PROGRAM PROVIDES TRAINING FOR GREEN JOBS

This fall the Parks Department and New York Restoration Project (NYRP) will launch the MillionTreesNYC Apprenticeship Program, a green collar job-training pilot initiative, with support raised by the Mayor's Fund. The objective of the Program is to help disengaged young adults aged 18-24 develop marketable employment skills, while also meeting the growing need for qualified green collar professionals as a result of MillionTreesNYC and the City's other sustainability initiatives.

Through work placements at the Parks Department and NYRP, as well as technical and life skills training, participants will learn the basics of arboriculture, urban forestry, and landscape design and gain the skills needed to secure one of the growing number of green employment opportunities. The Altman Foundation is providing critical seed funding for the Apprenticeship Program, which is also being supported by David Rockefeller and the City's Center for Economic Opportunity.



PORTRAITS BEGIN TO BE RETURNED TO CITY HALL

The Mayor's Fund is excited to announce that fundraising for the City Hall Portrait Conservation Initiative is complete. The campaign raised private funds to restore the many historical portraits that hang in City Hall, while also creating an endowment to guarantee the care of the entire collection in the future. At left are the before and after conservation photos of a portrait of Zachary Taylor (1850) by John Vanderlyn.

To date 32 of the 52 portraits in need of conservation have already been restored. Seven portraits are currently being conserved, and it is anticipated that 13 more portraits will be completed by September 2009. Tours of City Hall are available by calling 311.

GREEN CART INITIATIVE LAUNCHED

The Green Cart initiative, designed to bring high-quality produce to low-income neighborhoods throughout the City, was unveiled this spring. In March the City Council approved new mobile food vending permits for carts to sell fruits and vegetables exclusively in neighborhoods with little access to fresh produce and high rates of obesity and diabetes. In the first year there are 500 new Green Cart permits available, with an additional 500 permits to be rolled out in year two. Over 2,500 applications were received by the June due date, and permits are being distributed this summer.

The Laurie M. Tisch Illumination Fund awarded the Mayor's Fund a grant for the Green Cart initiative, which is helping to develop cart design and a coordinated marketing campaign, as well as identify wholesale partners and establish a dedicated loan fund for cart operators.



**To support any of these or other innovative public projects, please visit www.nyc.gov/fund.
Together we can make a difference.**

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