

MAYOR'S FUND
TO ADVANCE
NEW YORK CITY

NEWSLETTER

Winter 2010

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Help Support Programs Addressing Our City's Greatest Needs

Spread joy and hope this holiday season by giving back to your community; your support can help make a big difference.

Give a school a learning garden, provide a young person with critical work experience, or help victims of domestic violence get the support they need to live safe and healthy lives.

These and other ideas can be found in the [2010 Mayor's Fund Holiday Gift Giving Guide](#). For a creative present, make a donation to honor someone and we will send them a letter detailing your support—it will be the gift that keeps on giving!



And the *urbancanvas* Winners Are...

Congratulations to **Monika Bravo** ("BREATHING_WALL_UC"), **Mauricio Lopez** ("Color Mesh"), **Jen Magathan** ("My Urban Sky"), and **Corinne Ulmann** ("Green Screen"), whose designs won the *urbancanvas* Design Competition after the online public vote.

Two of the designs are already installed:

- "Color Mesh" can be found along a 228-foot-long construction fence on Atlantic Avenue at Atlantic Yards construction site in downtown Brooklyn.

- “My Urban Sky” is located on a 100-foot construction fence and a 100-foot sidewalk shed at the City University of New York – Hunter College School of Social Work in East Harlem.

Property owners can choose one of the winning designs to beautify construction fences, sidewalk sheds, supported scaffolds, and cocoon systems that are used for protection during construction. For more information, visit www.nyc.gov/urbancanvas.



DYCD's Summer Youth Employment Program and Ladders for Leaders Gear Up for 2011

The Mayor's Fund, in partnership with the Department of Youth and Community Development, seeks sponsors for the 2011 Summer Youth Employment Program (SYEP) and Ladders for Leaders. These two initiatives provide youth with early work experience and educational support that help improve their chances of long-term academic and professional success.

SYEP runs for seven weeks in the summer and is open to youth between the ages of 14 and 24. Placements range from local non-profits to hospitals to businesses. Private donations are crucial to helping meet the growing demand for the program.

Ladders for Leaders pairs high school-aged youth with strong professional role models in both the public and private sectors. Participants are selected based on academic achievement and receive six months of pre-employment training before beginning a seven-week summer internship. Additional internship hosts are needed for the 2011 program.

To help support these important youth development programs, please contact us at 212-788-7794 or fund@cityhall.nyc.gov.



MillionTreesNYC Fall Planting Day 2010

On October 23rd, over 1,000 volunteers came out to help plant 20,000 trees in nine City parks across the Bronx, Brooklyn, Queens, and Staten Island. This fall's volunteer planting day was supported by the Avatar Tree Initiative, a partnership between Twentieth Century Fox Home Entertainment and Earth Day Network, as well as Con Edison and its e*bill paperless billing program. To date,

MillionTreesNYC has planted over 413,000 trees and is over 40% of the way to its goal of planting one million new trees across the five boroughs by 2017!

Did you volunteer? Share your story at [My Tree](#) and become an inspiration for others to dig in and get involved with MillionTreesNYC.



Latin Media and Entertainment Week Premieres with \$3 Million Impact on NYC Economy

The week of October 4th welcomed the first-ever Latin Media and Entertainment

Week (LMEW) in New York City, filled with events that brought together industry leaders and entrepreneurs and showcased the diversity and range of talent in Latin culture. Deputy Mayor for Economic Development Robert Steel and Deputy Mayor for Legal Affairs Carol Robles-Roman kicked off the week's festivities, which attracted approximately 90,000 participants and had an estimated economic impact of \$3 million.



Social Innovation Fund Sub-grantee Selection Process

The Mayor's Fund and the Center for Economic Opportunity (CEO) are currently seeking proposals from community organizations in New York City, Kansas City, and Newark to pilot the Social Innovation Fund (SIF) Young Adult program. This initiative, one of five pioneering anti-poverty

programs of CEO to be piloted nationally as part of SIF, will offer participants paid internships, job readiness training, education activities, and placement assistance.

Proposals have already been submitted for the \$aveUSA, Jobs-Plus, and WorkAdvance pilot programs and the selected organizations will be announced in the coming weeks. A request for proposals for the Family Rewards pilot is scheduled to be released in January 2011. The SIF programs will be tested across the country in Kansas City, MO; Memphis, TN; Newark, NJ; New York, NY; Northeast Ohio; San Antonio, TX; Savannah, GA; and Tulsa, OK.

For more information on these programs and to review the requests for proposals, please go to www.nyc.gov/ceo. The Mayor's Fund is currently seeking private donations to support this innovative national effort.

Together we can make a difference.

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