

MAYOR'S FUND  
TO ADVANCE  
NEW YORK CITY



Strengthening **Public Programs**  
Through **Private Partnerships**

2017  
YEAR IN REVIEW







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# Message from Mayor Bill de Blasio

**This is the greatest city in the world thanks to 8.5 million New Yorkers, the smartest, hardest working and most innovative people in the world.**

What the Mayor's Fund does so well is harness all that talent and energy in service to our city. We put our own stamp on the Fund when we came into office four years ago, focusing on our progressive values and on ensuring that every New Yorker in every zip code has the same chance to succeed.

Today, we face a new and troubling reality. In the face of unprecedented inequality and historic levels of need, we are more often being asked to go it alone. The Mayor's Fund is an important way we can respond. It helps us make every tax dollar stretch further and have a bigger impact so we can reach more families and accomplish our core goals in a powerful and innovative manner.

We saw that this fall, when the Mayor's Fund played a decisive role in bringing the goodwill and resources of our city to our brothers and sisters in Puerto Rico and throughout the Caribbean. **We collected more than a quarter of a million dollars in donations from almost 2,500 donors in response to Hurricanes Harvey, Irma and Maria** and promoted the collection of nearly a million pounds of essential goods for Puerto Rico.

We reached a major milestone in our **\$3 million investment to build 50 mini-soccer pitches** in historically under-invested communities with the first 10 soccer pitches completed in the first year, celebrated through a day of soccer across the five boroughs.

Through the advocacy and coordination of the New York City Center for Youth Employment, a project of the Mayor's Fund, **we tripled the number of summer jobs for our most vulnerable young New Yorkers to over 3,000 from 1,000**, bringing opportunity to neighborhoods that need it most.

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When it comes to crafting our agenda and our vision and finding ways to execute them, the voice and wisdom and energy of the Fund Chair and our First Lady Chirlane McCray have been profoundly important. I also want to acknowledge the unfailing commitment of Rob Speyer, Chair of the Board of Advisors, and our many partners for all they've contributed in 2017.

We could not have done any of this work without your outstanding commitment. We could not have done this work alone.

Sincerely,









# Message from First Lady Chirlane McCray

Chair, Board of Directors

**A few months ago, I heard Yoani Santiago, a 37-year-old Mexican immigrant, tell her harrowing story of surviving 13 years of domestic abuse. The violence she experienced at the hands of her husband was so severe that she considered suicide.**

Today, due to her own considerable courage and new resources in place through the Mayor's Fund program Connections to Care, Yoani and her three children are living free of violence. At Voces Latinas, a trusted community organization in Queens, they are getting regular therapy sessions and the support they need to deal with their trauma.

Voces Latinas is not a mental health provider, in the traditional sense. But many of the lower-income, immigrant clients who come through their doors each day – like Yoani and her family – are living with trauma or other mental health challenges and don't know where to turn for help.

Through Connections to Care, the Mayor's Fund to Advance New York City is changing that. With our support, Voces Latinas and 14 other trusted community-based organizations have partnered with local health providers to integrate mental health support into their social service programs. The staff at these organizations can now recognize the signs of mental illness and substance misuse, and seamlessly connect people to treatment and care.

Connections to Care is a game-changer for a city where one in five people experience a mental health

disorder in a given year. And it's especially important for people who already face tremendous obstacles to success and well-being.

The Mayor's Fund to Advance New York City has always been committed to eliminating barriers for the most vulnerable New Yorkers, and I am proud that we have expanded our work to address mental illness, which intensifies existing hardships.

This year, in addition to expanding mental health support, we stepped up all of our efforts to reach vulnerable New Yorkers and help them access the services they need to succeed. For example, through the Center for Youth Employment, we are helping LGBTQ young people, who often face discrimination and many other obstacles to transition smoothly into the workplace, get jobs and keep them. The lessons learned through the Center's work also helped inform early stages of the NYC Unity Project, an unprecedented citywide effort to make sure LGBTQ youth are safe, supported and healthy.

And, we continue to protect and advocate for our immigrant community, especially the 30,000 Dreamers whose futures are uncertain because of President Trump's short-sighted decision to unravel the Deferred Action on Child Arrivals program.

I am proud to share this report with you, and I thank the many partners—public and private—who made this important work possible. The entire Mayor's Fund team is honored to serve on behalf of all New Yorkers, and help create a city where everyone can thrive.

Sincerely,





# Message from Rob Speyer

## Chair, Board of Advisors

**Since its creation in 1994, the Mayor's Fund to Advance New York City has been at the forefront of addressing the most urgent needs of New Yorkers across all five boroughs.** Through its unique ability to establish critical public-private partnerships, the Mayor's Fund has aligned the work of its foundation, corporate and community supporters to drive meaningful change year after year.

This past year has been yet another in which the Mayor's Fund continued to grow both in the scale and the impact of its programs. With dedicated areas of focus that include youth employment, mental health and immigration, 2017 saw the Mayor's Fund support 84 programs and initiatives through the generosity of over 300 funding partners.

The results of this work have been significant.

For example, it was a record year for the Summer Youth Employment Program (SYEP) with nearly 70,000 young New Yorkers employed at more than 11,000 worksites. SYEP is now the nation's largest summer youth employment initiative and a national model for other cities to follow. Additionally, the City—supported by the Center for Youth Employment—placed over 1,800 students in Ladders for Leaders internships and served 3,170 young people who have been involved in the shelter, criminal justice or foster care systems.

This year, in an effort to assist more of New York City's 650,000 eligible residents to apply for citizenship, we nearly doubled the private funding

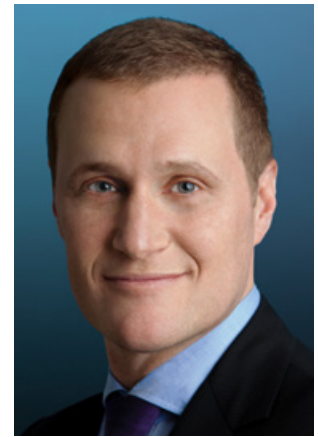
for NYCitizenship. As a result of this investment, alongside an increased infusion of public money, NYCitizenship's expansion has allowed even more New Yorkers to become citizens, gain a stronger voice in civic life and increase their earnings potential.

The reach of the Mayor's Fund has truly extended to every corner of our City. These innovative partnerships, closely aligned with Mayor Bill de Blasio's vision, have achieved measurable results that are changing the way New Yorkers live and work.

None of these accomplishments would have been possible without the tireless effort and leadership of the Mayor's Fund Board Chair and First Lady Chirlane McCray. Her passion and grasp of the issues affecting New Yorkers is simply unmatched. And I am additionally grateful to all of the individuals and organizations who have partnered with us to drive this positive change.

I am proud of our results and deeply honored to play a role in these efforts. As we look to 2018, I am more confident than ever in our ability to work together to improve the lives of every New Yorker who calls this great city home.

Sincerely,







Action on Climate Change





# About the Mayor's Fund

For over twenty years, the Mayor's Fund to Advance New York City has facilitated public-private collaborations that support innovative and evidence-based approaches to address some of the City's most critical local challenges.

Uniquely positioned to wed the incomparable reach of government with the flexibility and entrepreneurial spirit of the private sector, the Mayor's Fund works with New York City's business and philanthropic communities to foster civic-investments that help City government develop and launch public programs to better serve all New Yorkers.





**\$20M**

Received in  
Donations

**301**

Total funding  
partners

**84**

Programs, Projects  
and Initiatives

**106**

Community  
Service Providers  
Funded

*All figures for  
calendar year 2017*





# Preparing the Next Generation for Work

## Record-Breaking Year for Summer Jobs

The well-being of the City depends on a thriving workforce. Yet, only one-third of our City's youth are currently considered college and career ready. The stakes are high, not only for youth, but also for our private sector.

One in three U.S. companies report that they have openings for which they cannot hire. Growing sectors, such as tech, face a shortage of qualified candidates.

The good news is that providing work opportunities for youth today empowers them to develop the skills they need for tomorrow.

We are meeting these challenges head-on through the **Center for Youth Employment (CYE)**, launched in 2015. By unifying existing efforts to prepare New York City's young people to compete in the 21st century job market, CYE is paving the way for the next generation to enter the workforce.

In 2017, CYE continued its support of **Ladders for Leaders**, a nationally recognized summer internship program that connects high-achieving high school and college students to professional internships. This past summer, the program set record highs of 1,855 interns placed with nearly 600 employers. Helping drive these accomplishments was a pro-bono advertising campaign that encouraged employers to hire and recruit via Ladders for Leaders. Through this ad campaign and other efforts, we successfully expanded the program's "Industry Partnerships," first launched

in 2016 to connect the City's fastest growing sectors with our most promising young people.

This year, we expanded beyond our initial five industries — real estate, fashion, media and entertainment, hospitality, and travel/tourism — to add opportunities in the sectors of technology and healthcare.



*"Hiring interns through Ladders for Leaders not only creates opportunities for youth, it also impacts business. The inspiration is a two-way street."*

—David Sable,  
CEO of Y&R



First ever Ladders for Leaders ad campaign:  
"Get help. Give experience.  
Experience. Hire a New York City intern."





## Ladders for Leaders mobilized nearly 600 employers to provide 1,800+ internship opportunities in 2017

About one-third of Ladders for Leaders participants have been offered jobs at the companies where they interned, setting hundreds of students on successful career paths and providing homegrown expertise for City companies.











**Increasing Opportunities for Vulnerable and LGBTQ Youth:** Through CYE, we saw record-breaking gains in opportunities for Vulnerable Youth — young adults who have been involved in the shelter, justice or foster care systems. The Summer Youth Employment Program, for example, tripled the number of summer jobs available to these young people, providing 3,000+ jobs for vulnerable youth in 2017 versus 1,000 in 2014. This year, we also put special focus on LGBTQ youth, collaborating with the Hetrick-Martin Institute to develop strategies for employers to more effectively recruit and retain LGBTQ youth, to be published in 2018 as a first-of-its-kind manual.

**Thought Leadership:** In 2017, the Mayor's Fund coordinated roundtable discussions on youth unemployment across the boroughs, as part of

the Mayor's "City Hall in Your Borough" tour. The discussions between leaders from City government and community stakeholders provided space to share challenges, successes, and solutions to guide us toward our shared goal — putting young people on track to fruitful careers and a more equitable future.

**Youth Employment Task Force:** In addition, CYE helped shape findings of the Youth Employment Task Force convened by Mayor de Blasio and City Council Speaker Mark-Viverito. The Task Force released its final report in April 2017 with strong recommendations to expand, improve and align youth workforce programs in New York City.



## Donor Spotlight: Youth Employment

### Citi Foundation and Cities for Financial Empowerment Fund

2017 marks the fourth year that the Citi Foundation and Cities for Financial Empowerment (CFE) Fund have supported the New York City Summer Youth Employment Program (SYEP) and the Ladders for Leaders Internship Program as part of their Summer Jobs Connect initiative. This eight-city program adds banking access and financial education into summer youth employment programs across the country.

Together, the Citi Foundation and CFE have contributed \$1.1 million annually to New York City's SYEP since 2014, helping the Department of Youth and Community Development (DYCD) and Center

for Youth Employment (CYE) grow Ladders for Leaders exponentially since 2014.

Summer Jobs Connect youth learn key financial habits to put them on a path to a stronger financial future. This multi-year initiative has shown dramatic results such as a 400 percent increase in direct deposit rates. This summer over 24,000 young people participating in this program in New York City directly deposited their summer paychecks into their bank accounts. Beyond a paycheck, Summer Jobs Connect positions early job experiences as entry points for lifelong success in the financial mainstream.





# Re-imagining Mental Healthcare

## Stemming the Mental Health Crisis to Ensure New Yorkers Thrive

Positive mental health is critical to our City's overall well-being. Yet, mental illness remains pervasive across the boroughs, with about 34,000 adults experiencing serious psychological distress each month, according to the Department of Health and Mental Hygiene. The highest numbers are seen among low-income individuals, the uninsured and those receiving public insurance. Among New Yorkers who experience serious psychological distress, 40 percent report a time in the prior year when they needed treatment but did not receive it.

It's time to do better. At the Mayor's Fund, we are committed to doing our part through Connections to Care (C2C), a \$30 million, five-year initiative that is part of the ThriveNYC program launched by Mayor's Fund Board Chair Chirlane McCray in 2015. Through Connections to Care, we are partnering with community organizations across the five boroughs to integrate mental health skills into their work by tapping into the expertise of mental health providers (MHPs).

C2C is yielding impressive results:

### Partnering with Community-Based Organizations:

The Mayor's Fund's 15 community-based partners are providing services in key communities, reaching over 9,000 New Yorkers to date. While C2C-trained professionals serve a diverse clientele, they are focused on reaching three at-risk populations:

expectant parents and/or parents of children up to age four; out of school, out of work young adults ages 16-24; and unemployed or underemployed adults ages 18 and up.

**Training Direct Service Professionals:** In its first 18-months of implementation, C2C trained 1,000 social service staff, ranging from preschool teachers to job placement specialists. These staff are now helping their participants and clients identify possible mental health conditions, such as depression and substance abuse, providing non-clinical support, and referring people for specialized care.

**Looking Ahead:** We expect C2C to serve up to 40,000 New Yorkers in five years. To ensure the program is as effective as possible, we are partnering with the RAND Corporation, to assess the cost and impact of C2C long-term.







## **CITIES THRIVE**

In cities from coast to coast, mayors and their allies are coming together to shatter the stigma of mental illness and develop innovative new ways to address mental health challenges.

**On December 4th and 5th, New York City held its second annual Cities Thrive convening**, bringing together some of our nation's best thinkers on mental health to brainstorm new ideas, discuss best practices, create an ongoing conversation, and push our federal partners to join us in making mental health and substance misuse a top priority. Through this network, we look to provide learning opportunities to improve mental health care systems.



# Community Partner Spotlight: How We're Connecting to Care

## Red Hook Initiative, Brooklyn, NY

The Red Hook Initiative (RHI), a community-based organization that serves out-of-work/out-of-school youth in Brooklyn, is one of 15 providers in Connections to Care (C2C). RHI leverages the expertise of NYU Langone–Brooklyn to train their staff in mental health techniques, such as mental health first aid, psycho-education and screening to help them serve young people in Red Hook. These individuals come to RHI to improve their education and career opportunities and may also be experiencing mental health distress. RHI staff are also building a referral system with NYU Langone – Brooklyn to better connect young people to the mental health services they need.

***“In the 15 years that we have been serving youth and families in Red Hook, there has always been an unmet need for culturally responsive mental health care. We are proud to train our staff to be the team on the ground connecting youth to these life changing services.”***

—Jill Eisenhard, Founder and Executive Director, Red Hook Initiative





# Connections to Care

Connections to Care is part of ThriveNYC, a City-wide initiative working to build a more effective and holistic mental health system. Through C2C, we are empowering community-based organizations to help us identify and serve those most in need of mental health services.



**The Mayor's  
Fund partnered  
with 15  
community-based  
organizations**



**The program  
trained 1,000  
social service  
staff, ranging from  
preschool teachers  
to job placement  
specialists**



**Our partner  
organizations have  
helped over 9,000  
New Yorkers to date**



# Empowering Immigrant Communities to Succeed

## Embracing Diversity Is Key to New York City's Past and Future

New York City is home to more than three million immigrants, making it one of the most diverse cities in the world. When immigrants have the tools to succeed and participate in City life, whether through employment, healthcare, or civic activity, everyone benefits. The Mayor's Fund supports programs that empower immigrant New Yorkers and strengthen their communities.

**Supporting Citizenship:** Over 650,000 citizenship-eligible immigrants live in our City. On average, when people become citizens, they become more civically engaged, employed at a higher rate, earn more, pay more in taxes and are more likely to own a home. Through the **Mayor's Office of Immigrant Affairs (MOIA)**, the Mayor's Fund is thrilled to support NYCitizenship with our generous partners, including **Citi Community Development, The Robin Hood Foundation, The Revson Foundation** and others, providing free legal assistance and financial counseling for immigrants who want to naturalize via the City's public libraries. In 2017, Mayor de Blasio announced an infusion of public dollars, almost doubling the funding for NYCitizenship, bringing its budget to \$1.6 million. This boost expanded the reach of the program — allowing the provision of services in all 5 boroughs, including the first site on Staten Island.

**Taking Local Lessons Global:** New York City is on the frontlines when it comes to immigration and refugee integration, but we are not alone. Cities worldwide grapple with similar issues. The Mayor's Fund participated in the 2017 **Global Mayors Summit** in New York, joining with mayors from around the world to discuss pressing issues related to global migration and refugee policy. The Summit was based on a shared understanding of migrants' role in the vitality of cities and local economies. It focused on the need for inclusion of local leadership in global policy discussions and provided mayors with the opportunity

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**Did you know:**  
Thirty-seven percent of  
New York City's population is  
foreign born.

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to give input to the 2018 UN Global Compact for Migration. While there, we illuminated the ways philanthropy and the private sector are working in coordination with progressive leaders in government to protect immigrant communities, and how this model ensures we are fully leveraging the unique assets and value of each partner.







## **DEFENDING DREAMERS AND DACA**

This year, the federal immigration program known as DACA (Deferred Action for Childhood Arrivals) faced incredible obstacles, as did the people it protects — undocumented immigrants who came to the U.S. as young people. DACA provides eligible undocumented immigrants with temporary protection from deportation and access to work authorization. The Mayor's Fund continued to support the Mayor's Office of Immigrant Affairs in defending DACA and the Dreamers.

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***"We have a chance to define a new normal in which inclusive societies are prized and recognized as the most productive, the most modern, the most filled with promise."***

—Mayor Bill de Blasio









# Promoting Healthy, Active Lifestyles for Youth through the NYC Soccer Initiative

We are proud to support Mayor de Blasio's Building Healthy Communities initiative, and its goal of empowering New Yorkers to live, work, learn and play in healthy, safe neighborhoods.

In 2017, the Mayor's Fund continued our lead role in the **New York City Soccer Initiative**, a pioneering \$3 million public-private partnership designed to expand youth access to safe playing spaces and quality programs. In October, Chair Chirlane McCray inaugurated 10 mini-soccer pitches, the first of 50 planned for underserved neighborhoods across the City. Over the next five years, the program will offer afterschool programming and mentorship opportunities, and will reach as many 10,000 youth.

## OUR PARTNERS



## Chair Chirlane McCray inaugurated 10 mini-soccer pitches in 2017

1. Frederick Johnson Playground, Manhattan, Parks
2. P.S. 093 Albert G. Oliver, Bronx, DOE
3. P.S. 083 Luis Munoz Rivera, Manhattan, DOE
4. Triboro Bridge Playground, Queens, Parks
5. P.S. 019 Marino Jeantet, Queens, DOE
6. Hillside Park/Irwin Altman Middle School 172, Queens, Parks
7. P.S. 184 Shuang Wen, Manhattan, DOE
8. Woods Playground/P.S.335 Granville T. Woods, Brooklyn, Parks
9. P.S. 66, Brooklyn, DOE
10. Eagle Academy For Young Men Of Staten Island/I.S.49 Berta A. Dreyfus, Staten Island, DOE





*"We are honored to work with our partners and the City of New York who recognize the power of soccer to bring communities together, address pressing issues, help youth embrace healthy, active lifestyles and learn critical life skills they need both on and off the field."*

—Ed Foster-Simeon, President & CEO of the U.S. Soccer Foundation



# Creating Community Connections for Probation Clients

Historically, probation services have been disconnected from the communities they serve. At the Mayor's Fund, we are working with the **Department of Probation** to continue to better connect residents in **NeON neighborhoods** to the community resources and tools they need to succeed.

Through the NeON<sup>SM</sup> Arts Program (NEON<sup>SM</sup>), we are bringing arts education and programs to New York City residents including probation clients in seven communities: Harlem, the South Bronx, East New

York, Bedford-Stuyvesant, Brownsville, South Jamaica, Queens and Northern Staten Island. Participants collaborate on meaningful projects — dance, music, theater, visual arts, poetry, and digital media —that develop their skills, nurture positive peer relationships and benefit their communities.

Since 2013, over 7,000 New York City residents including those on probation have participated in NeON Arts.





# Strengthening Service and Civic Involvement

The Mayor's Fund partners with NYC Service to empower New Yorkers to work together and serve each other by providing essential services to communities in need. Corporate volunteers and AmeriCorps members in particular play a critical role in this work. Through two of NYC Service's AmeriCorps programs and corporate service work, we are engaging New Yorkers in service to help address needs across our City.

**NYC Civic Corps** and **City Service Corps** are two AmeriCorps programs administered by NYC Service with Corps members serving full-time for 10 months at a City agency or nonprofit. **Civic Corps** members help organizations recruit, manage and retain volunteers to better serve New Yorkers every day. Due to their work, last year over 16,000 volunteers were recruited to support these organizations. **City Service Corps**

members work within City agencies and focus on areas addressing critical capacity and community issues. Their work has directly affected over 71,000 New Yorkers in the last year.

NYC Service leverages **public-private partnerships** by tapping into the time, talents and skills of corporate volunteers to create local change and build nonprofit capacity. NYC Service connects companies to nonprofit and community-based organizations; provides strategic support, consultation and training around corporate volunteer programs; convenes companies as part of the **NYC Corporate Volunteer Council** around the social impact of corporate volunteerism; and creates and manages opportunities for companies to engage their employees as change agents in the City through key initiatives like **NYC Youth Mentoring**.



# Girl Scout Troop 6000: First-in-the-Nation to Serve the Homeless



Roughly one-third of New York City's homeless are school-age children 17 years old and younger, according to the **Department of Homeless Services**.

Programs like the Girl Scouts provide stability and strengthen the bonds among young women. Research shows that Girl Scout alumnae have a stronger sense of self, achieve higher levels of education, and are more likely to reach a higher socio-economic status.

In 2017, the Mayor's Fund partnered with the Department of Homeless Services and the **Girl Scouts of Greater New York** to launch Troop 6000, the first-in-the-nation Girl Scout troop serving homeless girls and women. In July, Mayor de Blasio announced a \$1 million investment that grew the program from one shelter site to 15, providing 500 girls and women the opportunity to participate in its first year.

## TROOP

6 0 0 0



**\$1,000,000**

— public investment in 2017 —



*"Every girl deserves a chance to thrive, succeed, and give back, no matter where they live. We are thrilled to partner to expand Troop 6000, giving girls experiencing homelessness the opportunity to build the skills and confidence to create positive change in their communities and reach their potential as leaders."*

—Department of Homeless Services Administrator Carter









# Making Employment Accessible for People with Disabilities

Across all age groups, the employed population among people with disabilities is significantly lower than the population of those with no disabilities, according to the United States Department of Labor.

Through a partnership with the **Mayor's Office for People with Disabilities**, the Mayor's Fund is working to increase employment accessibility for New Yorkers with disabilities. **NYC: ATWORK**, the first public-private partnership to increase employment for New Yorkers with disabilities, is designed to increase opportunities for jobs and careers for transitioning youth, those who are unemployed or underemployed and those new to disability. NYC: ATWORK is building a coalition of business stakeholders to identify job readiness trainings and employment options, and to share best practices. With a retention goal of one year (in contrast to a more typical goal of ninety-days), NYC: ATWORK focuses on finding long-term careers and self- or family-sustaining wages for individuals with disabilities.



# Making City Services Accessible for Low-Income New Yorkers

According to the NYC Government Poverty Measure, from 2005 to 2015, 44.2 percent of New Yorkers lived at or near poverty. City agencies are always looking to improve the ways in which services are delivered and communicated to communities.

At the Mayor's Fund, we were proud to partner with the **Mayor's Office for Economic Opportunity** and **Citi Community Development** to launch the nation's first-ever Service Design Studio and Toolkit, which aims to make public services for low-income New Yorkers as effective and accessible as possible.

The Service Design Studio and Toolkit provides a central resource for City agencies and public servants who want to learn best practices. It offers consulting, trainings and event programming. Both the Studio and toolkit employ a collaborative "service design" model, a participatory approach to improving services that incorporates feedback from stakeholders, including those who receive services. In 2018, the Studio will invite partnership proposals from City agencies with innovative ideas for reducing poverty.

The Service Design Studio and Toolkit includes a set of downloadable posters promoting design principles.







# Responding to our Neighbors in Need: Hurricane Relief 2017

This year, Hurricanes Harvey, Irma and Maria caused unprecedented damage in Houston, Florida, Puerto Rico and throughout much of the Caribbean. New Yorkers, many of whom have both deep connections to these areas and all-too-recent memories of Hurricane Sandy, were eager to help. The Mayor's Fund was quick to respond to requests from both our residents and from FEMA to help our neighbors in need.

**Deploying Disaster Relief:** New York City deployed nearly 300 City employees on the ground in Puerto Rico, among them FDNY and NYPD personnel and emergency staff who provided direct on-the-ground assistance and coordinated recovery operations.

**Directing Donations:** The Mayor's Fund served as a conduit for New Yorkers and City employees to direct donations to direct disaster relief, through our web-site and via direct payroll deductions. Through website donations and public-private partnerships \$1.7 million in cash and in-kind goods were donated to support those displaced by these natural disasters.\* We also worked with City agencies to promote donations of essential goods through 24 drop-off sites across the five boroughs.

**Supporting Displaced Communities:** On October 19th, Mayor de Blasio opened the Hurricane Evacuee Service Center to support displaced individuals and

families from Puerto Rico, the U.S. Virgin Islands and other Caribbean islands. The center offers in-person support and access to services for individuals and brings together government agencies, nonprofit organizations, and community-based organizations. Together they are connecting families and individuals to critical services, including enrollment in public benefits and health insurance, food assistance, and mental health counseling.

***"New Yorkers take care of one another and that spirit extends to this current catastrophe in Puerto Rico and other Hurricane-impacted areas. I commend the Mayor for getting these resources in place so quickly."***

—U.S. Representative  
Nydia M. Velázquez

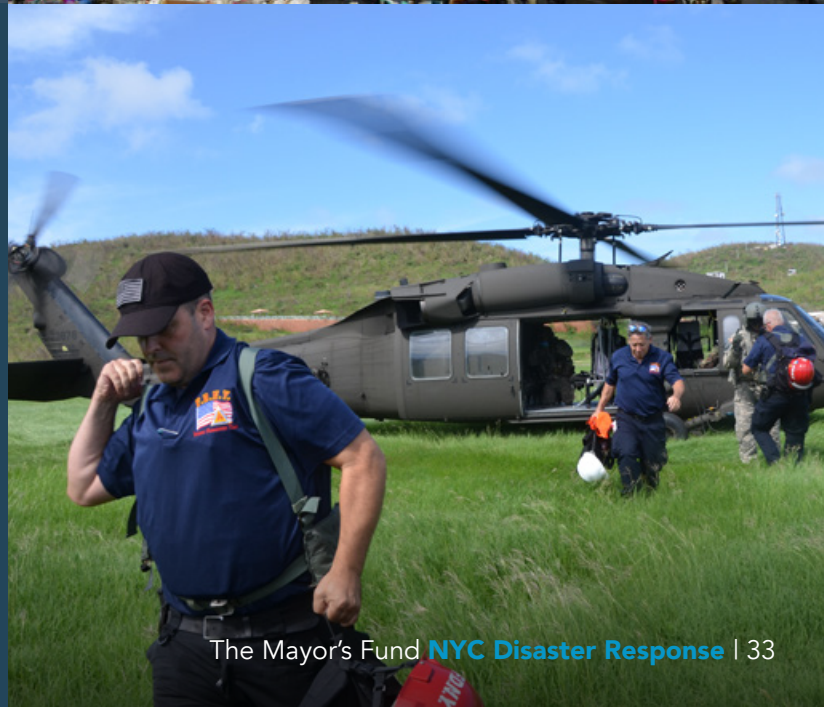
\*As of December 15, 2017.



New York City  
is home to more  
than **700,000**  
people of Puerto  
Rican descent.

Approximately  
**one million pounds**  
of solicited goods  
were collected for  
Puerto Rico

**299 City staff**  
deployed from NY  
for on-the-ground  
assistance





# Donor Spotlight: Innovation at Scale

## The Leona M. and Harry B. Helmsley Charitable Trust

The Leona M. and Harry B. Helmsley Charitable Trust has been one of New York City's most stalwart supporters, and through smart investments we can see how their giving in recent years has made a tangible impact on the health and well-being of many of our most vulnerable populations.

The Helmsley Charitable Trust aspires to improve lives by supporting effective organizations in health and select place-based initiatives. Over the past three years, their investments through the Mayor's Fund have totaled over \$3 million, which has been instrumental for two of our most innovative and far-reaching initiatives:

***"The Helmsley Charitable Trust's support has fundamentally changed the way we approach and implement food access initiatives. Thank you for your generous support of the Mayor's Office of Food Policy and our work to support healthy food for all New Yorkers."***

—Barbara Turk, New York City's  
Director of Food Policy

**Emergency Food Assistance through the NYC Office of Food Policy:** With the support and partnership of the Helmsley Charitable Trust, the New York City Office of Food Policy has advanced its efforts

to increase equity and efficiency in emergency food assistance services across the City. Through a three-year initiative, they developed the New York City Food Assistance Collaborative, a coalition working to improve access to emergency food assistance. The Collaborative has enhanced information-sharing and coordination among suppliers and emergency food programs; increased capacity and food supply in areas with the greatest need; and improved the client experience with the pioneering mobile app Plentiful. Through this new technology and improved access to food services, 8.3 million meals will be distributed to more than 103,000 individuals over the course of one year. To date, 40,000 families have used the Plentiful app to support a simpler, more dignified food pantry experience.

Helmsley has also helped support cross-agency work to advance far-reaching strategic objectives and initiatives. Using research on the food retail landscape and consumer food shopping behaviors, the Office is working to connect low-income New Yorkers with opportunities for healthier food access.

**Data Access at the Mayor's Office for Economic Opportunity:** In a City the scale of New York, it is often a challenge understanding the scope of social services available. Through the Mayor's Office of Economic Opportunity, the Helmsley Charitable Trust has improved our ability to use data to make service delivery more holistic, accessible and effective.

With this multi-tiered program, we have a better understanding of how low-to-moderate income New Yorkers access the support they need, and are making benefits easier to obtain. For example, through ACCESS NYC – our online benefits screening tool – we have re-designed a user-friendly and streamlined website for learning about benefits such as how to obtain low-cost insurance, child care, or rent freezes for our senior community. And, through a comprehensive service location mapping project, we are making it easier for individuals and advocacy organizations to research and obtain services that best meet their needs. This project also allows the City, researchers, and advocates to gain greater insight into the impact of services and areas where greater investment is warranted.

***“Helmsley Charitable Trust is thoughtful and savvy about how using data in new ways can catalyze system change. They have been smart, supportive partners throughout our work with them. We are extremely grateful for their groundbreaking support.”***

—Matt Klein, Executive Director  
of the Mayor’s Office for Economic  
Opportunity





# Thank You to Our Supporters

adidas  
AECOM Tishman  
American Council of Learned Societies  
American Psychiatric Association Foundation  
Astoria Energy, LLC  
Carnegie Corporation of New York  
CBS Corporation  
Cerebral Palsy Foundation  
Chapman Perelman Foundation  
Christopher and Dana Reeve Foundation  
Citi Business Services  
Citi Community Development  
Citi Foundation  
Cities for Financial Empowerment Fund  
Clear Channel Outdoor  
Columbia University  
ConEdison  
Corporation for National and Community Service  
Craig H Neilsen Foundation  
Deloitte  
Delta Air Lines Inc.  
Discovery Communications  
Abigail E. Disney and Pierre N. Hauser  
Disney Worldwide Services, Inc.  
Earth Matter NY  
EmblemHealth  
Ernst & Young LP  
Fidelity Charitable Trust  
Gray Foundation  
Greater New York Hospital Association  
Grey Global Group  
Hal Fetner  
Harvard University  
ICD - International Center for the Disabled  
IHeartMedia Inc

Independence Care System, Inc.  
Industry City  
James Family Foundation  
Jeffrey and Paula Gural  
JetBlue Airways  
Kery LLC  
Kessler Foundation  
Laurie M. Tisch Illumination Fund  
Leslie Gruss  
Lighthouse Guild International  
Limelight by Alcone  
Maimonides  
Marriot International, Inc.  
Masters Plumbers Council  
Marilyn and Jim Simons  
Monadnock Development LLC  
Moody's Foundation  
National Grid  
New York City Economic Development Corporation  
New York City Football Club  
New York State Health Foundation  
NYC & Company Foundation  
Omni New York LLC  
Open Society Foundations  
Outfront Media LLC  
Overdeck Family Foundation  
Partnership for NYC  
Pearson, Inc.  
Poses Family Foundation  
PSYOP Productions, LLC  
RBC Foundation USA  
Real Estate Board of New York  
Red Apple Group  
Research Foundation of the City University of New York  
Robert Kaplan  
Robin Hood Foundation  
Rubenstein Communications Inc.  
Rudin Management Company  
Santander

SOMOS Community Care  
Stavros Niarchos Foundation  
Taconic Investment Partners LLC  
Target Corporation  
The ABNY Foundation  
The Allergan Foundation  
The Bank of New York Mellon  
The Benedict Silverman Foundation  
The Bluestone Organization  
The Brooke Jackman Foundation  
The Durst Organization  
The Ford Foundation  
The Fuhrman Family Foundation  
The Guardian Life Insurance Company of America  
The Hearst Organization  
The Ira W. DeCamp Foundation  
The JPMorgan Chase Foundation  
The Laurie M. Tisch Illumination Fund  
The Lizzie and Jonathan M. Tisch Foundation, Inc.  
The Lizzie and Jonathan M. Tisch Fund  
The McKissack Group  
The Neuberger Berman Foundation  
The New York Community Trust  
The New York Mets Foundation  
The Pinkerton Foundation  
The Rockefeller Foundation  
The Rudin Foundation, Inc.  
The Shelley and Donald Rubin Foundation  
The Viscardi Center  
Time Warner  
Tishman Speyer Properties, LP  
Trinity Wall Street

*\*Includes donations and pledges as of December 1, 2017.*







# Governance

## BOARD OF DIRECTORS\*

**Chirlane I. McCray**, Chair

**Gabrielle Fialkoff**, Vice Chair

**Henry Berger**

**Richard Buery**

**Matt Klein**

**Kevin O'Brien**

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**Maya Jakubowicz**, Treasurer

**Ann Wright**, Secretary

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Barry Berke

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Barbara Bowen

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Derrick Cephas

Debra Martin Chase

Mitch Draizin

Jay Eisenhofer

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Marian Fontana

Charlene Gayle

Beth Green

George Gresham

Jon Halpern

Fred Heller

Louis Hernandez

Lorna Howard

Amabel Boyce James

Pam Kwatra

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Ron Moelis

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Steven Rubenstein

Bill Rudin

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Chris Shelton

Ed Skyler

Marcia Smith

Jerry Speyer

Mary Alice Stephenson

Stuart Suna

Ken Sunshine

Carol Sutton Lewis

Jonathan Tisch

Daniel Tishman

Estela Vasquez

Jeff Wilpon

Steven Witkoff

*\*As of December 2017*

# Financials

Support and Revenue	Fiscal Year 2017	Fiscal Year 2016
Contributions and Grants	\$21,331,863	\$24,597,180
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<b>Operating Expenses</b>		
Program Services	\$22,522,263	\$28,340,598
Management and General	\$353,979	\$269,271
Fundraising	\$401,840	\$377,475
<b>Total Operating Expenses</b>	<b>\$23,278,082</b>	<b>\$28,987,704</b>
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<b>Excess of Expenses Over Revenue</b>	<b>\$1,946,219</b>	<b>\$4,390,524</b>
<b>Non-Operating Revenue</b>	<b>\$386,953</b>	<b>\$515,627</b>
<b>Change in Net Assets</b>	<b>(\$1,559,266)</b>	<b>(\$3,874,897)</b>

*This report illustrates the Mayor's Fund fiscal year, covering a 12-month period from July 1, 2016 - June 30, 2017. The Mayor's Fund receives contributions that support both single-year and multi-year programs. Timing of program revenue and expenses are influenced by program budgets causing, in some cases, revenue and expenses to occur in different fiscal period, resulting in the excess of expenses over revenue depicted in this financial report.*

## Contact

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Report produced by **Cynthia Olson** and designed by **Daniel Essrow**.



**THE MAYOR'S FUND TO  
ADVANCE NEW YORK CITY**

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New York, NY 10007

[nyc.gov/fund](https://nyc.gov/fund)  
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