

MAYOR'S FUND TO ADVANCE NEW YORK CITY



MICHAEL R. BLOOMBERG, MAYOR
MEGAN SHEEKEY, PRESIDENT

ANNUAL REPORT
2009-2010



MESSAGE FROM THE MAYOR

From our first days in office, our Administration has worked to forge groundbreaking public-private partnerships to enhance the lives of New Yorkers. The Mayor's Fund to Advance New York City has played an integral role in facilitating these partnerships and has made a tremendous difference in our City. With the help of private supporters, the Mayor's Fund has allowed the City to launch innovative public programs, test their effectiveness, and evaluate their worthiness for expansion. The Fund has been essential to new initiatives that protect our environment, promote the arts, strengthen communities, encourage volunteerism, and support our youth.

For example, through MillionTreesNYC, the city's effort to plant one million trees by 2017, the Mayor's Fund has leveraged private support to help plant more than 350,000 trees over the past three years, putting us more than 20 percent ahead of schedule. The Fund has supported the successful participation of more than 70 young people in the MillionTreesNYC Training Program, helping to ensure a more sustainable New York for years to come.

The Mayor's Fund has also enabled the development of the City's Financial Empowerment Centers, helping more than 4,500 residents manage their finances this year. One of the New Yorkers helped by this program is Mr. Fitch, a veteran who was unemployed and homeless when he first came to one of the Centers. As part of his transition back into employment and housing, he came in for budgeting assistance, debt reduction, and credit repair. A counselor helped him write letters to credit bureaus to correct errors on his credit reports and investigate debts that appeared on his credit reports. The investigations confirmed that the debts were not his, resulting in \$4,377 - roughly half of his supposed debt - being deleted from the reports.

On behalf of all New Yorkers, I want to thank everyone who has contributed to the Mayor's Fund and helped expand its reach. And in these difficult economic times, with more families struggling and government tightening its belt, the Mayor's Fund will continue to be a critically important part of our work to build a stronger, healthier, safer, and greener New York.



Michael R. Bloomberg
Mayor

MAYOR'S FUND: 2002 - 2010 HIGHLIGHTS

Under the leadership of Mayor Bloomberg, the Mayor's Fund to Advance New York City has forged innovative public-private partnerships to strengthen our city and the services delivered to New Yorkers. These unique partnerships address the diverse needs of our residents throughout all five boroughs. A glance at some of the City's accomplishments in collaboration with the Mayor's Fund since 2002 demonstrates the breadth and diversity of our work.

2002

First **September 11 Commemoration** was held to honor those lost and to help with the healing and rebuilding of NYC.



2003

Public Private Initiatives was renamed **Mayor's Fund to Advance New York City**. Under Mayor Bloomberg, the Fund was re-established as an important vehicle for the City to strengthen public programs and partner with the private sector.

NYC Leadership Academy was created by the Department of Education to offer comprehensive leadership development programs for aspiring and early-career New York City school principals.



Public Health Detailing worked with primary health care providers to improve patient care around key public health challenges including: influenza vaccination, colon cancer screening, and smoking cessation.

2004

First **Fete de Swifty** annual benefit held to support select NYC programs.



First annual **Gracie Mansion Conservancy Benefit** held to aid in the restoration and maintenance of the "People's House" and support the Conservancy's public tour program.



2005

Jackie Robinson/Pee Wee Reese Monument was unveiled to commemorate the courageous and noble friendship forged between these two athletes.



Third Grade Vision Program, led by the New York City Department of Education, started providing free examinations and eyeglasses to students at risk of falling behind academically.

Family Justice Center Initiative, led by the Mayor's Office to Combat Domestic Violence, opened its first center in Brooklyn to provide multiple services for domestic violence victims in one location. Additional centers have opened in Queens and the Bronx.

“Everything looked so dark, as though it was the end of the world. But now, I can see a bright light, shining.”

Yvette, FJC Client

Stomp Out Litter Campaign, in partnership with the Department of Sanitation, was launched with the off-Broadway cast of “Stomp” to raise awareness and help keep New York City clean.



City Hall Portrait Conservation Initiative, a partnership with the Design Commission, set out to restore more than 100 paintings by some of the leading late 18th to mid-19th century American artists, and created an endowment for the entire collection.



30th Anniversary of NYC Department of Cultural Affairs was celebrated at Jazz at Lincoln Center, highlighting the work of the agency and promoting the City's non-profit arts community.

Hurricane Katrina Relief was organized by the City to aid victims of the devastating hurricane that hit Alabama, Louisiana and Mississippi.

2006

Prospect Park in Lights, a temporary large-scale holiday lighting installation consisting of more than 600,000 LEDs, illuminated four major gateways to Brooklyn's Prospect Park. A repeat performance took place in 2007.

NYC GirlsREACH (now NYC Ladders for Leaders), a collaboration between the Commission on Women's Issues and the Department of Youth and Community Development, was launched to expose high school and college students from low-income families to professional career paths through an intensive internship program.



Safe Haven pilot began to target the most difficult to reach homeless men with the goal of permanent housing. Building on its success, the Department of Homeless Services expanded the program citywide.



Center for Economic Opportunity was founded to test innovative approaches to reduce poverty in New York City through 40 evidence-based initiatives.

2007

Opportunity NYC pilot led by the Center for Economic Opportunity began the nation's first program to offer cash payments to families, youth and working adults living in poverty, with the goal of reducing short-term material hardship and supporting human capital development.

PlaNYC, the Mayor's sustainability agenda, was launched including 127 long-term initiatives to create a greener, greater NYC.

GreenNYC, the marketing component of PlaNYC, started by offering tips on how to maximize energy efficiency and conserve natural resources while saving money.

MillionTreesNYC was launched as part of PlaNYC to plant one million new trees throughout the five boroughs by 2017. Tree planting activities led by the Department of Parks & Recreation and non-profit partner New York Restoration Project were directed to Trees for Public Health neighborhoods with high rates of adolescent asthma and low tree canopy cover.



2008

Green Carts was established through passage of a local law increasing permits for mobile food vendors to sell fresh produce in neighborhoods with high rates of diet-related diseases including diabetes and obesity. Led by the NYC Department of Health and Mental Hygiene and Office of the Food Policy Coordinator, Green Carts also supported local entrepreneurs through micro-loans and technical assistance.

Fun Food, Smart Food, a 12-week cooking and nutrition program for middle school youth in partnership with the Department of Youth and Community Development, began in 6 afterschool sites in East/Central Harlem and Central Brooklyn. The program expanded to more sites in the South Bronx and Jamaica, Queens.



First **Financial Empowerment Center** opened in Melrose, Bronx to provide neighborhood-based, free one-on-one financial counseling. Led by the Office of Financial Empowerment, Centers were added to other high need areas throughout the City.

“Slowly but surely I learned to save money for a rainy day. Before, I never used to have that. My thing was just to spend. I have learned how to save first, then spend what I can afford.”

Lourdes, FEC Client

\$aveNYC began offering low-income New Yorkers matching funds if they saved a portion of their tax refund, helping individuals and families build banking and saving activities.

Brooklyn Bridge 125th Birthday Celebration included a concert, festive bridge lighting and a fireworks spectacle. A film series, bicycle tour, lectures, and more continued over the weekend.



MillionTreesNYC Training Program, a Center for Economic Opportunity pilot program led by the Parks Department, was launched to train disconnected youth ages 16-24 in “green collar” skills and help them obtain jobs in this growing field.



2009

NYC Service, responding to President Obama’s call to action, was created to set a new standard for how cities can tap the power of their people to tackle our most pressing challenges through volunteerism.



Greater NY, part of a series of initiatives to help nonprofits, paired business executives with nonprofit executive directors in two-year one-on-one strategic partnerships. The goal is to develop and implement solutions using best practices from both the private and nonprofit sectors.

NYC Civic Corps welcomed its inaugural class of 191 individuals to serve at local organizations for one year with the charge of developing sustainable volunteer programs and organizational capacity.

“The last six months have been life changing. I now know I can have an impact in the world around me. I feel I have a purpose.”

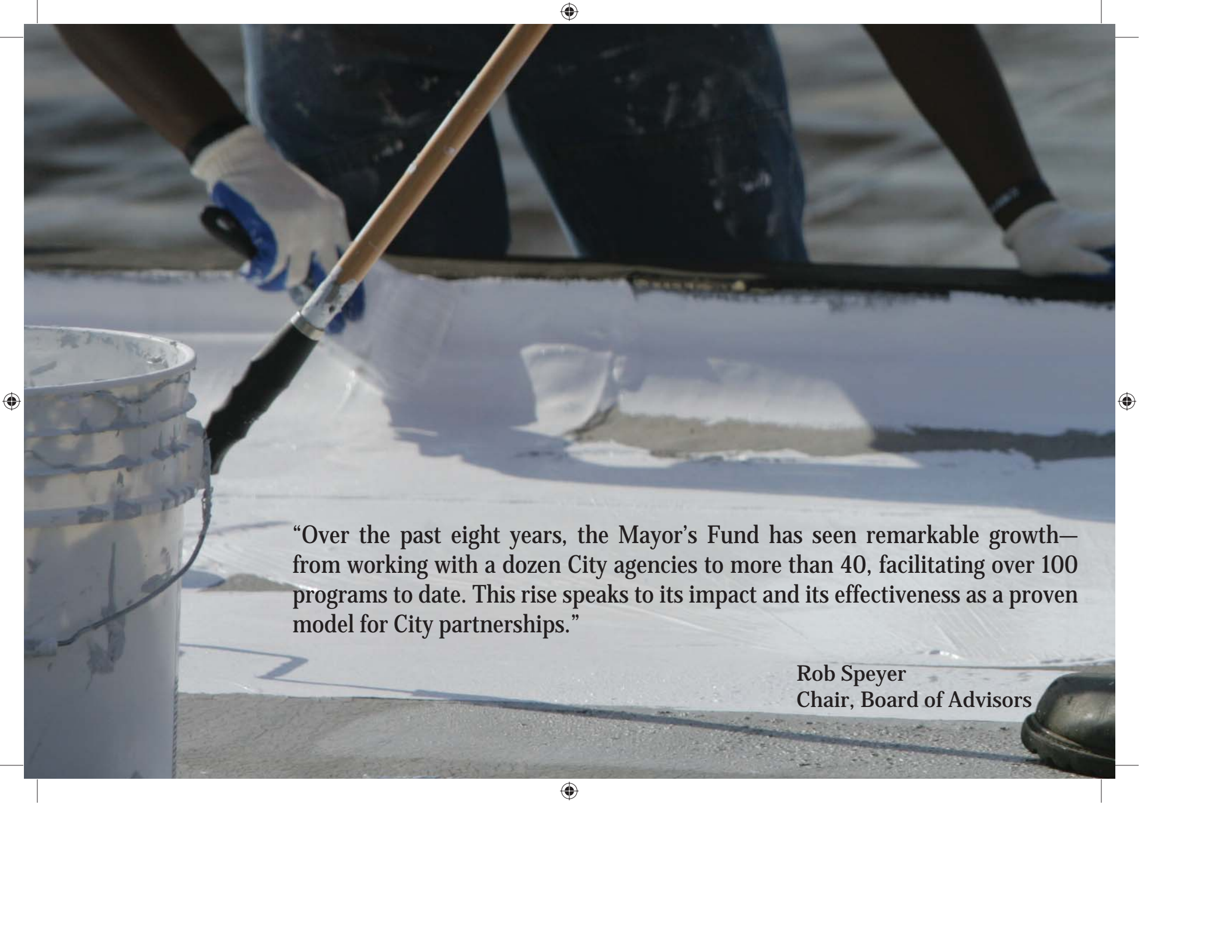
Cindy, Civic Corps Member



2010

Haiti Relief Fund was created to aid the victims of the January 12 earthquake. Over \$2 million was collected from donors throughout the city and around the world.

New York City School Gardens Initiative was launched in partnership with GrowNYC, the Parks Department and the Department of Education to help provide schools with the resources needed to start a garden. It included the establishment of “Learning Gardens” at City Hall Park, Gracie Mansion and Randall’s Island.

A close-up photograph of a person painting a wall. The person is wearing blue jeans and white gloves with blue accents. They are using a long-handled brush to apply white paint to a surface. A white bucket of paint is visible on the left side of the frame. The background is a plain, light-colored wall.

“Over the past eight years, the Mayor’s Fund has seen remarkable growth—from working with a dozen City agencies to more than 40, facilitating over 100 programs to date. This rise speaks to its impact and its effectiveness as a proven model for City partnerships.”

Rob Speyer
Chair, Board of Advisors



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FINANCIAL REPORT

Through generous support from foundations, corporations, and individuals the Mayor's Fund to Advance New York City raised nearly \$35 million in Fiscal Year 2009 for City initiatives. The magnitude of donations administered is a strong indication of confidence in the Mayor's Fund to exercise exemplary fiscal responsibility and strong program management. The Mayor's Fund devotes 100% of donations received to direct program expenses.

	Fiscal Year 2009	Fiscal Year 2008
SUPPORT AND REVENUE		
Contributions & Grants	34,949,803*	42,781,880**
OPERATING EXPENSES		
Program Services	35,455,699	36,641,243
Management and General	226,551*	171,358
Fundraising	83,649	76,445
Total Operating Expenses	35,765,899	36,889,046
Excess of Expenses over Revenue	(816,096)	5,892,834
Non-Operating Revenue	948,967	1,417,435
CHANGE IN NET ASSETS	132,871	7,310,269

*In Fiscal Year 2009 expenses and contributions include additional in-kind services valued at \$39,000.

**In Fiscal Year 2008 revenues reflect new multi-year grants in support of MillionTreesNYC and OpportunityNYC.

To Donate:

MAYOR'S FUND TO ADVANCE NEW YORK CITY

253 Broadway, 8th Floor • New York, New York 10007


Tel: 212.788.7794 • Fax: 212.312.0930

www.nyc.gov/fund



Michael R. Bloomberg
Mayor

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