

MAYOR'S FUND TO ADVANCE NEW YORK CITY Annual Report 2006

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“The Mayor's Fund brings people together to fill vital needs, support innovative new initiatives, and help make New York an even more vibrant and dynamic place to live and work.”
- Mayor Michael R. Bloomberg

The Mayor's Fund to Advance New York City is a 501(c)(3) not-for-profit organization established in 1994 to promote partnerships between the City and the private sector. The Mayor's Fund relies on individuals, foundations, and corporations to support innovative projects in areas including the arts, parks, education, and health.

Dear Friends,

The preparation of this annual report has allowed us to reflect on the numerous accomplishments of the Mayor's Fund to Advance New York City during the past year. We have embarked on many important and inventive programs that have exhibited the true potential of public-private partnerships to enhance critical City programs. Some of the highlights include:

- The introduction of NYC GirlsREACH, which provides participants with unparalleled opportunities to learn first-hand from professional women and gain insight into the endless possibilities before them for their future careers.
- The official launch of the City Hall Portrait Conservation Initiative to restore an historic collection of portraits to their formal glory and preserve them for generations of New Yorkers and visitors to come.
- The inception of Safe Haven, which reaches unsheltered street homeless men, an extremely vulnerable part of our population, through an innovative “harm reduction” approach.

During the last year, the Mayor's Fund to Advance New York City introduced several new pilot programs and continued to enhance and build upon successful initiatives throughout the five boroughs. Some highlights include:



Family Justice Initiative

Mayor Bloomberg opened the first New York City Family Justice Center in Brooklyn in July 2005 to provide a range of centralized services for domestic violence victims. The objective of Family Justice Center is to break the cycle of domestic violence by providing essential advocacy, case management and legal and housing assistance under one roof. Services are provided with the involvement of partner

agencies including non-profit organizations, City and State agencies, the District Attorney's Office, and faith-based organizations. By the end of 2006 over 3,500 domestic violence victims and their 800 children utilized the center and its resources to rebuild their lives. Based on the success of the Brooklyn center, the Mayor committed to opening additional centers. The Mayor's Office to Combat Domestic Violence will be overseeing the development of two more centers in Queens and the Bronx. Proceeds from Fete de Swifty 2006, the annual benefit of the Mayor's Fund, were dedicated to this important public-private initiative.



NYC GirlsREACH

NYC GirlsREACH, a joint initiative of the Commission on Women's Issues and the Department of Youth and Community Development, was launched by Mayor Bloomberg in 2006 to develop a new generation of leaders by pairing high school-aged youth with strong female role models in both the public and private sectors. In addition

to taking on high-profile internships, participants attend weekly workshops on issues such as financial literacy, college admissions, career readiness, and health. The first 49 participants completed a Kaplan course to prepare them for the SATs and were all eligible for college scholarships, made possible by private donations to the Mayor's Fund from participating companies.



Prospect Park in Lights

New Yorkers and visitors were treated to a magnificent public lighting display in Prospect Park during the 2006 winter season. More than 600,000 lights decorated four major gateways to the Park: Grand Army Plaza, Bartel Pritchard Circle, Park Circle, and the Parkside and Ocean Avenue entrance. With support from the Prospect Park Alliance, Department of Parks & Recreation, Department of Transportation, and

New York Police Department, the event provided one more reason to celebrate the holidays in one of New York's landmark parks.



Stomp Out Litter Campaign

In March the Mayor's Fund, in partnership with the Department of Sanitation, kicked off "Stomp Out Litter" - a dynamic public awareness campaign launched by Mayor Bloomberg to help keep our streets clean. In addition to airing on NY1, WCBS and Fox 5, the public service announcements were shown on message boards at Shea Stadium, KeySpan Park, and the USTA National Tennis Center. The

campaign was also featured on the back panels of MTA buses and Sanitation collection trucks in every borough. Along with the cast of the Off-Broadway show STOMP providing their talent and time, many City agencies aided the campaign, including the Department of Environmental Protection, Parks & Recreation and the Mayor's Office of Film, Theatre and Broadcasting.



Third Grade Vision Program

The Third Grade Vision Program provides free examinations and eyeglasses to students at risk of grade retention throughout the City. The program creates a stronger awareness of vision problems and treatments among children in academic and socioeconomic need, and aims to improve their overall academic performance.

Over the 2006 school year, optometrists through the program visited approximately 100

high-risk elementary schools and evaluated 1,500 children in New York City public schools. Sponsorship of this program also allowed the New York City Office of School Health (jointly administered by the Department of Education and Department of Health and Mental Hygiene) to enhance its reach and provide vision screening to third grade students during the 2006 summer school session.



Safe Haven

In an effort to serve some of the most chronically street homeless individuals in the City, the Department of Homeless Services (DHS) and its nonprofit partner the Bowery Residents' Committee (BRC) created the Safe Haven pilot program. Safe Haven, launched in December, is targeted towards unsheltered homeless men for whom alternative options have failed or been refused. It provides

immediate temporary housing for individuals and is meant to be easily accessed by men who have spent a significant amount of time on the streets. Outreach teams who are familiar with street clients make referrals into the program, which applies a "harm reduction" approach to alcohol and substance abuse. All clients receive medical and psychological evaluations within five days of entering the program and are actively completing packets for permanent housing. The Safe Haven may serve as a key strategy for DHS in achieving its goal to end chronic homelessness and reduce street homelessness by two-thirds by 2009.



Portrait Conservation Initiative

The City Hall portrait collection, a unique historical component of the interiors of City Hall, offers a visual history of the people whose actions and contributions made a significant impact on the City. This collection, considered one of the most outstanding groups of portraits by American artists in the United States, consists of more than 100 paintings by some of the leading late 18th to mid 19th century American artists. The Portrait Conservation Initiative, officially launched in December, aims to conserve individual portraits as well as provide ongoing maintenance to guarantee

that the needs of the collection are addressed strategically over the long term.



Out-of-School Time

In October, New York City celebrated the one-year anniversary of its Out-of-School Time (OST) program. This comprehensive initiative unites New York City's youth-serving agencies with community-based organizations in an effort to provide free quality youth development programming during non-school hours. In the first year of operation, the OST initiative served over

59,000 young people. Enrollment in 2006-2007 is expected to exceed 65,000. The Mayor's Fund is working to build long-term sustainability in addition to increasing the number of youth served by OST programs.

Overview of Income and Expenses

Fiscal Year July 1 to June 30, 2006

	2006 July 1 – June 30	2005 July 1 – June 30
SUPPORT AND REVENUE		
Contributions & Grants	\$16,519,428	\$15,765,481
OPERATING EXPENSES		
Program services	\$15,130,477	\$8,571,891
Management & General	\$142,301	\$139,915
Fundraising	\$54,642	\$46,971
TOTAL OPERATING EXPENSES:	\$15,327,420	\$8,758,777
Operating income	\$1,192,008	\$7,006,704
Non-operating revenue	\$815,902	\$566,580
CHANGE IN NET ASSETS	\$2,007,910	\$7,573,284

Chart from Fiscal Year Ending June 30, 2006 Independent Audit.