

MAYOR'S FUND
TO ADVANCE
NEW YORK CITY

NEWSLETTER

Summer 2011

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Benefit Raises over \$450,000 for Family Justice Center Initiative



On June 14, the Mayor's Fund held a dinner at Marcus Samuelsson's Red Rooster restaurant in Harlem in support of the New York City Family Justice Center Initiative. There are currently three Family Justice Centers (FJs) in the Bronx, Brooklyn, and Queens, providing a range of centralized services for domestic violence victims.

Since the first FJC opened in 2005, the Centers have had over 130,000 client visits.

The dinner was co-hosted by Mayor Bloomberg, Ronald O. Perelman, and Academy Award winner Halle Berry, who was recognized for her efforts and advocacy for victims of domestic violence. Following the dinner, a gathering was held in the restaurant's downstairs space with a special musical performance by Grammy winner Estelle.

Additional private donations are needed to help sustain Family Justice Center's core programs. For more information visit www.nyc.gov/fund.

2011 Summer Youth Employment Program to be Supported by Private Partners



On May 15 Mayor Bloomberg, Schools Chancellor Dennis Walcott, and Department of Youth and Community Development Commissioner Jeanne Mullgrav announced the Mayor's Fund fundraising effort to support the City's Summer Youth Employment Program (SYEP). For nearly 50 years SYEP had provided New Yorkers (ages 14 to 24) with valuable early work experience, along with educational and life skills support, during the summer. Research shows that students who work

during high school graduate at higher rates and that early work experience is linked to higher rates of employment and higher earnings. This summer over 131,000 youth applied to the program which begins on July 5. To date more than 30 companies have signed up as partners to support additional SYEP participants.

NYC & Company also created a public awareness campaign to highlight the importance of youth employment and SYEP. To view the 30-second spot and for more information on SYEP visit www.nyc.gov/fund.

Healthy Eating and Nutrition Programs Achieve Successes since Launch



The Mayor's Fund, City agencies, and nonprofit partners have been tackling the issue of childhood obesity through a range of initiatives that promote healthy eating and nutrition. Initiatives include Grow to Learn: the Citywide School Gardens Initiative, Garden to Café, and cooking and nutrition programming at New York City Housing Authority (NYCHA) sites. These programs are largely supported by a grant to the Mayor's Fund from Rachael Ray and her Yum-o! organization.

This spring, Grow to Learn awarded its first cycle of mini-grants to 29 schools to help them start a garden. An additional 75 schools have registered their gardens through the Grow to Learn website, www.nyc.gov/growtolearn, which also offers technical resources and curricula to help teachers use gardens for math, science, and nutritional instruction. The Mayor's Fund is also supporting the expansion of Garden to Café, which makes the garden's produce available for cafeteria salad bars and school-wide Harvest Day events. The program has more than doubled the number of schools participating in the program, with 52 schools now enrolled.

NYCHA's healthy cooking and nutrition classes have expanded since the program started in June 2010. This spring, a teen-focused program was launched that included instruction in job-readiness skills for entry-level culinary jobs, exposure to guest chefs, a farmer's market tour, and a tour of a professional kitchen. As of June 2011, the program reached 225 children and teens in four NYCHA community centers.

Social Innovation Fund Providers Announced and Learning Group Convenes

The Mayor's Fund and the Center for Economic Opportunity (CEO) have announced all of the nonprofit providers selected to expand five anti-poverty programs as part of the federal Social Innovation Fund (SIF) grant.

Programs and providers include:

- SaveUSA, a tax time matched savings initiative: Food Bank for New York City (New York, NY); Newark Now (Newark, NJ); United Way of San Antonio & Bexar County (San Antonio, TX); Community Action Project of Tulsa (Tulsa, OK)
- Jobs-Plus, a site-based workforce program: BronxWorks (New York, NY); San Antonio Housing Authority (San Antonio, TX)
- WorkAdvance, a sector-focused employment program: PerScholas (Bronx, NY); St. Nicks Alliance (Brooklyn, NY); Towards Employment (Cleveland & Youngstown, OH); Madison Strategies Group (Tulsa, OK)
- Young Adult Program, an education-conditioned paid internship program: FEGS (Bronx, NY); Henry Street Settlement (New York, NY); Kingsborough Community College (Brooklyn, NY); Catholic Charities of Kansas City-St. Joseph (Kansas City, MO); Full Employment Council (Kansas City, MO); Rutgers University T.E.E.M. Gateway (Newark, NJ)
- Family Rewards, a "second-generation" Conditional Cash Transfer pilot: Seedco (New York, NY and Memphis, TN)



On May 5 and 6 the Mayor's Fund and CEO hosted a Learning Network Kick-Off event for SIF partner cities and providers. The two-day conference was attended by over 120 individuals from eight cities across the country. The event provided a forum for program teams to share strategies to strengthen upcoming programs and to discuss future goals for the initiative.

City's Let's Call an End to Human Trafficking Begins Phase Two



Phase two of the City's *Let's Call an End to Human Trafficking* campaign is encouraging New Yorkers to "See it, Know it, Report it," through public service announcements in print and video.

The most recent PSA, narrated by Academy Award-Winner Emma Thompson and created by NYC Media, was launched in observance of National Crime Victims' Rights Week in April. The PSA, also created in Spanish, Chinese, and Russian, aired for four weeks on NYCTV and Taxi TV. The second phase of the campaign also features print advertisements and palm cards in English, Spanish, Korean, and Russian. To learn more, visit

www.nyc.gov/endhumantrafficking.

MacArthur Grant Helps Study Impacts of Affordable Housing



The Mayor's Fund was awarded a \$1 million grant by the John D. and Catherine T. MacArthur Foundation to fund an ongoing study of affordable housing by the NYC Department of Housing Preservation and Development (HPD) as part of their "How Housing Matters" project. The study will follow 3,000 families who applied for affordable housing in one of 11 newly constructed rental developments through a lottery.

The goal of the study is to determine if the quality of life improves for low-income individuals who move into subsidized housing complexes, as compared to those who do not have such an opportunity. Results from the study will be used to evaluate HPD's New Housing Marketplace Plan, which has dedicated \$8.5 billion for the construction and preservation of 165,000 units of affordable housing by 2014.

Suit Drive for Veterans Launches this Summer



The Mayor's Office of Veterans' Affairs (MOVA) announced the launch of a suit drive for veterans. Since obtaining employment is one of the most common challenges for returning veterans, MOVA hopes to lessen the burden by providing them with suitable attire for job interviews as they re-enter the workforce.

The drive will run until July 22, culminating in a multi-service career fair for veterans hosted by MOVA. Collection bins have been placed throughout City agency offices, as well as facilities at partnering organizations. To learn more, visit www.nyc.gov/veterans.

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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