

Mayor's Fund to Advance New York City



2010 Annual Report

Together We Can Make a Difference:
How Public-Private Partnerships Are Strengthening Our City

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MillionTreesNYC Fall Planting Day, 2010

On October 23, over 1,000 volunteers planted more than 20,000 trees in City parks as part of MillionTreesNYC, the City's initiative to plant one million new trees across the five boroughs by 2017. By the end of 2010, over 431,200 new trees had been planted.

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Summer Youth Employment Program

The Summer Youth Employment Program provides New York City youth between the ages of 14 and 24 with important summer employment and educational opportunities.

About the Mayor's Fund

The Mayor's Fund to Advance New York City is a 501(c)(3) nonprofit organization dedicated to creating public-private partnerships to strengthen our City and the services delivered to New Yorkers. Through private donations, the Mayor's Fund supports innovative programs that address

emerging needs, and evaluates their effectiveness and feasibility for future funding. The Mayor's Fund relies on contributions from individuals, foundations, and corporations.

"The Mayor's Fund continues to support exciting, pioneering programs in partnership with over 45 City agencies in areas including financial empowerment, environmental sustainability, and youth development. Several of these collaborations are informing the efforts of cities around the country and are also now helping to shape policy on the national stage."

-Rob Speyer, Chair,
Mayor's Fund Board of Advisors



In 2010, the Mayor's Fund received the highest rating for the fourth consecutive year from Charity Navigator, America's largest independent evaluator of charities. The ratings are based on organizational effectiveness and efficiency.



Message from the Mayor

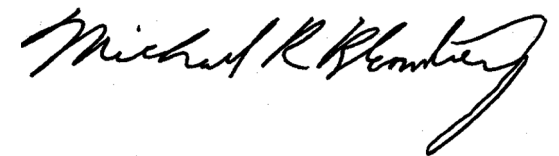
The Mayor's Fund to Advance New York City is at the forefront of forging public-private partnerships that can lead to lasting change in our City and nation. In fact, the Corporation for National and Community Service last summer awarded the Mayor's Fund a Social Innovation Fund grant to work with seven other American cities to implement five of New York's most successful anti-poverty programs. And each of those five programs was originally tested and evaluated with private donations made to the Mayor's Fund.

One of the programs to be established in other cities is SaveUSA. It is based on the successful \$aveNYC program, launched by the NYC Office of Financial Empowerment with private support. The program was our City's response to a study in which one-third of lower-income New York City residents reported having no savings, making them even more vulnerable to financial hardship during difficult times. \$aveNYC matched tax-time savings with private dollars and led to 2,200 low-income New Yorkers committing to save more than \$1.4 million in the first three years of the program.

The great success of the program has provided critical data for expanding the program in New York, Newark, Tulsa, and San Antonio. It is also being discussed on Capitol Hill as a potential new component of federal tax policy.

The \$aveNYC program is a great example of how private funds have enabled City agencies to explore innovative ways to strengthen our communities, advance our economy, and offer a helping hand up to New Yorkers in times of need. We are pleased that many of our successful public-private collaborations have received national recognition, but more importantly, that they are also helping other cities find new ways to tackle poverty and other difficult problems.

The Mayor's Fund to Advance New York City has made these -- and many other -- groundbreaking initiatives possible. With the continued support of New York's public-spirited citizens, we will do even more in the year ahead to build a better City and share our experiences with others around the world.



Mayor Bloomberg and NYC Service volunteers team up to revitalize the Pleasant Village Community Garden in East Harlem on June 22, 2010.



Haiti Relief Fund raises \$1.2 million in its first two weeks and over \$2.2 million during year-long campaign.

January 29



The City's third Family Justice Center serving victims of domestic violence opens in the Bronx.

April 19



The City's Financial Empowerment Centers expand services to include counseling in Chinese, homeownership and foreclosure prevention counseling, and services for homebound New Yorkers.

June 8

2010 Highlights



\$5.7 million Social Innovation Fund federal grant awarded to replicate five of the City's most successful anti-poverty programs across the country.

July 22



Second NYC Civic Corps class sworn in. The 200 members from last year's class recruited more than 55,000 new volunteers, who served nearly 1 million New Yorkers in need.

September 14

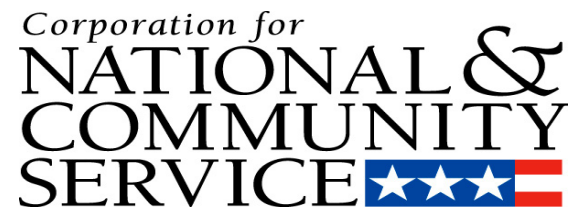


1 million square feet of rooftop coated white as a result of NYC °CoolRoofs, helping to reduce cooling costs and greenhouse gas emissions in the City.

October 13

“Over the long-term, the SIF will contribute to the development of the grant making infrastructure that supports the work of high-impact nonprofit organizations and inform other federal, state and local efforts to address social challenges.”

- Paul Carttar, Director of the Social Innovation Fund at the Corporation for National and Community Service



The Corporation for National and Community Service, a federal agency, engages more than 5 million Americans in results-driven service through 70,000 community and faith-based organizations each year. These Americans aim to improve the lives of millions of the nation's most vulnerable citizens, solve community problems, strengthen the nonprofit sector, and transform their own lives.

Social Innovation Fund

In July 2010, the Mayor's Fund, in partnership with the Mayor's Center for Economic Opportunity (CEO), was awarded a 5-year Social Innovation Fund grant by the Corporation for National and Community Service.

Family Rewards is a second generation conditional cash transfer program that provides monetary incentives to families for completing activities related to human capital development, including children's education, families' preventive health care, and parents' work and training.

Family Rewards is being replicated in New York City and Memphis, TN.

Jobs-Plus is a site-based, saturation model designed to raise and sustain the level of employment and earnings among residents of public housing developments. Services are tailored to residents' individual needs and draw from a menu of on-site and referral services, including job development and training, financial incentives and education, and community support.

Jobs-Plus is being implemented in New York City and San Antonio, TX.

SaveUSA is an asset development program that offers low-income participants a 50 percent match if they deposit a portion of their tax refund into a "SaveUSA Account" and maintain the initial deposit for one year.

SaveUSA is being piloted in New York City; Newark, NJ; Tulsa, OK; and San Antonio, TX.

As one of eleven inaugural grantees, the Mayor's Fund is raising funds to match, 3:1, the \$5.7 million first-year funds to replicate five effective CEO anti-poverty programs in New York City and seven other cities.

Work Advance is a workforce development program that connects unemployed and low-wage working adults to quality jobs in targeted sectors that have room for career growth.

WorkAdvance is being launched in New York City; Cleveland and Youngstown, OH; and Tulsa, OK.

The **Young Adult Program** provides educational services, job-readiness preparation, a paid internship, and case management to low-income young adults, ages 18 to 24, who lack a high school diploma or GED and are neither employed nor enrolled in school.

The Young Adult Program is being launched in New York City; Kansas City, MO; and Newark, NJ.





Family Justice Center Initiative

The Mayor's Office to Combat Domestic Violence established the NYC Family Justice Center Initiative to reduce the many barriers faced by victims of domestic violence when seeking help. Providing information and necessary services in one central location, this innovative program enables victims to meet with a prosecutor, speak with a trained counselor, and apply for housing and financial assistance in one place—all in their native language while their children play safely nearby.

Child Witness to Violence Program

Many children are the silent witnesses of domestic violence. Research shows that mental health interventions for children can be remarkably successful in averting long-term problems. At the centers, 3,000 children visit the children's rooms, 300 children receive therapeutic counseling sessions, and 500 parents receive consultations annually.

Mayor Bloomberg, Mayor's Office to Combat Domestic Violence Commissioner Yolanda B. Jimenez and partners open New York City's third Family Justice Center in the Bronx on April 19, 2010.

Mayor Bloomberg opened the first center in Brooklyn in 2005, the second in Queens in 2008, and the third in the Bronx in 2010.

In 2010, the City's three centers hosted their 100,000th client visit since opening. Eight City agencies and nearly 30 community nonprofit providers, whose staff collectively speak over 30 languages, provide on-site services at the centers.

"They provided my family and me with permanent housing, legal advice, counseling and helpful resources. Use the FJC to get out of an abusive relationship and on to a new chapter free from abuse and a new beginning. I love you FJC!"

—Family Justice Center Client

Self-Sufficiency Program

The Self-Sufficiency Program assists victims in setting and achieving long-term goals to gain independence and financial stability through services such as job readiness support, ESL classes, financial coaching, and housing assistance.



**Mayor's Office to
Combat Domestic
Violence**

Family Justice Center



“Color Mesh,” installed along a 228-foot-long construction fence on Atlantic Avenue at the Atlantic Yards site in downtown Brooklyn.



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

In June 2010, the Department of Buildings and the Department of Cultural Affairs, in coordination with the Public Design Commission of the City of New York, launched the urbancanvas Design Competition to beautify construction sites with temporary art. The competition drew more than 700 registrants from 39 states.

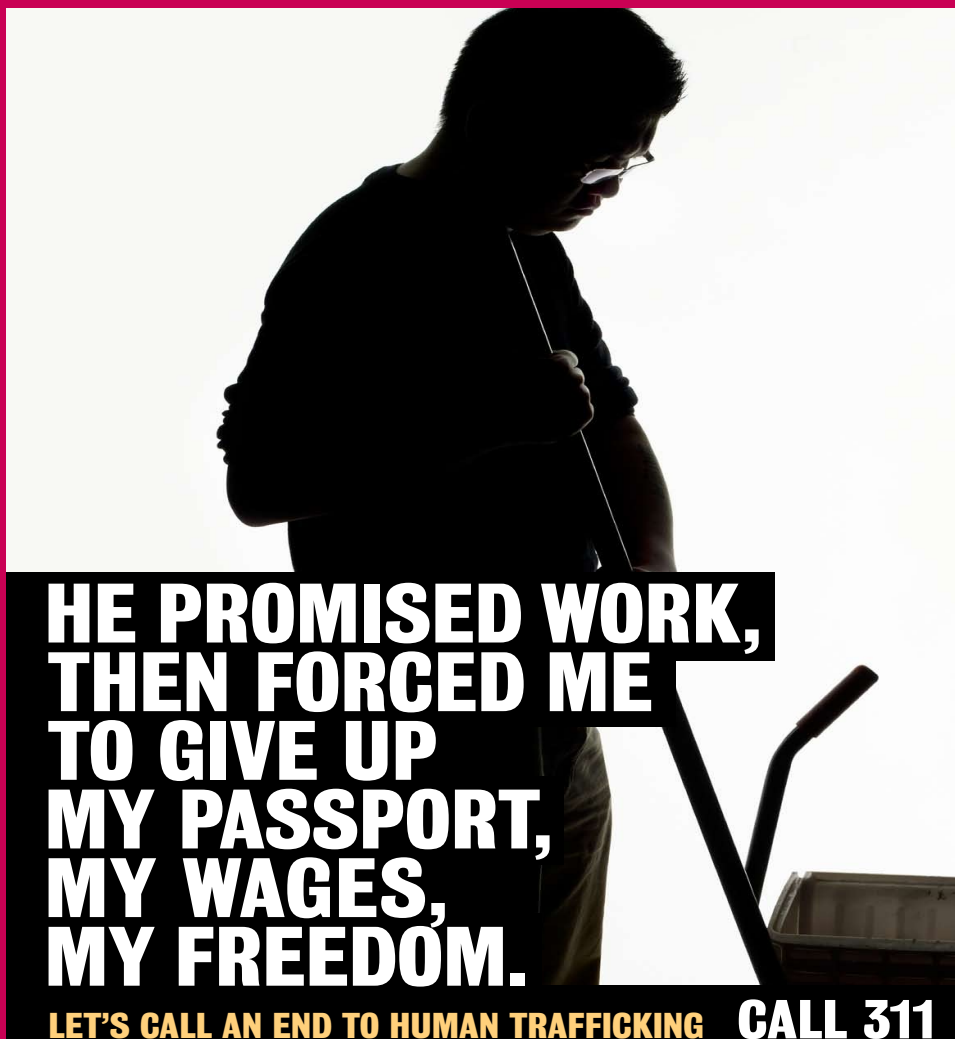
The winning designs were evaluated by a jury and voted on by the public who cast nearly 4,000 votes online; they are: "BREATHING_WALL_UC," by Monika Bravo; "Color Mesh," by Mauricio Lopez; "My Urban Sky," by Jen Magathan; and "Green Screen," by Corinne Ulmann.

"The urbancanvas Design Competition is a truly innovative way to take construction sites, which are vital to the growth of our city, and develop them into beautiful artwork that celebrates the creative expression that is central to New York City's identity."

—Judith Rodin, President,
Rockefeller Foundation



urbancanvas Winning Designs



**HE PROMISED WORK,
THEN FORCED ME
TO GIVE UP
MY PASSPORT,
MY WAGES,
MY FREEDOM.**

LET'S CALL AN END TO HUMAN TRAFFICKING CALL 311

Let's Call an End to Human Trafficking

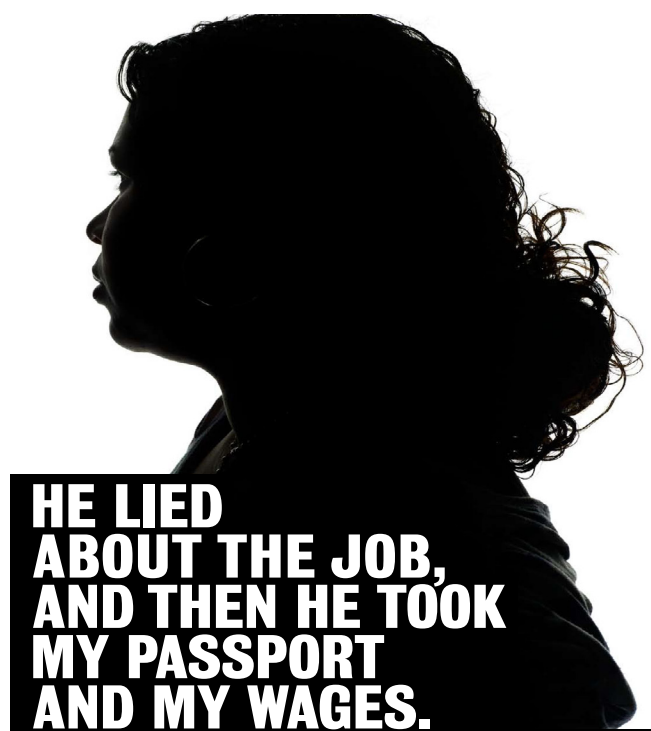
“Ad campaigns like NYC’s ‘Let’s Call an End to Human Trafficking’ campaign are of vital importance to the anti-trafficking movement. First, it raises awareness that human trafficking is happening all of the time, right here in our city. This campaign has the potential to help victims (those still in their situations and those who have escaped) to realize that there are resources available to provide them with the help they need, which can encourage them to come forward.”

- Safe Horizon

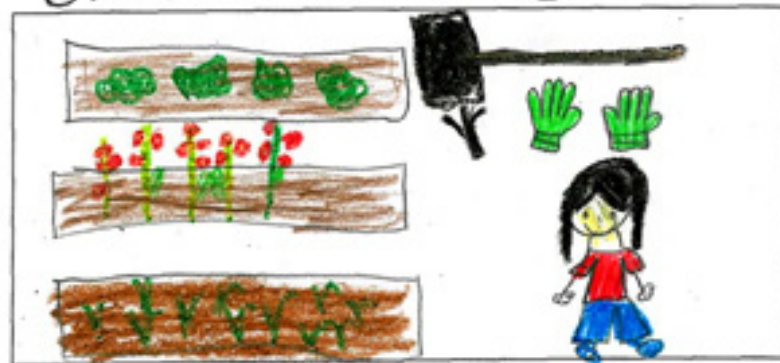
Let’s Call an End to Human Trafficking posters including the two shown here were placed at bus shelters throughout the five boroughs to raise awareness.

In May 2010, the Office of the Mayor and the Office of the Criminal Justice Coordinator launched the “Let’s Call an End to Human Trafficking” campaign to educate New Yorkers on how to identify and report trafficking situations. Ads were placed at bus stops and other high-visibility locations to raise awareness of this crime, and a new website provides critical resources and information on how to combat human trafficking.

Since the campaign’s launch, calls to 311 (the City’s information and non-emergency hotline) regarding human trafficking increased by 35% compared to the previous year. In addition, the City’s anti-human trafficking website received over 15,000 hits in the first seven months of the campaign’s launch.

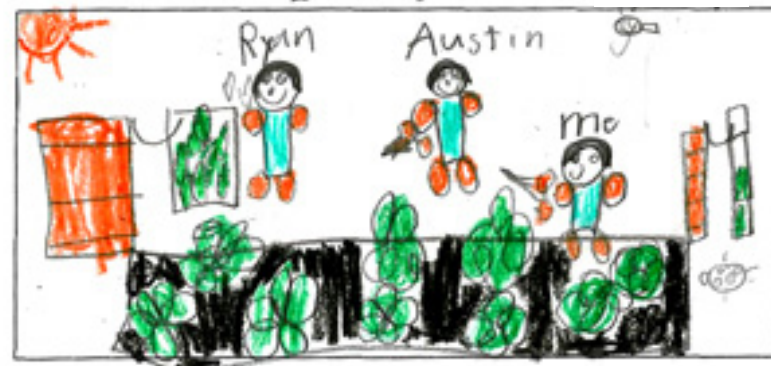


Charlotte 2-307



I think we should have
gardens in every school
because it is fresh, healthy
and is really good!

Dylan 2-308



I like when we
cut the basil and put it
in the bag but it was
a lot of work but we
did it.

Grow to Learn NYC

The Grow to Learn NYC: Citywide School Gardens Initiative was launched in April 2010 in partnership with GrowNYC to help provide technical, educational and financial resources to schools that want to start a garden. Gardens provide experiential opportunities for nutrition education, and

science and environmental learning. A website was also developed to provide a one-stop resource to inspire and instruct any school to build and sustain a school garden. Schools can register their garden online and apply for mini-grants for supplies.

Healthy Eating Programs

Cooking and nutrition programs are being offered at New York City Housing Authority community centers as part of Grow to Learn NYC to promote healthy eating habits in youth. Classes expose youth to new foods and provide them with the tools they need to make healthy food decisions.

Garden to School Café

In 2010, 42 schools began Garden to School Café programming, which helps schools use produce grown in the school gardens in their cafeterias and in other cooking activities and events.

Students reflect on the gardening programs at their schools.



Students from the Mott Haven Academy Charter School dig in at their school garden.

FINANCIAL REPORT

	Fiscal Year 2010	Fiscal Year 2009
Support and Revenue		
Contributions and Grants	\$28,569,342	\$34,949,803
Operating Expenses		
Program Services	\$29,603,861	\$35,455,699
Management and General	\$268,296	\$226,551
Fundraising	\$96,561	\$83,649
Total Operating Expenses	\$29,968,718	\$35,765,899
Excess of Expenses Over Revenue	\$(1,399,376) *	\$(816,096) *
Non-Operating Revenue	\$490,316	\$948,967
Change in Net Assets	\$(909,060)	\$132,871

* Each initiative undertaken by the Mayor's Fund is unique. Some initiatives are one-year pilot programs while others are multi-year projects. Thus, annual contributions and expenses are not directly correlated and can be expected to fluctuate from year to year depending on which year contributions are received and program expenses are incurred. Excess of expenses over revenue in FY'09 and FY'10 were offset by multi-year program grants revenue received in prior fiscal years. The Mayor's Fund balance sheet reflected healthy balances of \$33.8M at FYE'09 and \$32.9M at FYE'10.

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