

MAYOR'S FUND TO ADVANCE NEW YORK CITY NEWSLETTER



The Mayor's Fund received the highest 4-star rating from Charity Navigator, America's largest independent evaluator of charities, for the second consecutive year. The rating is based on organizational capacity, effectiveness and efficiency, and we are honored to once again receive this recognition.

HOLIDAY GIFT IDEAS



Be a part of MillionTreesNYC by purchasing a tree in honor of a loved one. A donation of \$50 will plant a tree seedling to reforest the City's parks, \$100 will plant a small tree in a New York City neighborhood, \$500 will plant a tree in a public schoolyard or playground, and \$1,000 will plant a tree on a New York City street. To purchase a tree and receive a personalized certificate detailing the donation, please visit www.milliontreesnyc.org or call or email the Mayor's Fund.



Help victims of domestic violence access the services they need by supporting the Family Justice Center Initiative and purchasing a "leaf" (\$1,000) or a "foundation rock" (\$10,000) on one of the Donor Trees, located on the walls of the Brooklyn Center and newly opened Queens Center. To purchase a leaf or rock with your name engraved on it, please call or email the Mayor's Fund.



Own a piece of Shea Stadium history by taking home your very own pair of Shea Stadium seats. These orange and blue seats (\$1,000) would make a one-of-kind addition to your home, or an incredible gift for a diehard Mets fan. Limited supply available. To purchase, call or email the Mayor's Fund.

Me&Ro

Until December 25, mention the Mayor's Fund when you purchase jewelry from Me&Ro (241 Elizabeth Street, New York City) and 20% of your purchase will be donated to the Fun Food, Smart Food Program. More information on the pilot program is included in this newsletter.

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FETE DRAWS CROWD IN SUPPORT OF FAMILY JUSTICE INITIATIVE



The Fifth Annual Fete de Swifty was a huge success, with more than 620 guests joining us under a tent on East 73rd Street. Beneath decorative apples created by the kids who visit the Brooklyn Family Justice Center, guests enjoyed themselves with amazing food from Swifty's and entertainment including caricaturists and a photo booth. Special thanks to our many supporters including the Matthew David Events team for their vision and creativity in the event and tent design.

This year's Fete raised over \$700,000 which will help the Family Justice Center Initiative to ensure that victims of domestic abuse receive the resources and support they need. Thanks to the support of donors and guests, we will be able to continue to support these high level of services offered at the Family Justice Centers in Brooklyn and Queens, as well as make a new Bronx center a reality.



MILLIONTREESNYC REACHES THE ONE YEAR MARK

One year has passed since the Mayor and New York Restoration Project founder Bette launched MillionTreesNYC, and we are well on our way to reaching our goal by 2017. At the October 29 one-year anniversary event the Mayor joined Bette along 117th Street in East Harlem to announce that as a result of widespread civic and community involvement and support, the City had exceeded its year one target planting goal by nearly 20 percent. Together they planted tree number 111,111, far surpassing the first year planting goal of 93,397 trees.

The Mayor also announced the launch of the MillionTreesNYC Training Program, which began on November 3. The Program provides disconnected youth ages 18-24 with the skills they need to pursue "green collar" jobs in the arboriculture and landscaping industries. Training program participants will receive instruction at New York Botanical Garden, as well as paid hands on experience at the Parks Department and NYC in one of three tracks: Ecological Restoration, Landscape Design and Installation and Forestry (Climbing and Pruning).



NEW YORKERS DIG IN TO HELP

On November 8, more than 1,000 volunteers helped plant more than 15,000 trees at eight forest restoration sites across the City as part of the MillionTreesNYC Fall Planting Day. The eight forest restoration sites included Canarsie Park in Brooklyn; Pelham Parkway and Hunter Island in the Bronx; Kissena Corridor and Idlewild Park in Queens; and Staten Island's Father Macris Park, Mt. Loretto Area, and Prall's Island.

Mayor's Office employees and youth volunteers were joined by Knicks players Chris Duhon, Anthony Roberson and Knicks legend John Starks in planting 1,000 trees along Pelham Parkway. Mayor's Office employees also helped to plant 2,000 trees at Mount Loretto Park in Staten Island. With trees planted as part of this volunteer effort, MillionTreesNYC has planted almost 130,000 to date. Special thanks to Rob Cano for providing food for all of the volunteers. For more information on upcoming volunteer events, please visit: www.milliontreesnyc.org or www.nyc.gov/volunteer.





FUN FOOD, SMART FOOD TO HELP YOUNG PEOPLE MAKE HEALTHY CHOICES

The Mayor's Fund is excited to introduce a new pilot program this fall. "Fun Food, Smart Food" is a 12-week cooking and nutrition program for middle school-age youth (grades 5-8). It empowers young people to develop knowledge of and love for cooking, become conscious consumers, and make healthy food choices. The program includes hands-on cooking nutrition discussions, and field trips to farmer's markets, as well as events where students prepare delicious and nutritious foods for their families and friends, making healthy eating a cause for celebration.

The program will be launched in six Out-of-School Time, Beacon and Parks Afterschool sites this fall in East/Central Harlem and Central Brooklyn and will expand to the South Bronx and Jamaica in the second year.

MEMORIAL HALL TO ASSIST RETURNING VETERANS

The Mayor's Office of Veterans' Affairs plans to create a new Multi-Service Center at New York City's Veterans Memorial Hall to provide comprehensive services to address the changing needs of returning veterans and their families. The Center will seek to maximize City, State, Federal, and not-for-profit resources that are currently under-utilized and to fill the gap where services are not available. In keeping with Mayor Bloomberg's goal of enhanced customer service to all New Yorkers, the Center will provide assistance in an interactive manner where veterans can easily interface with service providers situated at the Center.

Memorial Hall is still in need of funding to make this project a reality. If you are interested in getting involved in this important program, please call or email the Mayor's Fund.



JETS PLAYERS RELAY IMPORTANT MESSAGES

The New York Jets football organization once again partnered with the Mayor's Fund to convey important messages to New Yorkers including the importance of drinking our great NYC tap water, healthy eating and exercise, and supporting our City's schools and teachers. The public service announcements, which will air on Radio New York (91.5 FM), Radio NYC and possibly other networks, feature Jets players James Dearth, D'Brickashaw Ferguson, Nick Mangold, Brandon Moore, Kerry Rhodes, Brad Smith, Chansi Stuckey and Wallace Wright. To listen to the PSAs, visit www.nyc.gov/fund.

To support these or other innovative public projects, please visit www.nyc.gov/fund.

Together we can make a difference.

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