



THE CITY OF NEW YORK  
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**DE BLASIO ADMINISTRATION ANNOUNCES 5,000 ADDITIONAL  
HIGH SCHOOL STUDENTS PARTICIPATED IN MENTORSHIP PROGRAMS ONE  
YEAR AFTER LAUNCH OF THE NYC YOUTH MENTORING INITIATIVE**

*City agencies, mentoring nonprofits, public schools, and the business community engaged  
10,000 New Yorkers as volunteer mentors to 25,000 high school students*

**NEW YORK**— To celebrate national mentoring month, Chief Service Officer Paula Gavin and Schools Chancellor Carmen Fariña announced that 25,000 high school students and 10,000 mentors participated in programs associated with the NYC Youth Mentoring Initiative. Launched in January 2017, this initiative brings together individuals from city agencies, mentoring nonprofits and businesses to mentor high school students. In 2017, the local business community recruited nearly 6,000 of their employees as volunteer mentors through NYC Service’s *Good for Me. Good for My City.* campaign. Student participation increased 25 percent since the start of the initiative. This announcement puts the program on track to reach its goal of engaging 14,000 mentors and 40,000 students by 2022.

“Connecting young people to caring adults is key to ensuring students in our city have every chance for success,” said **Mayor de Blasio**. “I want to thank the thousands of New Yorkers who answered the call to be a high school student’s personal champion over the last year.”

“One year ago, our City came together to ensure more New Yorkers see the value in mentoring and take action, enabling more high school students to have a mentorship experience,” said **NYC Chief Service Officer Paula Gavin**. “Today we celebrate the work of our partners and recommit ourselves to our City’s high school youth through quality mentoring experiences. NYC Service is proud to continue collaborating with our partner agencies, mentoring nonprofits, and the *Good for Me. Good for My City.* partners to inspire more New Yorkers to mentor young people. I encourage every New Yorker to explore all the mentoring opportunities at [nyc.gov/mentornyc](http://nyc.gov/mentornyc) and personally experience the joy of inspiring someone else, while at the same time, allowing them to inspire you.”

“As the first in my family to go to college, I know it’s not a given that our students envision themselves going to college or pursuing certain careers. Strong mentoring is one way that we open students’ eyes to the options available to them and put them on the path to success,” said

**Schools Chancellor Carmen Fariña**. “I look forward to our continued partnership with NYC Service as we strengthen and expand mentoring programs for New York City high school students.”

Mentors will continue to be recruited through citywide promotion of volunteer opportunities through colleges and universities, associations, faith-based organizations, and businesses. Increased mentee participation will be driven by the establishment of mentorship programs in 400 high schools, expanding embedded mentoring programs in DYCD workforce development programs, and expanding community-based organization programs at CBO centers.

“The power of mentoring is profound, and DYCD is proud to be part of ongoing efforts to increase the number of mentors and mentees citywide,” said **DYCD Commissioner Bill Chong**. “Students in DYCD’s funded workforce development programs are being connected with responsible, caring adults—providing them with academic, career, and general life guidance as they grow into New York City’s next generation of leaders.”

“The support of caring adults who can give good advice about challenges at school or home and help youth think about future plans can make all the difference in getting and keeping young New Yorkers on track for success in education and ultimately the world of work,” said **David Fischer, Executive Director of the NYC Center for Youth Employment**. “We are grateful for all our partners in this vital work, and look forward to further expanding the reach of mentorship in our City.”

“Mentorship benefits both the mentor and the mentee, opening the doors of possibility for our youth and building bonds between generations,” said **NYS Senator Jesse Hamilton**. “That’s why I join in celebrating this announcement that 10,000 mentors engaged with 25,000 mentees, putting our City on track to meet the ambitious 2022 goal of serving 40,000 high school students. Congratulations to all the partners and participants in making the NYC Youth Mentoring Initiative such an outstanding success.”

“The NYC Youth Mentoring Initiative helps our public school students thrive,” said **Daniel Dromm, Chair of the Committee on Finance**. “Mentorship is an invaluable asset for all young people. It helps them develop healthy habits that will lead to academic and professional success. I applaud the Mayor for engaging our city’s business community in this productive manner and for prioritizing this important effort. I am proud to support this program.”

“The mentor-mentee relationship can be a powerful resource for a young person,” said **NYC Council Member Mark Treyger, Chair of the Committee on Education**. “As a former educator, I believe strongly that students can benefit greatly when they learn from the experiences of accomplished mentors. I applaud Mayor de Blasio and all those who have already volunteered as mentors for working to put more of our city’s students on a path toward a brighter future. I encourage more New Yorkers to see for themselves just how rewarding a mentor-mentee relationship can be.”

“People with successful careers often credit the presence of a mentor during their younger years, and having worked with at-risk high school students for much of my career, I know firsthand

how transformational this can be,” said **NYC Council Member Debi Rose, Chair of the Committee on Youth Services**. “Our young people can learn a lot from the experiences of people who have walked similar paths before them. I encourage all New Yorkers looking to inspire the next generation to check out the city’s mentoring opportunities online. A small amount of time can be a great investment in the future of your young people—and our city.”

“Our students are the wave of the future and mentoring our youth through this initiative puts them on the path to successful careers,” said **NYC Council Member Paul A. Vallone, Chair of the Committee on Economic Development**.

“Providing youth mentors who can serve as positive role models is crucial to the growth and maturation of our young people,” said **NYC Council Member Mathieu Eugene**. “I want to commend the leadership of the NYC Mentoring Coalition for their efforts to empower our young men and women, and I want to thank the 10,000 New Yorkers who have volunteered their time to making a difference in the community. The success of the Youth Mentoring Initiative will have a profound impact on lives of the students and their families, and it is a wonderful example of what is possible when we commit resources to supporting the next generation of leaders.”

“There’s nothing more powerful than providing our youth with the knowledge they need to make progress toward their goals and pave their own success,” said **AlphaSights Co-founder Max Cartellieri**. “Our associates were impressed with the energy and drive the students brought to the table; we hope the values and stories we shared built upon those traits and empowered them to dream bigger.”

“Since our founding in 1850, we at American Express have devoted ourselves to serving the communities in which we live and work,” said **Timothy J. McClimon, President of the American Express Foundation**. “We are proud to partner on the *Good for Me. Good for My City.* campaign in its second year and look forward to further serving the youth of New York City through the power of mentorship.”

“Barclays is honored to partner with NYC Service on the city’s *Good for Me. Good for My City.* campaign,” said **Deborah Goldfarb, Managing Director of Citizenship at Barclays**. “Barclays has a strong history of volunteerism, and our colleagues care deeply about making a positive impact on the communities in which we live and work.”

“When we joined *Good for Me. Good for My City.* as a campaign partner last year, we hoped it would provide an opportunity for our workforce to engage in meaningful mentorship and volunteer opportunities while providing a useful service to our community,” said **Katie Kinney, Head of Corporate Social Responsibility, Brookfield Properties**. “The program has far exceeded our expectations, and we are thrilled to continue to play a role in its success going forward.”

“By joining the Mayor’s *Good for Me. Good for My City.* campaign, our company reaffirms its 233-year-old commitment to the City of New York,” said **Daisey Holmes, President of the BNY Mellon Foundation**. “We look forward to deepening our partnerships with NYC Service and the Department of Education to empower the city’s youth to become its future leaders.”

“Hundreds of Citi employees across the five boroughs dedicated their time and talents last year as mentors and role models to support the next generation of business, civic and cultural leaders in our city,” said **Brandee McHale, Director of Corporate Citizenship at Citi**. “We have seen firsthand how these mentorship relationships can create onramps to educational and employment opportunities for youth and impact the volunteers themselves. We look forward to continuing this work with Mayor de Blasio and the *Good for Me. Good for My City.* campaign in 2018.”

“The women and men of Con Edison are thrilled to help mentor students all across our great city,” said **Frances A. Resheske, Senior Vice President of Corporate Affairs for Con Edison**. “By sharing their own work experiences, employees can help young adults focus on their skills and interests, and guide them toward productive careers.”

“Credit Suisse is proud to be a part of the *Good for Me. Good for My City.* campaign and we are excited to partner with the Mayor’s Office on this important initiative for high school students across our city,” said **Eric Williams, Corporate Engagement Manager for Corporate Citizenship at Credit Suisse**. “Volunteering is an important part of our culture, and we understand the value and impact a mentor can have in a young person’s life.”

“We are proud to continue this partnership with NYC Service and other businesses to promote and support employee engagement through volunteerism,” said **Alessandra DiGiusto, Head of Corporate Social Responsibility, Americas at Deutsche Bank**. “Deutsche Bank’s corporate social responsibility commitment includes a focus on youth. This partnership provides an excellent opportunity for employees to mentor New York City high school students to help them realize their full potential.”

“Community service is a vital part of agency culture here at DigitasLBi,” said **Clint Simpson, Managing Director, New York & Atlanta, DigitasLBi**. “We’re proud to partner again this year with the Mayor’s Office and the *Good for Me. Good for My City* campaign to mentor New York City high school students and help them succeed.”

“We are excited to once again be a part of the *Good For Me. Good for My City.* program,” said **Mark Besca, New York City Office Managing Partner of Ernst & Young LLP (EY)**. “EY is proud to continue our support of engaging more organizations to help strengthen our communities through active participation and volunteerism

“HBO Corporate Social Responsibility is excited to further our partnership with NYC Service as part of the city’s *Good for Me. Good for My City.* campaign,” said **Dennis Williams, Senior Vice President, Corporate Social Responsibility, HBO**. “Through this initiative, HBO continues to strengthen its relationships with NYC communities as well as allow HBO employees to make an impact through their commitment to volunteering and mentoring opportunities.”

“Youth and education are two core pillars for JetBlue For Good, our platform for social impact and corporate responsibility. These areas are important to our nearly 22,000 crewmembers, our communities and our industry,” said **Icema Gibbs, Director of Corporate Social**

**Responsibility at JetBlue.** “During and after Mentoring Month, it is vital for the public and private sectors to work together to help students achieve and impact systemic change.”

“Macy’s is committed to making a difference in the lives of New York City high school students by providing professional advice to strengthen their life and educational skills,” said **Tara Troy, Sr. Manager, Employee Giving and Volunteerism, Macy’s Inc.** “We hope to make their lives shine brighter by navigating them through the college application process and setting them up for a successful future.”

“Professional mentors are often the missing piece of the puzzle when it comes to success for first-generation youth. These mentors are able to motivate them and build their confidence and skills leveraging their own experiences and professional insights,” said **Erin Shakespeare, Americas Head, Macquarie Group Foundation.** “The time that our staff takes to support these young people is an investment in the future. The knowledge that these mentees gain gives them the courage to persist through college and obtain meaningful careers.”

“Every day, our employees are making a difference in communities across the world – supporting local projects and addressing global challenges,” said **Susan Warner, Senior Vice President, Internal Communications, Mastercard.** “Our participation in the NYC Youth Mentoring Initiative is the latest way we’re partnering with the public and private sector to make a difference and help students find the spark to start something priceless.”

“As a global company we have seen the power of mentoring to change a workplace,” said **Lesley Palmer, Managing Director and Head of Community Relations at Mizuho Americas.** “We are excited to be part of this important mentorship initiative that is working to change the lives of many New York City youth.”

“Moody’s is proud to participate in NYC Service’s *Good for Me. Good for My City.* campaign to expand youth mentoring opportunities,” said **Arlene Isaacs-Lowe, Global Head, Corporate Social Responsibility at Moody’s.** “Through our ongoing work with the Girls Who Code and Big Brothers Big Sisters programs, we’ve seen the impact mentoring can have in helping young people unlock their potential, enhancing our communities.”

“At Morgan Stanley our employees are committed to giving back to the communities where we live and work,” said **Joan Steinberg, Global Head of Philanthropy, Morgan Stanley.** “We are proud to join forces once again with the city and the *Good for Me. Good for My City.* partners to have a real impact in New York City through mentoring.”

“MUFG is always honored to participate in the New York City mentoring program,” said **Yuka Nakamura, Vice President of Corporate Social Responsibility for the Americas, MUFG.** “We are also incredibly proud of our colleagues who enthusiastically commit their time to counsel students from some of New York’s most challenged high schools.”

“We are proud to extend our partnership with NYC Service as a charter member of the *Good for Me. Good for My City.* campaign,” said **New York City Football Club President Jon Patricof.**

“We know that soccer is a force for good. Through our numerous staff and mentoring programs, we will continue to use our soccer expertise to empower the young people of New York.”

“Every company today must prioritize social good. Tapping into the power and talent of employees and providing them with opportunities to mentor is an outstanding way to make a positive impact,” said **Sara Link, Head of Oath for Good and President, Oath Foundation**. “Oath is proud to join the *Good for Me. Good for My City.* campaign and connect NYC high school students with mentors to unleash their full potential.”

“At RSM we take a special approach to giving back to the communities where we work and live. We are delighted to leverage our ties to the New York City community by being a *Good for Me. Good for My City.* campaign partner,” said **Stuart Taub, RSM New York Market Managing Partner**. “Our employees take great pride in volunteering their time to inspire today’s youth, and we are thrilled by their enthusiasm when representing our firm.”

“SL Green is a proud partner in the *Good for Me. Good for My City.* campaign to promote high school mentorship and volunteering engagement,” said **Marc Holliday, Chief Executive Officer of SL Green**. “As New York City’s largest commercial landlord, we are excited to share our knowledge and management expertise to inspire the City’s future workforce.”

“UBS is excited to partner with the *Good for Me. Good for My City.* campaign,” said **Jamie Sears, Head of Community Affairs & Corporate Responsibility Americas at UBS**.

“Increasing college and career success for all students is a key focus of UBS's philanthropic efforts in New York City and across the country, and mentorship plays a key role in that. We are proud to support this initiative and have our employees provide students with the guidance they need to pursue their ambitions and unlock their full potential.”

“Viacom and its employees are committed to nurturing the potential of our youth by creating partnerships that benefit those eager to gain real-world experience and exposure to the entertainment industry,” said **Alexandra Tuck, Vice President, Corporate Responsibility, Viacom**. “We’re especially excited to work with the *Good for Me. Good for My City.* campaign to engage New York’s students through mentorship and empower them to advance their aspirations.”

Thirty four businesses have already committed to the *Good for Me. Good for My City.* campaign in 2018, collectively pledging to recruit nearly 7,000 employees as high school mentors. A full list of campaign partners can be found below.

#### **2017 Good for Me. Good for My City. Campaign Partners**

American Airlines	Deloitte	HBO	New York City Football Club
American Express	Deutsche Bank	JetBlue	RSM US LLP
Brookfield	DigitasLBi	Morgan Stanley	SL Green Realty Corp
Con Edison	EY	Moody's	SoulCycle
Citi	Goldman Sachs	MUFG	

#### **2018 Good for Me. Good for My City. Campaign Partners**

AlphaSights	Deloitte	Macy's	Neubeger Berman
American Express	Deutsche Bank	Madison Square Garden	New York City Football Club
Barclays	DigitasLBI	Mastercard	Oath
BlackRock	EY	Mizuho Americas	RSM US LLP
BNY Mellon	Guggenheim Partners	Moody's	SL Green Realty Corp
Brookfield	HBO	Morgan Stanley	Sony Corporation of America
Citi	JetBlue	MUFG	UBS
Con Edison	JPMorgan Chase	National Football League	Viacom
Credit Suisse	Macquarie Group		

### **About NYC Service**

NYC Service, a division of the Office of the Mayor, promotes volunteerism, engages New Yorkers in service, builds volunteer capacity, and mobilizes the power of volunteers and national service members to impact New York City's greatest needs. To learn more about NYC Service and connect to mentoring opportunities across New York City, visit [nyc.gov/mentornyc](http://nyc.gov/mentornyc).

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