

Dear:

Since 2002, the Friends of Materials for the Arts (FOMA) have worked with the Department of Cultural Affairs to bring Materials for the Arts (MFTA) the additional level of support and attention the program deserves. The past two years have been especially exciting and we are delighted to share a few highlights with you, which perfectly illustrate how much can be achieved through public/private partnerships like this one.

We are pleased to report that MFTA is flourishing and that FOMA continues to grow and expand our capacity. MFTA continues to break records for both tonnage and value of donated items. FOMA's initiatives have helped MFTA to better educate our constituents and have allowed us to increase the number of donors served. In FY2007, the City will expand MFTA's warehouse in order to provide classrooms for our educational programs, additional room for processing and storing donated materials, as well as offices and a conference room.

Please let us know if you would like any additional information, or would be interested in becoming more involved. You may reach us via our web site (www.mfta.org) or at (718) 729-3001.

It is with great pride that we enclose this Annual Report for FY05 and FY06



John S. Peebles
Chairman, FOMA



Kate D. Levin
Commissioner, NYC Department of Cultural Affairs

History – The Beginning of the Public/Private Partnership

Materials for the Arts (MFTA) -- a program of the NYC Department of Cultural Affairs, in collaboration with the Department of Sanitation and the Department of Education -- supports over 3,100 not-for-profit arts and cultural programs throughout New York City by providing these organizations with the essential materials for their everyday operations. Paper, fabric, office supplies, art books, video tapes, cds, office furniture and household props are among the items MFTA has collected from corporate and private donors for distribution to arts organizations, social, health and community service institutions with art programs and public schools.

In 2002, *Friends of Materials for the Arts* (FOMA) was created as a separate 501(c)(3) entity to provide additional support for MFTA. Working in collaboration with the DCA, FOMA helps to ensure MFTA's ongoing success and sustainability. MFTA's Director Harriet Taub has noted that this public-private partnership between FOMA and the DCA "gives our staff the ability to dream bigger and gives us a partner to help see our programming dreams come true".

The Facts

Numbers do not always tell a whole story, but in this case, they are certainly an indication of MFTA's growth and success. In FY 2006, MFTA received over 764 tons of donated materials that would otherwise have been headed for landfills. MFTA then redistributed these materials to over 1,500 registered organizations.

On average, each recipient organization leaves MFTA with three shopping carts filled with materials. MFTA estimates the average value of each cart at \$500, for a total in-kind donation of \$1,500 of supplies per visit/per organization. When multiplied by the number of visits made to the warehouse, our recipients take millions of dollars worth of materials back to their sites to enhance their programming and facilities.

MFTA Overall Statistics – FY05/06

	<u>2005/2006</u>
Total # of transaction	9175
Total # of groups served	2187
Arts Groups	905
Non-Arts Groups	411
Public schools	788
Government Agencies	83

A highlight during this period was the distribution of 1,369 Lexmark color printers to art teachers in the NYC public schools. This donation was valued at \$154,000 and was received by all the art teachers with great enthusiasm.

FOMA Programming and Activities

Education Program

Every year FOMA supports MFTA's work in educating hundreds of individuals in the art of reuse, helping generate opportunities for creative activity, and promoting environmental

awareness. The *Reuse Education Program* trains shoppers in the creative reuse of items found at MFTA, as well as in the overall benefits of supporting waste reduction. Over the past two years, workshops have included The Art of Reuse, Hat Making, No-Sew Costumes, Puppet Making, Mask Making, Musical Instruments, Quilt Making, Jewelry Making, Basketry, and Book Making. These workshops have taken place at a summer institute at MFTA, at sessions in public schools that were hosted in partnership with Waste Management, NYC, and through workshops focused specifically for the Department of Education's Parent Coordinators.

FY05

- Hosted a record 44 education workshops
- Worked with the Department of Education to offer professional development workshops for public school teachers
- Partnered with the Museum of the City of New York (MCNY) to offer family-focused make-n-take activities related to current exhibitions and programs; participated in Museum Mile and Miracle on 104th Street
- Ongoing partnership with Socrates Sculpture Park for their annual Harvest Fest and Summer Solstice Celebrations.
- Earth Week festivities at Pelham Bay Park (Bronx), Grand Central Terminal and Central Park.

FY06

- Pioneered Summer Institute with funding from the New York Community Trust and Citigroup
- Initiated workshops for Parent Coordinators through a grant from Washington Mutual Bank
- Created multi-session workshops in Quilt Making, Book Making, Jewelry Making and Theater Arts
- Reinforced our work as a leader in the field of reuse education, by hosting a book and film series during the winter of 2006 on environmental topics
- Partnered with Waste Management, NYC (WM) – to begin a collaboration with a select number of schools in Brooklyn and the Bronx. This partnership merged the resources and talents of FOMA, MFTA and WM to create a school-based reuse/recycle program, an innovation that will serve as a model for other programs like this throughout the City.

Volunteer Initiative

FOMA working with MFTA established a *Volunteer Initiative*, which augments the level of service that MFTA can provide to its registered organizations. We have been lucky to work with a vibrant group of volunteers under the direction of an in-house Volunteer Coordinator. For high school and college students, the program offers general office skill-building, résumé writing and interview preparation. The *Volunteer Initiative* currently includes volunteers from YAI, National Institute for People with Disabilities, Queens Occupational Training Center, Outward Bound, and local high schools and colleges. These groups have created a work force that is crucial to MFTA's operations. Volunteers help maintain each area of the warehouse so recipients are able to easily find what it is they are looking for. Projects include fabric sorting, paint room cataloguing and upkeep of book and music areas.

In FY 05/06

- 324 volunteers invested a total of 5,322 hours in the program.
- Formed new partnerships with Prep for Prep, the Center for Arts Education and the Queens Occupational Training Center (PS 721 Q).
- Began large group volunteer activities including staff members from the law firm of Clifford Chance LLP, students from NYU and the Dalton school and staff from Outward Bound, NYC
- Hosted students from the Center for Arts Education, Prep for Prep, Queens College, Wesleyan University, DeVry Institute of Technology, the New York City College of Technology and Rutgers University
- Formed a new partnership with New York Cares allowing our volunteer activities to be added to NY Cares' monthly volunteer calendar.

Evening Shopping

Staff members of recipient organizations often have difficulty scheduling visits to the warehouse during MFTA's regular business hours. Thanks to FOMA's support, MFTA has been able to add 2-3 evenings of shopping each month. These additional hours are especially important in allowing public school teachers to be able to use our resources.

FY 05/FY 06

- Held 51 *Evening Shoppings*, serving a total of 2,153 groups.
- Evening Shopping hours accounted for 27% of MFTA's yearly recipient visits.
- Instituted Monday *Evening Shopping* with late hours specifically for theater groups.
- MFTA distributed approximately \$3,229,000 worth of materials during the course of these *Evening Shoppings*.

Board Training and Development Initiative

In FY05, FOMA received a generous grant from the Robert Sterling Clark Foundation for Board training and development. Goals of the *Board Training and Development Initiative* included cultivating and recruiting members to the Board; educating both new and current Board members about good practices and expectations; and formalizing the relationship between FOMA and DCA. These objectives were accomplished through a series of strategic meetings and by developing partnerships with consultants and legal counsel who have expertise in board governance. The Board Development and Training grant enabled FOMA to create a professional and credible governance infrastructure. In October 2005, a full-day board retreat was held to initiate and train board members in all aspects of board membership.

FOMA's Fundraising and Development

Working with a fundraising consultant, Jayme Koszyn Consulting, FOMA continued to pursue grants from both the corporate and private sector. In order to increase MFTA's capacity, a full-time Administrative Assistant was added to the staff to work on development and administrative issues. Additionally, FOMA has begun raising money for its Sustainability Fund, which allows greater flexibility in allocating gifts between general operating and project support, depending on MFTA's needs.

- Since 2003 FOMA has received 27 new grants.
- The year end total in FY 2005, from the private sector for first-time grants, renewals, Annual Appeal gifts, and Board participation, was \$257,370
- In FY06 this increased to \$275,845.

Technology

MFTA's website and database continue to earn kudos for efficiency and usefulness to recipients, donors and staff. MFTA's monthly welcome meetings serve as an introduction to using the website and compliment the other services provided in the warehouse and online.

- Sixty per cent of 2005's 4,386 appointments were made on-line -- a record for MFTA – and this freed up substantial staff time, which allowed us to dedicate staff to better serving our donors and shoppers
- 131 applications for membership were submitted via the website.
- From the beginning of FY 05 until the end of FY 06 Direct **Donations, MFTA's** online donation service, *doubled* for a total of 440 transactions.

In FY06 FOMA was able upgrade its website by creating a content management system, which allows all changes and updates to the site to be made internally without need for an outside administrator or consultant. Additionally, FOMA increased and improved donor and recipient services by creating a more efficient manner of communication through event postings, targeted e-mails and the on-line availability of lesson plans and video. This new website was launched in mid-July 2006 and has already received positive feedback from both donors and recipients.

A Day in the life of Materials for the Arts, a DVD was created by award-winning producer, Catherine Gund and Aubin Pictures. This 12-minute piece promotes and introduces the program to new funders, donors and interested parties from across the country.

Looking Forward

As we look to FY 07 there are a number of exciting items on our calendar.

Thanks to the leadership of DCA Commissioner Kate D. Levin, we will be expanding our warehouse space by another 10,000 sq feet. The new space, adjacent to our current facility, will allow us to expand our intake capabilities, display more items and provide us with permanent workshop areas for our educational programs.

Our *Education Program* continues to grow with the second year of our Summer Institute. Over the course of three weeks this past summer we held three one-week sessions of intensive professional development workshops for educators and community workers.

You will find new sections for all of our initiatives as well as a photo gallery on our newly redesigned, user friendly website at www.mfta.org