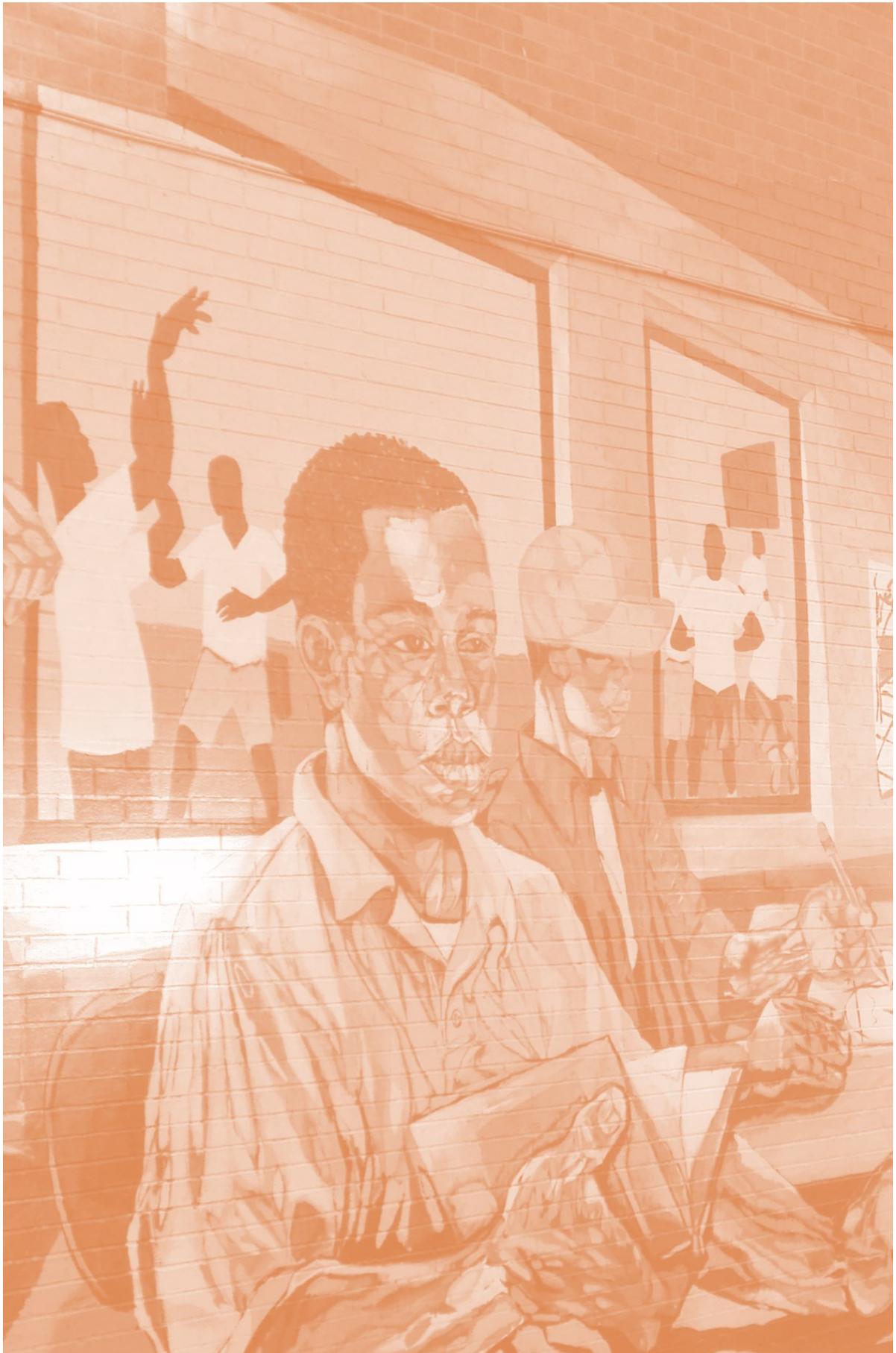


NYC Innovative Nonprofit Awards



NYC
Center for
Economic Opportunity

May 2013





Center for Economic Opportunity

The **NYC Center for Economic Opportunity (CEO)** fights the cycle of poverty in New York City through innovative programs that build human capital and improve financial security. CEO works with both City agencies and the federal government to implement successful anti-poverty initiatives in New York and partner cities across the United States. Located in the Office of the Mayor, among CEO's greatest successes have been the creation of the Office of Financial Empowerment, SaveUSA, CUNY ASAP, Jobs-Plus, and a more accurate statistical measure of poverty. Several CEO initiatives have been incorporated into the Young Men's Initiative, a comprehensive and expansive program designed to address disparities between young African-American and Latino men and their peers. CEO has piloted over 60 programs, reaching over 450,000 New Yorkers in need. CEO oversees rigorous evaluations of each program to determine their effectiveness in reducing poverty, encouraging savings, and empowering low income workers to advance in their careers. CEO is dedicated to fostering innovative approaches to poverty, and to identifying the most effective and transformative initiatives that accomplish its goals.

“Since 2006, CEO has emerged as both a local and national leader in fighting poverty, demanding that new programs achieve results and discontinuing those that do not. NYC Innovative Nonprofit Awards will recognize community partners who have used data analysis to achieve excellence, while also encouraging other nonprofits to innovate and compete.”

Michael R. Bloomberg
Mayor, City of New York

NYC Innovative Nonprofit Awards



The NYC Center for Economic Opportunity’s hallmark principles of innovation, data-driven programming, and a relentless commitment to creating mobility for all families are not unique to government; rather, they are shared by a myriad of nonprofits doing powerful work every day in New York City. Too often, though, the work of these groups goes unrecognized.

The **NYC Innovative Nonprofit Awards** shine a light on innovative local nonprofit organizations that are finding new solutions to age-old challenges. These organizations work tirelessly to help low-income communities overcome barriers and build their path to financial security and economic mobility. This award from Mayor Michael R. Bloomberg and the NYC Center for Economic Opportunity recognizes programs that are creative and effective. The award is supported through funding received from Harvard University’s John F. Kennedy School of Government, which in 2012 awarded CEO its “Innovations in American Government” Award.

The NYC Innovative Nonprofit Award is an opportunity for CEO to continue to source new and effective ideas. Over fifty NYC nonprofit organizations submitted proposals for the award, representing a diverse array of target populations and geographic areas, and programs were well represented in each of CEO’s key issue areas: workforce development, disconnected youth, criminal justice, asset development, and health. While many proposed programs represented robust implementation of best practices in the field and evidence-based practices, the winning programs represent a different way of doing business that hold the potential for replication and impacting policy.

In this book, you will learn more about the work of a range of impressive nonprofit organizations- some are taking on a severe lack of job opportunities in communities of concentrated poverty; others are working to ensure that young people who are disconnected from the mainstream economic and educational institutions find genuine pathways to opportunity;

still others help participants avoid predatory financial practices and build their financial futures. All of these programs tackle different aspects of the challenge of poverty, but all share a core in common – a clear commitment to making a difference, producing and sharing lessons for others, and using research and data to ensure that their efforts are achieving the desired outcomes. We hope that the organizations highlighted here can serve as examples for many nonprofits, philanthropies, and government in NYC and beyond and contribute to our common mission of breaking the cycle of poverty in our communities.

CEO will work with recognized finalists to bring recognition to their programs, and potentially to support innovative programs with technical assistance and evaluation or additional funding.

“The competition for NYC Innovative Non-profit Awards will help ensure that the City encourages the flow of new ideas as we combat our most difficult social challenges. The creativity and accomplishment of CEO has been made possible largely through nonprofit partnerships, and this competition recognizes those who have gone above and beyond in helping New Yorkers in need while also seeking out the most promising new strategies.”

Linda I. Gibbs
Deputy Mayor for
Health & Human Services

2013 NYC Innovative Nonprofit Awards Selection Committee

Kristin Morse, Chair
NYC Center for
Economic Opportunity

Jennifer Jones Austin
Federation of Protestant
Welfare Agencies

Jahmani Hylton
Office of the Deputy Mayor for
Health & Human Services
Young Men's Initiative

Gayle Jennings-O'Byrne
JPMorgan Chase
Global Philanthropy

Matthew Klein
Blue Ridge Foundation
New York

Andrea Phillips
Goldman Sachs Urban
Investment Group

James Riccio
MDRC

Fatima Shama
Mayor's Office for
Immigrant Affairs

Julie Boatright Wilson
The John F. Kennedy
School of Government
Harvard University

GREEN CITY FORCE

First
Place
Winner



Clean Energy Corps

Green City Force (GCF) combines national service and workforce development to propel young public housing residents to success in employment or college while supporting the city's climate action goals. More than just a job-training program, the initiative has the capacity to transform at the community level, and provides beautification and greening initiatives to public housing residents. Clean Energy Corps Members (CMs) serve full-time for six months on environmental campaigns that build career skills in sustainability, followed by intensive alumni follow-up for two years after graduation. Following a two-week orientation, CM teams mobilize under the supervision of a Team Leader to participate in community "green" projects. The program offers the Green City Academy, a classroom component covering eco-literacy, intensive math, career development, and technical skills.

GCF has engaged over 140 young adults in public housing across New York City, producing a 78 percent overall graduation rate, a 65 percent job placement rate, and a 10 percent college placement rate. On average, GCF participants increase math or English grades by a full grade level. Fifty percent of participants also obtain certification as a Building Analyst from the national Building Performance Institute. The program has served as a model for the national Clean Energy Service Corps (within Americorps) and has presented at the Clinton Global Initiative.

Lisbeth Shepherd
Executive Director
www.greencityforce.org

**GREEN
CITY
FORCE**

SCO FAMILY OF SERVICES

Second
Place
Winner



Cooperative Development Project

The Cooperative Development Project brings immigrant residents of Sunset Park together to organize worker-run cooperatives, providing them with comprehensive support to launch and grow a competitive business. Cooperatives offer affordable and socially responsible services such as child-care or elder care, along with valuable business training and support for participants. Co-op members work with Project staff to develop a business plan and manage their enterprise; during training, participants learn fundamentals of business administration, workers' rights, customer service and workplace safety. After launch, the co-op offers ongoing training in back office support, recordkeeping, and bilingual communication. The Project's "We Can Do It!" housekeeping cooperative earned total revenues of \$958,726 in 2012, with the average member earning \$22.36 per hour. "Beyond Care" childcare cooperative members earned a total of \$620,951, in

the same year, with the average participant earning \$13.67 per hour.

The Project has given presentations before the United Nations, and developed a curriculum to provide training and technical assistance to additional community organizations to replicate the model in immigrant communities citywide.

Gail B. Nayowith
Executive Director
www.sco.org



**Center for
Family Life
in Sunset Park**

SCO Family of Services

CENTER FOR COURT INNOVATION



Red Hook Community Justice Center

The Red Hook Community Justice Center goes beyond a traditional court; it is the nation's first multi-jurisdictional community court that addresses the issues underlying criminal behavior. Unemployment, lack of education and substance abuse are targeted through services such as community mediation, mentoring and internships. The Center offers community restitution projects and long-term substance abuse and mental health treatment as a holistic approach to weaving participants back into the fabric of their communities. By developing solutions to critical challenges through shared neighborhood goals and values, the Center provides hope and an alternative path for those facing significant barriers.

The Community Justice Center has reduced recidivism by 10 percent for adults and 20 percent for juvenile defendants, and reduced prison sentences by 35 percent. Forty-five courts across the United States have replicated the Red Hook model.

Greg Berman
Director

www.courtinnovation.org

RED HOOK
COMMUNITY
JUSTICE
CENTER

FEGS HEALTH & HUMAN SERVICES



The Academy

The Academy provides young people aging out of foster care, a group facing particularly tough challenges, with education and employment services, focusing on asset development, stable employment and housing as this population transitions to adulthood. The Academy has a “no-eject/no-reject” policy that ensures these young adults receive unconditional support. The program designates a Youth Advisor for each individual participant to rely on for mentoring and guidance.

Since 2007, The Academy has served 661 participants; 69 percent either found employment (46 percent) or remained active in the program (23 percent). In 2012, 33 percent of individuals who took advantage of college advisement services entered a postsecondary education program. The Academy has doubled in size from 2007 to 2012, and now has support from nine private foundations. At a cost of approximately \$5,000 per person, The

Academy has proven an invaluable resource to a population that too often slips through the cracks.

Gail A. Magaliff
Chief Executive Officer
www.fegs.org



FOOD BANK FOR NEW YORK CITY



Virtual Volunteer Income Tax Assistance (VITA)

Virtual VITA (Volunteer Income Tax Assistance) brings free “virtual” tax preparation services to working poor New Yorkers in underserved neighborhoods. Virtual tax filing stations are set up at community-based organizations across the city, pairing on-site volunteers with off-site tax preparers to help low-income residents file their taxes online. Through its services, Virtual VITA can fill significant gaps in existing VITA services and reach a greater number of low-income communities. At the same time, the program helps reduce wait times at full VITA sites, and can better leverage volunteers to serve clients who truly need one-on-one assistance.

Virtual VITA filed 1,233 tax returns through this year. This has resulted in more than \$1.9 million in refunds for clients, and 35 percent of filers received the Earned Income Tax Credit.

Margarette Purvis
President and CEO
www.foodbanknyc.org



NEIGHBORHOOD TRUST FINANCIAL PARTNERS



Credit Union Extension

Credit Union Extension (CUE) embeds a trained Neighborhood Trust financial advisor in a community development credit union (CDCU) to provide financial counseling to credit union members, offering low-income New Yorkers a financial action plan to achieve concrete goals. Financial advisors are trained to provide one-on-one counseling or enroll clients in a 10-hour “Getting Ahead” program. These services help participants reduce debt, increase savings, and improve their credit scores. Participating credit unions also offer the Gateway Banking Package, a suite of services specially-designed to increase the financial empowerment of low-income customers.

CUE has demonstrated notable achievements for participants: 64 percent increase their credit scores by an average of 21 points, and 42 percent raise their score by 35 points or more; 52 percent reduce their debt by an average of \$8,000.

Justine Zinkin
Chief Executive Officer
www.neighborhoodtrust.org



OPPORTUNITIES FOR A BETTER TOMORROW



Youth Education and Training Program

Opportunities for a Better Tomorrow (OBT) integrates innovative workforce training and youth development services into a formula for success. During a 22-week session, young people facing barriers to employment receive education, employment assistance, and other support. All take part in intensive public speaking training, enabling them to express themselves articulately and confidently in the workplace. Speed Networking brings accomplished corporate volunteers to the table for practice at job-interviewing and networking, and offers positive role models. Service Learning projects bring participants to local nonprofits for volunteer assignments. A sector-based job-training focus helps participants prepare for work in growth occupations. The College Access Program enables youth to prepare for higher education while gaining job skills. Corporate volunteers provide mentorship. As a result of this multi-faceted training, young people gain confidence, a

competitive edge, and job skills that are relevant in today's economy.

More than 71 percent of OBT participants secure job placements, while the same percentage retain their jobs for at least six months. OBT has developed new partnerships with other community organizations, including the Queens YMCA, to better leverage existing services for vulnerable youth. The Department of Youth and Community Development has consulted with OBT in identifying best practices in youth employment.

Randy Peers
Executive Director
www.obtjobs.org

OBT OPPORTUNITIES FOR
A BETTER TOMORROW
Building careers through confidence, discipline, and professionalism

PROJECT RENEWAL



Culinary Arts Training

Project Renewal offers sector-focused training, internship, and job placement services that help formerly homeless participants enter the food service industry with skills that are portable and permanent. Most participants are confronting histories of substance abuse and mental illness in addition to homelessness, significant challenges to employment that are not often addressed by workforce development programs. Each year, Project Renewal provides 150 formerly homeless participants with three months of classroom training, three months of a corporate internship, and 12 months of job placement and retention support. Participants are placed in daytime food service jobs—most at workplaces that do not serve alcohol.

Despite multiple challenges, 80 percent of Project Renewal graduates are placed in a job; 78 percent retain their job for three months, 66 percent retain it for six months, and 50 percent for at least one year. The average hourly wage for graduates is \$9.75.

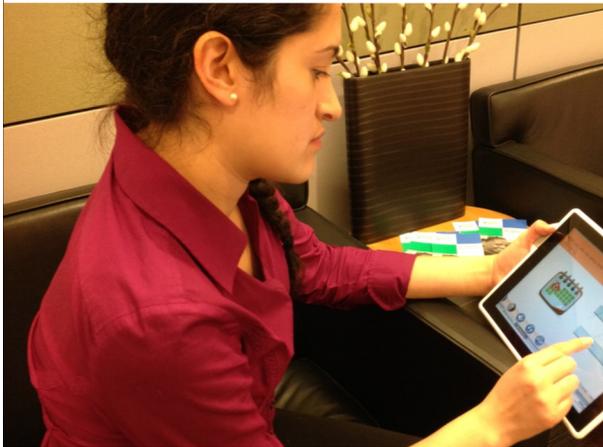
The program has also launched a social enterprise catering business, providing revenue that helps fund the training program. The program is growing in scale, recently adding a satellite cooking school at a shelter for homeless veterans.

Mitchell Netburn
President and CEO
www.projectrenewal.org



Renewing lives. Reclaiming hope.

PUBLIC HEALTH SOLUTIONS



Touchscreen App to Improve Contraceptive Choice

Public Health Solutions developed a comprehensive assessment application to help women choose the contraceptive method that best fits their individual needs and medical histories, and therefore reduce the likelihood of unintended pregnancy. On site at healthcare facilities, an interactive computer module asks 50 questions on contraceptive history, personal preferences, and medical history. Responses are analyzed according to an algorithm which makes 500 ranking decisions about 19 different contraceptive methods to ultimately provide individualized information. This survey takes approximately 15 minutes to complete, and is available in English and Spanish. The program also utilizes an audio component, making it accessible to women with limited literacy.

The program has been evaluated with a two-year trial in two reproductive health centers among a sample of 1,983 women, and demonstrated significant impact: 74 percent of those who used the module chose an effec-

tive method of contraception, compared to 61 percent among the control group. Women who used the module were significantly less likely to leave the facility without contraception. The initiative is highly scalable, needing only computer equipment and a wireless internet signal to operate.

Ellen L. Rautenberg
President and CEO
www.healthsolutions.org

**Public Health
Solutions**
MERGING RESEARCH AND ACTION

YOUTH REPRESENT



Community-Based Lawyering Project

Youth Represent (YR) has partnered with community-based organizations to ensure individualized legal services for court-involved youth to support re-entry to their neighborhoods. Since 2010, YR's attorneys have reduced legal barriers for hundreds of young people through workshops, legal consultations and representation, and criminal record reviews and corrections. YR ensures that clients understand the legal barriers they face, and lawyers are paired to work with clients over a two-year period to help overcome those barriers. These legal services help participants clean up their records-- a change that has a huge impact on the ability to obtain employment, pursue further education, and avoid recidivism. Lawyers are cross-trained and able to represent their clients on a range of legal matters.

For 2011 and 2012, YR had positive outcomes in approximately 80 percent of criminal, education, employment, and housing cases. In 2011 and 2012, YR corrected nearly 200 errors

in criminal records, ensuring that potential employers could see only items legally available to public. YR lawyers have educated more than 1,900 youth, parents, and community partners through legal workshops.

Laurie Parise
Executive Director
www.youthrepresent.org

YOUTH REPRESENT
JUSTICE FROM COURTROOM TO COMMUNITY

“CEO programs have helped more than 450,000 people since 2006, using data and evaluation to answer one question: What works in the fight against the cycle of poverty? NYC Innovative Nonprofit Awards recognize organizations holding their own work to the same standard, helping communities in innovative ways while also adding valuable research to the field of poverty studies.”

Kristin Morse

Executive Director, NYC Center for Economic Opportunity

Arches / Advocate Intervene Mentor / Business Solutions Training Funds / CEO Poverty Measure / Child Care Tax Credit / Cure Violence / Community Education Pathways to Success / Community Partners / Construction Works / Cornerstone Mentoring / CUNY ASAP / CUNY Fatherhood Academy / CUNY Prep / Earned Income Tax Credit Mailing / Echoes / Employment Works / Family Rewards / Financial Empowerment Centers / Food Handlers Certification / Food Policy Coordinator / Green Applied Projects for Parks / IMPACT / Jobs-Plus / Justice Community / Justice Scholars / Language Access / Nursing Career Ladders / NYC Justice Corps / NYC Recovers / NYC Training Guide / Office of Financial Empowerment / Project Rise / SaveUSA / Scholars at Work / School Based Health Centers / Sector Focused Career Centers / Shop Healthy NYC / Social Innovation Fund / Teen ACTION / Teen Health Improvement Program / WorkAdvance / Work Progress Program / Young Adult Internship Program / Young Adult Literacy Program / Youth Financial Empowerment / Young Men's Initiative / Administration for Children's Services / Brooklyn Public Library / City University of New York / Department for the Aging / Corporation for National and Community Service / Community Affairs Unit / Criminal Justice Coordinator / Department of City Planning / Department of Consumer Affairs / Department of Correction / Department of Education / Department of Finance / Department of Health and Mental Hygiene / Department of Homeless Services / Department of Housing Preservation and Development / Department of Information Technology and Telecommunications / Department of Parks and Recreation / Department of Probation / Department of Small Business Services / Department of Youth and Community Development / Economic Development Corporation / Health and Hospitals Corporation / Human Resources Administration / Law Department / Mayor's Fund to Advance NYC / Mayor's Office of Contract Services / Mayor's Office of Human Capital Development / Mayor's Office of Immigrant Affairs / Mayor's Office of Legislative Affairs / New York City Council / New York City Police Department / New York Public Library / New York City Housing Authority / NYC Service / Office of Emergency Management / Office of Management and Budget / Office of the Mayor / Queens Public Library / And nearly 200 community based organizations!







NYC[®]
Michael R. Bloomberg
Mayor

Center for
Economic Opportunity
nyc.gov/ceo

