

**MAYOR'S FUND TO ADVANCE NEW YORK CITY**

# Over a Decade of Strengthening Public Programs through Private Partnerships

Michael R. Bloomberg, Mayor  
Megan Sheekey, President

**Annual Report 2012-2013**

Public programs we support :

**100+**

City agencies  
we partner with:

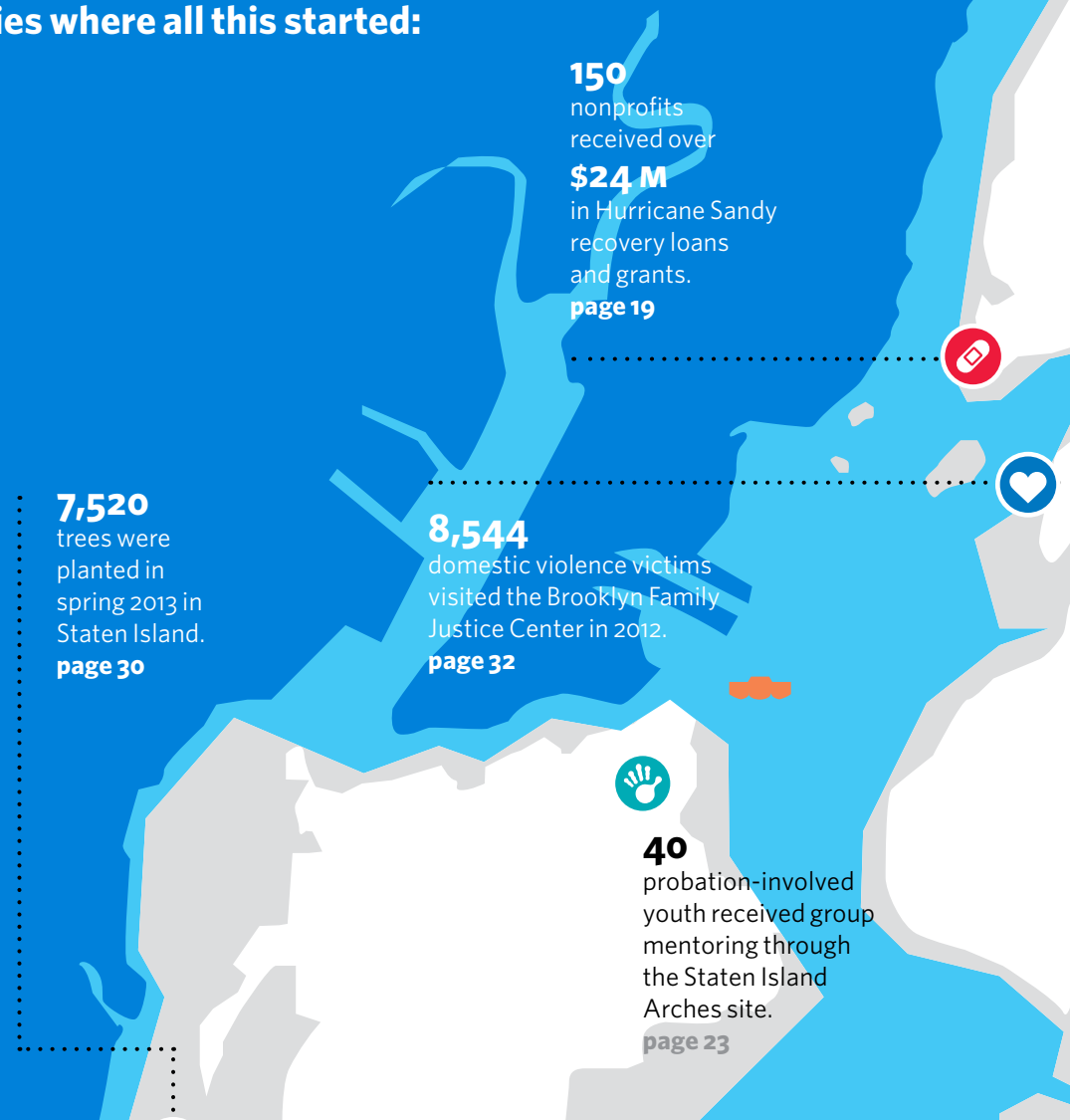
**45+**

Private contributions  
since 2002:

**\$383 M+**

Cities where all this started:

**1**



**150**  
nonprofits  
received over  
**\$24 M**  
in Hurricane Sandy  
recovery loans  
and grants.  
**page 19**

**7,520**  
trees were  
planted in  
spring 2013 in  
Staten Island.  
**page 30**

**8,544**  
domestic violence victims  
visited the Brooklyn Family  
Justice Center in 2012.  
**page 32**

**40**  
probation-involved  
youth received group  
mentoring through  
the Staten Island  
Arches site.  
**page 23**

The background features a stylized map of Staten Island in shades of blue and grey. Dotted lines connect the callout boxes to their respective locations on the map. There are four icons: a red circle with a white document icon, a blue circle with a white heart icon, a green circle with a white hand icon, and a green circle with a white tree icon.

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the Staten Island  
Arches site.  
**page 23**



**486**  
volunteers participated  
in tree plantings  
in the Bronx in 2012.  
**page 31**

-  **Arts**
-  **Community Engagement**
-  **Environment**
-  **Financial Empowerment**
-  **Disaster Relief**
-  **Wellness**
-  **Youth**



**181**  
NYC Green Cart  
permits are now  
active in the Bronx.  
**page 35**



**1**  
affordable workspace  
facility for artists  
was opened by  
Spaceworks in 2013.  
**page 14**



**\$8,000**  
in mini-grants  
was distributed  
to build school  
gardens in  
Queens in 2012.  
**page 33**



**11,766**  
Summer Youth  
Employment Program  
participants were  
from Brooklyn in 2012.  
**page 22**

**1 of 62**  
portable restroom units  
and shower facilities was  
placed here for Hurricane  
Sandy victims.  
**page 19**



**Mayor Michael R. Bloomberg  
joins NYC Service volunteers  
and NYC Parks Commissioner  
Veronica M. White during the  
Martin Luther King, Jr. Day of  
Service in January 2013.**

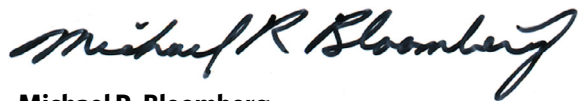


# Message from the Mayor

**Over the past 12 years**, the Mayor's Fund to Advance New York City has established critical public-private partnerships that help our Administration develop better ways to serve nearly 8.4 million New Yorkers. Last year, the Mayor's Fund played an especially pivotal role in supporting our city—both in the immediate aftermath of an unprecedented hurricane, and as we continue to make long-term investments to build a more resilient city.

The Mayor's Fund has been a vital resource in many other areas of our city's life as well. More than \$6.7 million has been saved or earned in rewards by participants in our Social Innovation Fund anti-poverty initiatives, which are now being replicated across the country. The City's Family Justice Centers have served more than 93,000 victims of domestic violence and 19,000 children since 2005, and a fourth center in Manhattan will open to clients in 2013. More than 770,000 new trees have been planted since 2007, and we will soon reach our one million tree goal.

Every day, the Mayor's Fund aligns the work of its extensive network of foundation, corporate, and community supporters. Its hardworking staff, board members, and contributors continue to set high expectations and do outstanding work for our fellow New Yorkers. We are grateful to all the individuals and groups who have joined us to form innovative partnerships that are achieving measurable results—and setting a national standard for how we can make cities safer, healthier, and stronger than ever.



**Michael R. Bloomberg**  
Mayor

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# Over a Decade

**“Since 2002**, Mayor Bloomberg has made public-private partnerships a cornerstone of our city’s approach to innovation and creating new solutions to old problems. The Mayor’s Fund has led the way, galvanizing nearly \$400 million to meet the greatest needs of residents and identify best practices for public service delivery. This represents a successful model for bringing together the private and public sectors to develop new ideas, expand reach, optimize results, and help New Yorkers live better, healthier lives.

I would like to thank the countless individuals, organizations, leaders, and friends who have worked to build the foundation for a stronger future because they share an unwavering commitment to New York City. There is only one place where all this could be possible, and it’s here.”

**Patricia E. Harris,**  
**First Deputy Mayor,**  
**Chair, Mayor’s Fund Board of Directors**

# Where We Started

## **The Mayor's Fund to Advance New York City**

is a unique nonprofit organization that helps pilot innovative public-private partnerships, track progress, and assess effectiveness to meet more community demands as well as respond rapidly to emerging needs. In many instances, successful programs incubated with support from the Mayor's Fund have been integrated into the City's core services to help New Yorkers, including our Family Justice Centers, NYC Green Carts, and Safe Haven, a homeless outreach and housing placement program. Other initiatives have developed into separate nonprofit organizations, such as Culture Shed, Spaceworks, and the Cities for Financial Empowerment Fund. More still have influenced national policy and programs, as demonstrated in the creation of the Cities of Service and the Cities for Financial Empowerment coalitions, as well as the national expansion of the New York City Center for Economic Opportunity's anti-poverty initiatives. By building partnerships across public and private sectors, the Mayor's Fund helps drive government innovation and carefully measure results to ensure the needs of residents are met efficiently and sustainably.

The following pages highlight major achievements in public-private efforts from 2002 to 2012, followed by program snapshots of several initiatives that grew in 2012 and 2013.



**Arts**



**Community  
Engagement**



**Environment**



**Financial  
Empowerment**



**Disaster  
Relief**



**Wellness**



**Youth**



## January 2002

Mayor Michael R. Bloomberg is sworn in as the 108th Mayor of New York City.

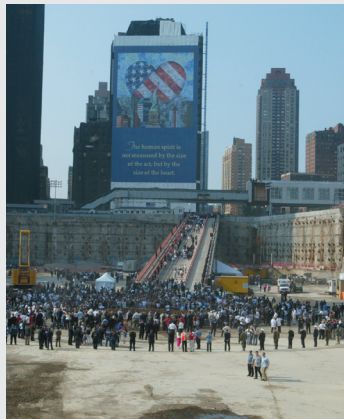


## September 2002



### September 11<sup>th</sup> Commemoration

The first ceremony is held to honor those lost on 9/11 and help the healing and rebuilding of New York City. The Mayor's Fund raised \$8.1 million by the end of 2002 in support of the annual commemoration, and an additional \$4.9 million over the next several years.



## June 2003



### NYC Leadership Academy

The Mayor's Fund partners with the Fund for Public Schools and NYC Department of Education (DOE) to support the NYC Leadership Academy, developed to provide comprehensive leadership training for aspiring and early-career New York City school principals. In 2006, the NYC Leadership Academy was established as its own nonprofit organization to build upon the successful pilot and expand services for school administrators.

**New school principals reached during the Academy pilot:**

**995**

**Support raised by the Mayor's Fund:**

**\$13.3 M**

**(from 2003–2006)**

- 📍 Arts
- 📍 Community Engagement
- 📍 Environment
- 📍 Financial Empowerment

- 📍 Disaster Relief
- 📍 Wellness
- 📍 Youth

### September 2003



#### Public Health Detailing Campaigns

The Mayor’s Fund partners with the NYC Department of Health and Mental Hygiene (DOHMH) to support preventative health care campaigns, engaging providers around improved patient care on public health issues such as influenza vaccination, colon cancer screening, and smoking cessation. More than \$1 million in private contributions raised by the Mayor’s Fund supported the creation of action kits for health care providers and program operations during the three-year partnership.

**Health care practices reached:**

**2,725**

**One-on-one visits conducted with health care providers:**

**28,689**

**(from 2003–2007)**

### July 2005



#### Family Justice Centers

Mayor Bloomberg opens the first Family Justice Center (FJC) to provide comprehensive services to victims of domestic violence in a single location. The FJC initiative begins as a public-private partnership with the Mayor’s Office to Combat Domestic Violence (OCDV) supported by contributions to the Mayor’s Fund. Additional Centers opened in Queens in 2008, in the Bronx in 2010, and in Manhattan in 2013.



### October 2005



#### Out-of-School Time

The Out-of-School Time (OST) initiative, led by the NYC Department of Youth and Community Development (DYCD), is launched to provide a mix of academic, recreational, and cultural activities for young people after school, on holidays, and during the summer at no cost to families. The Mayor’s Fund has raised \$12 million since 2005 in support of the initiative.

**OST programs supported:**

**500+**

**Students reached each year:**

**50,000+**

**(since 2005)**

**November 2006**



**Safe Haven**

New pilot begins in collaboration with the NYC Department of Homeless Services (DHS) to target the most difficult to reach homeless men living on the streets. Safe Haven provides immediate temporary housing with the goal of placement in permanent housing. Building on the pilot's success, DHS received City funding in 2009 and expanded the Safe Haven program citywide for both homeless men and women.

**Homeless New Yorkers served during the two-year pilot:**

**113**

**Beds in the program today:**

**500**

**December 2006**



**City Hall Portrait Conservation**

The Mayor's Fund partners with the NYC Public Design Commission to support the restoration of the City Hall portrait collection, considered one of the most outstanding groups of portraits by American artists in the United States. More than \$1.6 million was raised to conserve over 100 portraits and frames, while simultaneously creating an endowment to address the needs of the entire collection strategically over the long term.



**October 2007**



**MillionTreesNYC**

MillionTreesNYC is launched as part of PlaNYC—the City's comprehensive sustainability agenda released in April 2007—with a commitment to expand New York City's urban forest by 20% and plant one million new trees by 2017. Led by the NYC Department of Parks & Recreation (NYC Parks) and nonprofit partner New York Restoration Project (NYRP), the initiative is ahead of schedule, with key efforts focused on planting trees in neighborhoods with high rates of adolescent asthma and low numbers of trees. The Mayor's Fund supports tree planting in publicly accessible private properties including New York City Housing Authority campuses and school yards.

**Trees planted:**

**770,000+**

**Volunteers engaged:**

**26,533**

**(since 2007)**

- 🎨 Arts
- 👥 Community Engagement
- 🌱 Environment
- 💰 Financial Empowerment

- 🚨 Disaster Relief
- 🧘 Wellness
- 👦 Youth

### October 2007



#### Ladders for Leaders

Ladders for Leaders, a joint initiative of the NYC Commission on Women's Issues and DYCD, is created to prepare high school and college students for career success by providing them with corporate internships and resources that emphasize the importance of a post-secondary education. Since 2007, the Mayor's Fund has raised \$1.6 million from corporate partners to support the stipends of approximately 1,000 participants as well as educational workshops.



### December 2007



#### Center for Economic Opportunity

Mayor Bloomberg launches the NYC Center for Economic Opportunity (CEO) to work with both City agencies and the federal government to test approaches to reduce poverty through evidence-based initiatives. The Mayor's Fund has supported several CEO programs, including Opportunity NYC, a first-in-the-nation conditional cash transfer program, Financial Empowerment Centers, the Social Innovation Fund initiatives, and other anti-poverty efforts.

**Number of programs piloted:**

**64**

**City, private, and federal funds managed annually:**

**\$100 M**

### March 2008



#### NYC Green Carts

Mayor Bloomberg initiates NYC Green Carts, signing legislation establishing 1,000 permits for mobile fruit and vegetable vendors intended to increase access to fresh produce in neighborhoods with high rates of diet-related diseases, including diabetes and obesity. Led by the Mayor's Office and DOHMH, the Mayor's Fund administered \$1.9 million in private support to assist with marketing efforts and operational needs.



June 2008



**Financial Empowerment Centers**

The City's first Financial Empowerment Center opens in the Bronx, offering free, one-on-one financial counseling to low-income residents. The pilot tested mechanisms for delivering high-quality, individualized financial coaching and monitored impact on clients' financial stability. Based on the success of the Bronx Center and increasing demand for counseling services, three new centers opened in 2009 as public-private programs, and were incorporated into the City's budget in 2012.

**New Yorkers served during the pilot:**

**14,000**

**Sessions conducted:**

**26,000**

**Since 2008, across all centers, clients have: reduced \$11 M in debt and accumulated \$1.8 M in savings.**

April 2009



**NYC Service**

Mayor Bloomberg launches NYC Service with the goal of making New York City the easiest city to volunteer in and channeling volunteers to address the impacts of the economic downturn. To date, NYC Service, along with its partners, has helped connect more than 5.4 million volunteers to opportunities in New York City.



April 2009



**GreaterNY**

One of a series of initiatives to help nonprofit organizations, GreaterNY pairs nonprofit executive directors with business executives for two-year, one-on-one strategic partnerships. The goal is to foster adaptive leadership in a tough and changing economic climate. Private funds support the program and offer competitive grant opportunities—known as sustainability grants—to implement strategic projects developed during the partnerships.

**Nonprofit-corporate matches made:**

**39**

**Donations raised to support nonprofit partnerships:**

**\$1.7 M**

**(since 2009)**

- 🍷 Arts
- 👥 Community Engagement
- 🌿 Environment
- 💰 Financial Empowerment

- 🚒 Disaster Relief
- 🧘 Wellness
- 👦 Youth

## May 2009



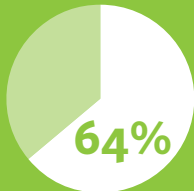
### MillionTreesNYC Training Program

MillionTreesNYC celebrates the graduation of its first class of the MillionTreesNYC Training Program. This privately funded effort in partnership with NYC Parks and CEO provides intensive tree care, ecological restoration, and landscape design training to help disconnected youth ages 16–24 build green careers.

**Participants graduated from program:**

**520**

**Program graduates employed in green-related jobs:**



**(since 2009)**

## July 2009



### NYC Civic Corps

NYC Service launches NYC Civic Corps—with an inaugural class of 191 individuals—to work with nonprofits and public agencies to increase the number of volunteers they mobilize, and achieve greater results through a more strategic use of those volunteers. Civic Corps members are also charged with creating sustainable volunteer management structures that remain in place after their year-long service ends. More than \$1.5 million in private funds raised help support benefits and trainings for Corps members.

**Civic Corps members engaged:**

**550**

**Number of hours worked by Corps members:**

**536,580**

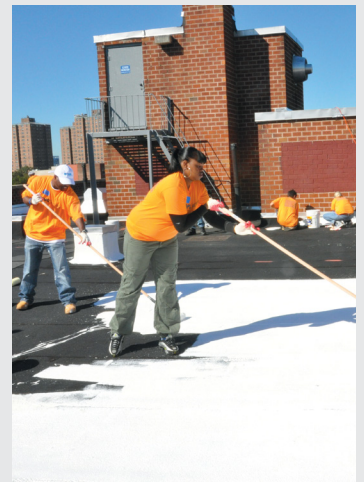
**(since 2009)**

## September 2009



### NYC°Cool Roofs

NYC Service establishes the NYC °CoolRoofs initiative to mobilize volunteers to paint rooftops with reflective, white coating that reduces cooling costs, energy usage, and greenhouse emissions. Since its inception, NYC°CoolRoofs has recruited over 4,000 volunteers to coat rooftops measuring a total of over four million square feet.



May 2010



**School Garden Initiative**

The Mayor’s Fund launches Grow to Learn NYC, the city-wide school garden initiative, with NYC Parks, DOE, and nonprofit partner GrowNYC to facilitate and promote the creation of sustainable school gardens in public schools. The Mayor’s Fund has raised over \$450,000 to provide technical resources and mini-grants for schools.



May 2010



**Summer Youth Employment**

The City’s Summer Youth Employment Program (SYEP), which has provided young New Yorkers paid early work experience for more than 50 years, becomes a public-private partnership to help meet the overwhelming demand of program applicants. The Mayor’s Fund teams with DYCD and DOE to expand other summer opportunities for young at-risk residents.

**Private funds raised by the Mayor’s Fund:**

**\$11.3 M+**

**Youth employment opportunities supported:**

**9,000+**

July 2010



**Social Innovation Fund**

The Mayor’s Fund and CEO receive a Social Innovation Fund (SIF) grant from the Corporation for National and Community Service (CNCS) to expand five of New York City’s most promising anti-poverty programs within the five boroughs as well as in seven partner cities around the country. All program models are currently being evaluated and studied for possible replication on the national level.

**Total raised:**

**\$83 M+**

**Individuals served across SIF programs:**

**12,700+**

**(since 2010)**

- 🎨 Arts
- 👥 Community Engagement
- 🌱 Environment
- 💰 Financial Empowerment

- 🚨 Disaster Relief
- 🧘 Wellness
- 👧 Youth

## August 2011



### Young Men's Initiative

Mayor Bloomberg launches the Young Men's Initiative (YMI), the nation's boldest and most comprehensive effort to tackle the broad disparities slowing the advancement of black and Latino young men. YMI is investing more than \$127 million—\$60 million from private contributions—in programs to connect young men to educational, employment, and mentoring opportunities across more than a dozen City agencies.



## September 2011



### Spaceworks

A major seed grant is awarded to the Mayor's Fund in partnership with the NYC Department of Cultural Affairs (DCLA) to support Spaceworks, a real estate initiative expanding access to affordable workspace for artists. Launched with additional private support, Spaceworks currently has two pilot facilities in operation, with three more in the early stages of development. Facilities include rehearsal spaces for theater and dance artists as well as visual art studios.

**Newly created artist workspaces scheduled to open in 2014:**

**50+**

**Square feet of rehearsal and studio space to open in 2014:**

**26,000+**

## December 2011



### NeONs

As a central element of the Young Men's Initiative, the first Neighborhood Opportunity Network (NeON) site opens in Brooklyn. The NeON initiative, managed by the NYC Department of Probation (DOP), brings probation officers into communities where clients live and connects them to local programs, opportunities, and resources, with the aim of reducing their involvement with the criminal justice system.





# Where We Are Today

**“Public-private partnerships** under the Mayor’s Fund will leave a lasting impact on New York City. Last year alone, the Fund helped connect more than 4,000 young people to summer youth programs, helping them gain the early work experience that can put them on the path to a successful career. With the Fund’s support, NYCitizenship in Schools has assisted more than 3,500 parents of public high school students with the naturalization process in its first year. The Fund also aided the Workforce1 Veterans Employment Initiative, improving the services New York’s veterans rely on.

During my seven years of involvement, it has been a great honor to work with Mayor Bloomberg and the Mayor’s Fund team alongside a network of partners that is so passionate about harnessing the power of public-private initiatives—and we are confident that other cities will be able to learn from this critical work and replicate our pioneering programs.”

**Rob Speyer,**  
Chair, Mayor’s Fund Board of Advisors

# Program Snapshots 2012–2013

**Achievements from 2012 to 2013** proved to be a fitting capstone for the work of the Mayor's Fund during the Bloomberg Administration. Three new Young Men's Initiative programs were launched in 2012—Arches Transformative Mentoring, Community Education Pathways to Success, and the CUNY Fatherhood Academy—to further support black and Latino young men in New York City. After being piloted under the Mayor's Fund through private support, the Family Justice Center initiative as well as several healthy eating efforts were brought under the City's budget in 2012 to ensure their sustainability for the future. Because of its unique model, the Mayor's Fund was also able to play a key role in the City's Hurricane Sandy relief efforts, supporting both emergency response and long-term recovery needs. The following program sections give detailed updates on the latest public-private strategies to strengthen neighborhoods and improve the lives of New Yorkers.



## **Hurricane Sandy Recovery**



## **Education and Youth Development**

Summer Youth Employment  
Young Men's Initiative



## **Community Engagement and Empowerment**

Immigrant Initiatives  
Veterans Initiatives  
Social Innovation Fund



## **Wellness and Environment**

MillionTreesNYC  
Family Justice Centers  
Healthy Eating

# Hurricane Sandy Recovery



**The Mayor's Fund** has administered donations in support of natural disaster relief all over the world, but Hurricane Sandy marked the first time the Fund was called upon to help with a major recovery effort in its own backyard. When the storm hit, Mayor Bloomberg encouraged relief contributions to the Mayor's Fund, recognizing its unique ability to build public-private partnerships that could begin work immediately and effectively. Since October 2012, the Fund has received over \$60 million from 21,000 individuals and organizations, and 100% of these donations were directed to immediate relief and long-term restoration efforts. Current recovery initiatives are ongoing, working closely with partners in affected areas, and include a mold treatment program, home repair services, loans and grants to impacted nonprofits and small businesses, and more.



**Volunteers participate in an NYC Service relief project in January 2013, one of over 375 Sandy recovery-related service projects coordinated by the Office of the Mayor that engaged more than 15,000 volunteers.**

# Hurricane Sandy Recovery Efforts throughout New York City:

Efforts supported or initiated by the Mayor's Fund were administered in the neighborhoods most affected by the storm. Data listed here reflect the grantee's most recent report. For a more comprehensive account of our efforts, go to [www.nyc.gov/fund](http://www.nyc.gov/fund).

## Types of Emergency Efforts:

- **Emergency Response**
  - **Home Rebuilding**
  - **Nonprofit & Community**
  - **Neighborhood**
  - **Small Business**
  - **Evacuation Zone A & B\***
- \*during Hurricane Sandy

### 1. Supplies

**Midland Beach, Staten Island**  
NYC Restoration Centers like the one here were part of a citywide distribution network for supplies including more than **1 million bottles of water, 350,000 cleaning supplies, 110,000 body warmers, 30,000 batteries, and much more.**

### 2. Hot Meals

**Breezy Point, Queens**  
La Bella Torte was one of **35 food trucks** deployed on any given day to provide a total of more than **333,000 hot meals** in the weeks immediately following the storm.

### 3. Daily Living Needs

**Coney Island, Brooklyn**  
One of **62 portable restroom units and shower facilities** was placed here in the weeks immediately following the storm for affected families.

### 4. Debris Removal

**Belle Harbor, Queens**  
Work crews were mobilized in targeted areas of Brooklyn, Queens, and Staten Island to enhance clean-up efforts immediately following the storm.

### 5. Supply Storage

**Tribeca, Manhattan**  
**A 40,000-square-foot warehouse** for relief supplies was administered by volunteer management organization New York Cares.

### 6. Mold Treatment Program

**Arverne, Queens**  
A resident on Beach Channel Drive is one of **2,000 New Yorkers** receiving professional mold treatment and removal services citywide.

### 7. Mold Awareness and Safe Practices Trainings

**Gerritsen Beach, Brooklyn**  
A school nurse here was one of the **1,467 participants** in **63 mold awareness and safe practices trainings** taking place in affected neighborhoods.

### 8. Nonprofit Recovery Loans and Grants

**Battery Park, Manhattan**  
The Manhattan Youth Downtown Community Center in Lower Manhattan was one of **150 nonprofits** receiving a total of over **\$24 million** in recovery loans and grants.

### 9. Public Library Support

**New Dorp, Staten Island**  
The public library here is receiving some of the **83,435 repaired and replaced collection items.**

### 10. Nonprofit and Citywide Coordinators

**Port Richmond, Staten Island**  
One of the five coordinators working with nonprofits is located here at Catholic Charities to coordinate hurricane recovery services with the City, and enhance the combined impact of nonprofits on recovery efforts.

### 11. Nonprofit Legal Assistance

**Coney Island, Brooklyn**  
Met Council, one of **187 nonprofits receiving free legal services**, was able to enter into a rent-free lease agreement for a warehouse here to store and distribute relief supplies.

### 12. Immigrant Community Outreach and Services

**Oakwood, Staten Island**  
Immigrant outreach workers, who have surveyed **6,871 people** in targeted neighborhoods, helped non-English speaking residents here access legal services to apply for federal relief funds.

### 13. Emergency Food Provider Support

**Port Richmond, Staten Island**  
Project Hospitality was one of **12 food pantries** that received **2.8 million pounds of food** with distribution support provided by the Mayor's Fund.

### 14. Small Business Grants

**South Street Seaport, Manhattan**  
Acqua restaurant is one of the **724 small businesses** to receive nearly **\$6 million** worth of small business recovery grants.

### 15. Relief Service Projects

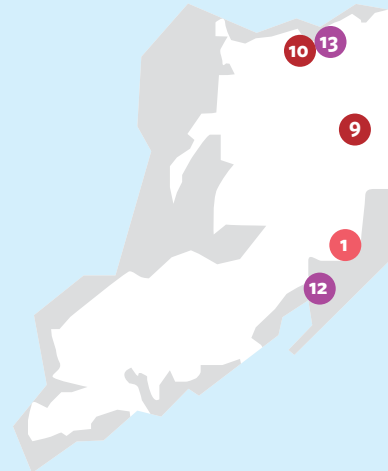
**Red Hook, Brooklyn**  
Volunteers painted the Red Hook Recreation Center using supplies purchased by the Mayor's Fund—some of the **8,293 square feet** of wall space painted by NYC Service around the city.

### 16. Childcare Center Repairs

**Far Rockaway, Queens**  
Blanche Community Progress Day Care was one of a group of childcare centers receiving support to re-open and continue serving a combined **710 children** in affected areas.

### 17. Small Business Grants

**Highbridge, Bronx**  
Be Washington Maintenance, a cleaning company in the West Bronx, received a matching grant to assist with post-hurricane repairs.



**18. Housing Advocacy and Resources**

**Red Hook, Brooklyn**

A homeowner here, one of **2,900** receiving free financial and legal counseling, was successful in getting **\$50,000** in insurance funds released to her through this assistance.

“The Mayor’s Fund’s unprecedented commitment to supporting homeowners created a first-of-its-kind partnership in disaster response, allowing CNYCN to immediately deploy housing counseling and legal services at scale across impacted neighborhoods.”

**Christie Peale, Executive Director, Center for New York City Neighborhoods**

**22. Relief Service Projects**

**Jamaica Bay, Queens**

Volunteers cleared debris here using supplies purchased by the Mayor’s Fund—some of the **23,988 bags of debris** cleared by NYC Service around the city.

**21. Small Business Assistance Grants**

**Rockaways, Queens**

Surfside Bagels received a small business recovery grant to help make necessary repairs and re-open their doors as quickly as possible.

**20. Public School Student Support**

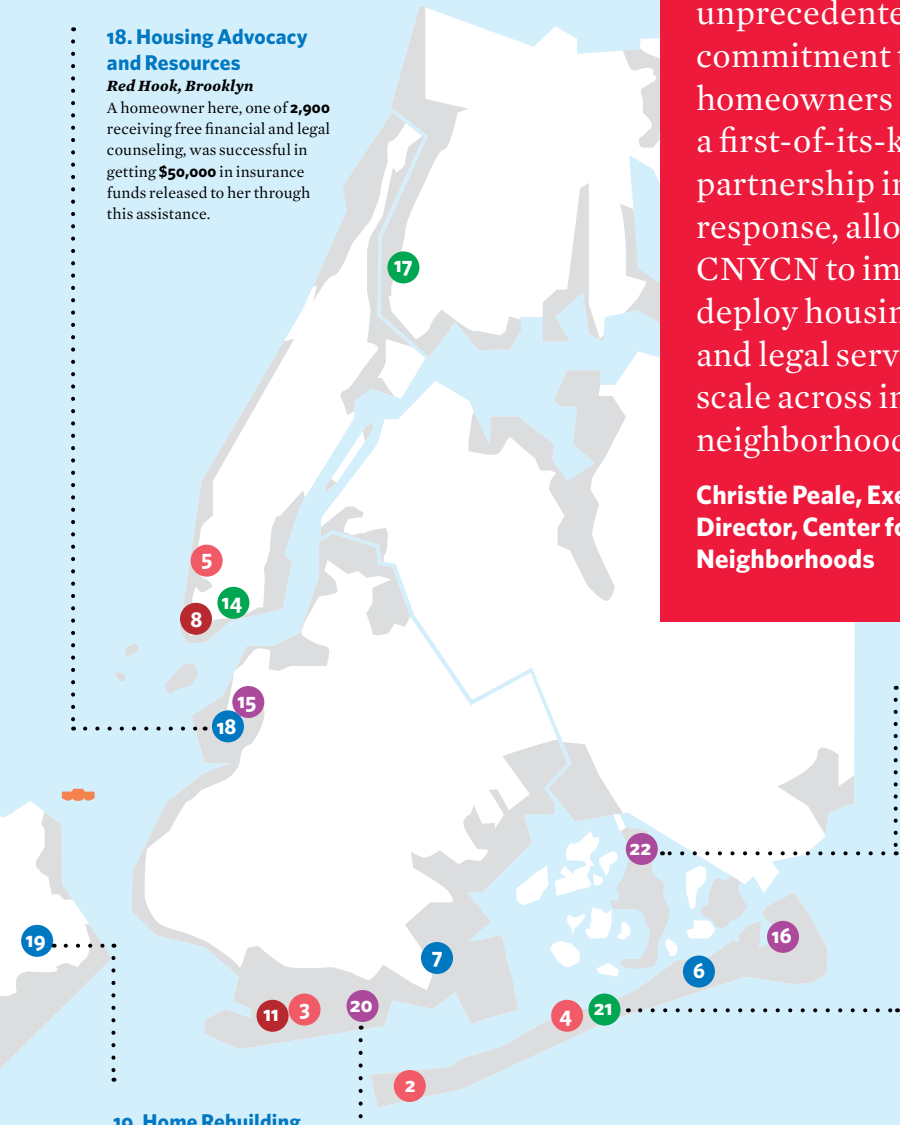
**Brighton Beach, Brooklyn**

P.S. 53 is one of 39 impacted public schools receiving a total of **\$2 million** in grants to expand support services for storm-affected students, including counseling programs, mentoring, and academic assistance.

**19. Home Rebuilding**

**Midland Beach, Staten Island**

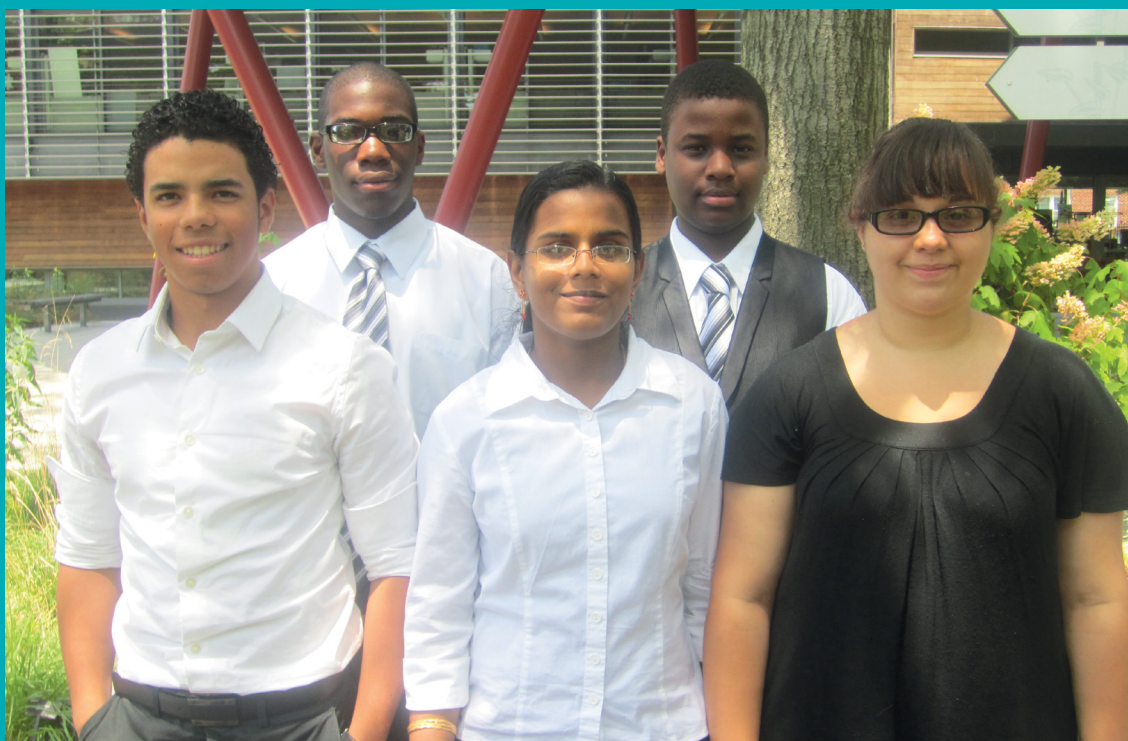
**\$10 million** is committed to a repair program serving up to **600 homes** here and in affected neighborhoods citywide.



# Education and Youth Development



**Improving educational outcomes** and expanding development opportunities for young New Yorkers has long been an emphasis of Mayor Bloomberg and a focus of the Mayor's Fund. Individuals who gain their first work experience and receive mentorship at an early age are more likely to go to college and earn higher wages—and today, there are thousands of talented and motivated youth seeking the experience and skills they need to become successful.



**Participants in the Career and Technical Education Summer Scholars Program at the kick-off event for their 2012 six-week internships. Focused on developing technology skills, interns worked at 40 host sites, including Deloitte, Ernst & Young, nPower, and others.**

# Summer Youth Employment

City partners include:  
Department of Youth and Community Development, Department of Education, Commission on Women's Issues

**Every year**, the City's summer jobs programs provide young New Yorkers with learning and employment opportunities during the summer months. In 2012, there were approximately 31,700 youth participating in these programs. The Mayor's Fund and the Fund for Public Schools secured over \$6 million from more than 80 corporate and philanthropic sponsors to add approximately 4,000 additional positions. New initiatives included a targeted Career and Technical Education program for students studying information technology and building digital career skills.

The Summer Youth Employment Program (SYEP) is the largest summer jobs program in the nation, providing residents ages 14 to 24 up to six weeks of paid work, educational experience, and supplemental workshops that help identify career interests and develop foundational work skills. A recent study by New York University leveraged SYEP data and found that early work experience benefits young people both academically and professionally. The report demonstrated an increase in school attendance for students who had participated in SYEP as well as a higher probability of passing the English and Math Regents exams, indicating that summer employment increases engagement and success even after the summer is over.



**An SYEP participant with her supervisor at the American Cancer Society's Hope Lodge.**

“SYEP has been a great experience. It taught me about my interests, job dos and don'ts, and working with others.”

**Jared, Bronx (17 years old)**

# Summer Youth Work Placements:

Total number of worksites:

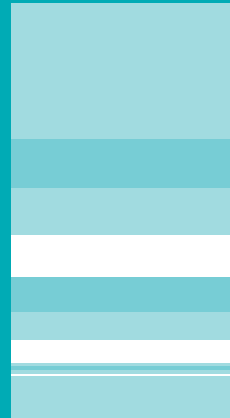
## 5,677



**54.5%**  
Nonprofit  
worksites

**17.5%**  
Public Sector

**28%**  
Private Sector



**32.59%** Day Care / Day Camp

**11.8%** Government Agency

**11.2%** Community / Social Services

**10.25%** Educational Services

**8.3%** Healthcare / Medical

**6.73%** Retail

**5.67%** Arts and Recreation

**1.18%** Legal Services

**.69%** Financial Services

**.88%** Media / Entertainment

**.48%** Hospitality / Tourism

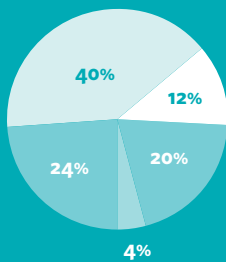
**10.23%** Other

# Summer Youth Program Participants:

Total participants enrolled in 2012:

## 29,416

**By Borough:**



**24%** Bronx

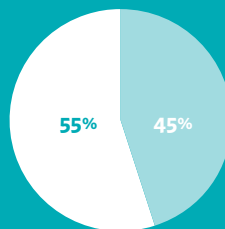
**40%** Brooklyn

**12%** Manhattan

**20%** Queens

**4%** Staten Island

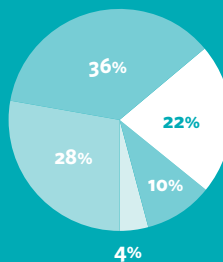
**By Gender:**



**55%** Female

**45%** Male

**By Age:**



**28%** 14-15

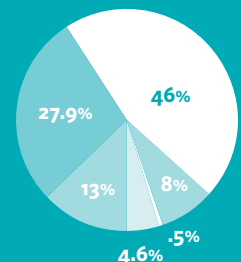
**36%** 16-17

**22%** 18-19

**10%** 20-24

**4%** 22-24

**By Ethnicity:**



**.5%** American Indian

**8%** Asian/  
Pacific Islander

**46%** Black

**27.9%** Hispanic

**13%** White

**4.6%** Other



# Young Men's Initiative

City partners include:

Office of the Mayor, Department of Probation,  
Center for Economic Opportunity

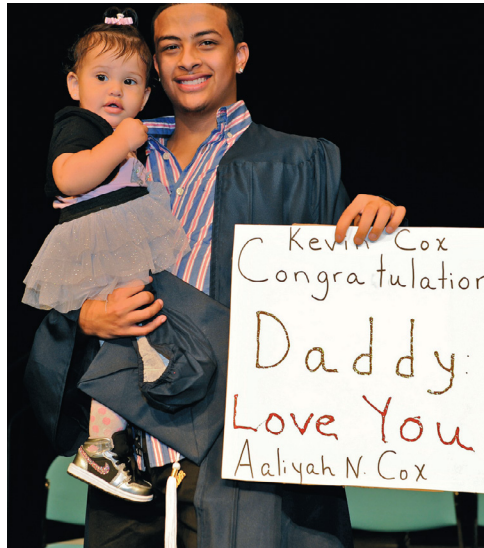
**The Young Men's Initiative** (YMI) is the nation's most comprehensive coordinated initiative to tackle the broad disparities slowing the advancement of black and Latino young men. Through an innovative public-private partnership, the City is investing more than \$127 million over a three-year period to support new programs and policies designed to address issues among young, male black and Latino populations, including numerous outcomes related to education, health, employment, and the criminal justice system.

Two new programs supported by donations made to the Mayor's Fund, Arches Transformative Mentoring and Community Education Pathways to Success (CEPS), target young, male probation clients. Arches, a group mentoring program started in July 2012, helps justice-involved young adults transform the attitudes and behaviors that led to their criminal activity. CEPS, launched in February 2012, is focused on raising the literacy level of young adults on probation so they can earn a GED and pursue higher education and a career. Once Arches and CEPS reach full program maturity in 2014, they will serve nearly 1,000 young adults combined each year.

Another key component of YMI, the CUNY Fatherhood Academy, targets young fathers who are interested in improving their employment and educational prospects to be better role models for their children and provide increased emotional and financial support for their families. The program was launched in March 2012 and assists fathers in preparing for college, getting work experience, and learning about parenting, financial literacy, and how to cultivate healthy relationships. Over the course of three Fatherhood Academy cohorts, 113 fathers have participated with an average completion rate of 73%. Program staff continue to work with the participants after they leave the program to provide assistance with job placement and applying to college.

"I'm happy to have someplace to come every day instead of wasting my time doing nothing. This program is helping me make a better life."

**Gabriel, Queens (18 years old),  
CEPS participant**



**A CUNY Fatherhood Academy graduate poses with his daughter during the ceremony in September 2012.**

"The journey I am about to take is for the both of you. I will finish this program for the both of you."

**Words of Wael (23 years old) to his daughters Laila and Loza (4 and 2 years old). Through the Academy, Wael obtained his GED, found full-time employment, and enrolled at LaGuardia Community College.**

# Community Engagement and Empowerment



**In 2012**, the Mayor's Fund achieved key goals in delivering services to foreign-born New Yorkers, veterans, and low-income residents. Targeting educational and support services within these populations has empowered New Yorkers with counsel during the citizenship application process, job seeking and retention training, and financial literacy coaching to improve financial stability.



**NYC public school parents receive assistance with their naturalization applications at a NYCitizenship service event held at Erasmus Hall Educational Campus in Brooklyn.**

# Immigrant Initiatives

City partners include:  
Mayor's Office of Immigrant Affairs,  
Department of Education

**The Mayor's Fund** works closely with the Mayor's Office of Immigrant Affairs (MOIA) to support a range of immigrant-focused initiatives that provide common access points into the city's civic, economic, and political spheres. In October 2012, the City launched NYCitizenship in Schools, a program designed to assist eligible parents of public high school students with the naturalization process. The initiative provides access to free, high-quality immigration legal assistance to help parents complete the citizenship application, as well as financial counseling and access to microloans to help cover the naturalization fee.

In April 2013, MOIA also launched Cities for Immigrant Integration, a conference of mayors and senior representatives from over twenty U.S. cities to showcase Blueprints for Immigrant Integration, a series of six best practices tool kits to support municipal policy and programmatic efforts around the country. The gathering laid the foundation for a network of U.S. municipal governments working together to promote the integration of immigrants through innovative policies and programming. The Blueprints highlight successful practices across a variety of areas—including language access, police and community engagement, economic development and entrepreneurship, and citizenship.

## NYCitizenship in Schools:

Since October 2012 more than

**3,500**

parents received information about the naturalization process.

**578**

parents successfully completed citizenship applications, saving a total of

**\$289,000**

(\$500 per application).

**355**

parents were assisted with applying for fee waivers, creating a total savings of

**\$241,000**

(\$680 per applicant).

“People looking for assistance should take advantage of [NYCitizenship in Schools] because it's fast and efficient.”

**Arthur and Dorothea, originally from Antigua and Barbuda respectively, who now reside on Staten Island with their 9th grade son.**

# Veterans Initiatives

City partners include:  
Department of Small Business Services,  
Mayor's Office of Veterans' Affairs

**Launched in July 2012**, the Workforce1 Veterans Employment Initiative is creating a scalable model for connecting New York City's service members, veterans, and military families to stable, meaningful employment. As a result of this initiative, candidates can now meet with dedicated Veteran Specialists, who are veterans themselves, at seven Workforce1 locations in all five boroughs. The Specialists connect veterans to career, training, job placement, and support services that both meet their immediate needs and career goals, as well as leverage their military skills and experiences. Further, all 17 Workforce1 locations provide priority of service for veterans, which means they are first in line to see a staff member and are prioritized for all available services.

**Veterans and spouses placed since the launch of the Workforce 1 Veterans Initiative:**

**1,083**

“Eventually, I decided to seek help with Workforce1. It was the best decision I've made in a long time. The staff there took me very seriously and wasted no time in addressing concerns that affected me. They helped me update my resume, sent me on a job interview. I've recently been hired by one of the largest security agencies in the world.”

**James, a Gulf War veteran recently assisted and placed by Workforce1**



**Mayor Michael R. Bloomberg joins veterans at a Manhattan Workforce1 Center to launch the new Veterans Employment Initiative in July 2012.**

# Social Innovation Fund

City partner:  
Center for Economic Opportunity

Since 2010, the Mayor's Fund, in partnership with the NYC Center for Economic Opportunity (CEO), has been working to replicate five of the Center's most promising anti-poverty programs—Project Rise, Jobs-Plus, SaveUSA, Family Rewards, and WorkAdvance—in New York City and seven other cities. These efforts are supported by a federal Social Innovation Fund (SIF) grant that has been matched 3:1 by philanthropic donations made to the Mayor's Fund, for a total of more than \$83 million dollars raised. Eighteen provider organizations are delivering critical services to over 10,000 families across the nation.

In 2012, the majority of provider organizations entered the second year of their SIF projects. Past the start-up phase, the programs were generally fully staffed and serving participants at or near capacity. As of August 2013, providers enrolled 12,743 individuals across the five program models.

“This innovative partnership is a unique opportunity to build a multi-site body of evidence in support of these promising anti-poverty programs—now informing policy and assisting families nationwide.”

**Kristin Morse, Executive Director,  
Center for Economic Opportunity**

**Project Rise**  
number of participants who  
secured GEDs:

**177**

internship earnings:

**\$381,623**

**Jobs-Plus**  
number of career improvement plans:

**1,372**

job placements:

**438**

**SaveUSA**  
savings generated by participants:

**\$3,981,880**

number of participants:

**4,751**

**Family Rewards**  
amount earned in rewards:

**\$3,096,116**

families enrolled:

**1,230**

**WorkAdvance**  
number of job placements:

**503**

number of vocational certificates:

**465**

(since 2010)

# Wellness and Environment



**The health and safety** of community members is the foundation for living productive, happy lives. The Mayor's Fund supports efforts that advance the well-being of New Yorkers and their environment. Whether protecting the right to safety, increasing access to nutritional food, or expanding the city's urban canvas, key public programs play a pivotal role in the short- and long-term vitality of city life and public space.



**Yoraimi, a Green Cart operator in the Bronx, can now use her EBT terminal to accept credit card payments and SNAP benefits.**

# MillionTreesNYC

City partner:  
Department of Parks & Recreation

In 2012, MillionTreesNYC focused resources on local volunteer groups that committed to adopting street trees on a long-term basis. This shift strategically improved support for vested volunteers by launching four new programs and extending care to nearly 1,500 trees:

- **The TreeLC Truck**, a traveling truck filled with mulch, stewardship supplies, and technical staff that supported 227 volunteers in caring for 178 street trees.
- **The Care Captain program**, a train-the-trainer workshop for tree stewards that trained 60 Care Captains who led 36 tree care days, involving 613 neighbors in caring for 368 street trees.
- **A mini-grant program** that empowered tree stewards to host their own work days and find creative, community-based methods to engage over 600 volunteers in caring for 258 street trees.
- **The first annual Grow Our Grassroots summit**, which engaged New Yorkers in a one-day conference focused on tree and park stewardship, composting, and community gardening. Attendees pledged to care for 340 street trees.

Total trees planted in NYC in 2012  
and thus far in 2013:

132,616

Volunteers across the city that made  
this possible:

4,017

“By bringing together the public and private sectors, Million-TreesNYC and countless volunteers have made more ambitious strides toward fortifying our city’s urban forest than ever before. This multi-faceted partnership, with investments on all sides, has yielded a host of environmental benefits that will leave a legacy for generations to come.”

Veronica White, Commissioner, NYC  
Department of Parks & Recreation



Volunteers at Idlewild Park, Queens, for a MillionTreesNYC Volunteer Planting Day in April 2013.

# Family Justice Centers

City partner:  
Mayor's Office to Combat Domestic Violence

## The City's Family Justice Centers (FJC)

in Brooklyn, Queens, and the Bronx offer centralized services for victims of domestic violence and their families to help them get the comprehensive support they need. Collectively, since 2005, the Centers have assisted over 93,000 clients, and more than 19,000 children. In 2013, public funding was secured in the City's budget to ensure the program's sustainability.

The City broke ground on the fourth FJC in October 2012. Located on Centre Street in lower Manhattan, the Center is in close proximity to various court buildings, including Criminal, Family, and Supreme Courts. The District Attorney's Office will co-locate its Special Victims Bureau at the Center, a collaboration which will expand the Center's reach. The new center is set to open at the end of 2013.

The Mayor's Office to Combat Domestic Violence continues to provide enrichment programming to further empower and educate FJC clients. For example, in 2012 the FJCs increased the number of specialized civil legal immigrant attorneys. In 2013, privately funded attorneys assisted 176 new clients with immigration matters and worked on 600 active cases. These immigration legal services are coordinated with the FJC Self-Sufficiency Program, helping clients become financially independent.

In 2012, the FJCs also began providing tailored information to domestic violence victims and service providers on identity theft and financial fraud through the Don't Be a Victim of Financial Fraud Program, including a conference, client workshops, and multilingual brochures.



**Marjorie, a survivor of domestic violence, joins Mayor Bloomberg and Commissioner Yolanda Jimenez to announce the groundbreaking of the City's fourth Family Justice Center.**

### Family Justice Centers:

**Bronx** 5,369 clients  
17,052 client visits

**Brooklyn** 8,544 clients  
24,224 client visits

**Queens** 5,558 clients  
15,332 client visits

**56,608** **19,471**  
**Total client visits** **Total clients**

**(May 2012–September 2013)**



# Healthy Eating

City partners include:

Office of the Mayor, Department of Education, Department of Health and Mental Hygiene, Department of Parks & Recreation

In January 2012, Mayor Bloomberg convened the City's first Obesity Task Force (OTF), a multi-agency effort to strengthen health initiatives and recommend innovative, aggressive solutions to address obesity challenges in New York City. Three initiatives, initially supported by the Mayor's Fund with private contributions, received City OTF funding in 2012 to help sustain their programming: Grow to Learn NYC: the Citywide School Garden Initiative; the School Salad Bar Initiative; and NYC Green Carts.

## Grow to Learn NYC: the Citywide School Garden Initiative

Many schools would like to build a garden but need help with materials and construction, technical gardening assistance, and developing a plan for long-term maintenance. Grow to Learn NYC, led by GrowNYC in partnership with NYC Parks and DOE, provides public schools with the tools and resources needed to create, maintain, and expand school gardens. There are now over 340 registered public schools in the program, and by expanding this citywide initiative by 50 additional grants per year, New York City will make substantial strides toward the goal of a well-utilized garden at every school. During the 2012–2013 school year, Grow to Learn NYC led over 50 trainings and workshops for more than 600 school gardeners to provide the technical skills and garden materials needed to help their gardens bloom.

“Just the experience of growing their own food has lead students to taste food that they wouldn't have touched before.”

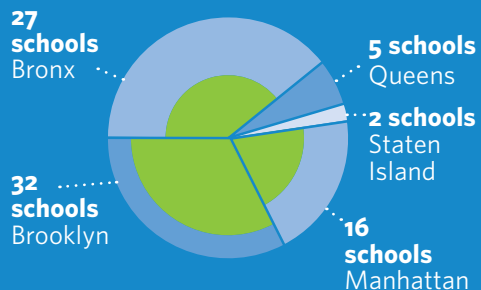
Emily, Director of School Culture, Future Leaders Institute, Harlem



Students from the Future Leaders Institute using their learning garden and outdoor classroom.

**\$132,277**

in garden mini-grants



**54%**

of grants were awarded to schools in communities that suffer the highest rates of diet-related diseases.

## School Salad Bar Initiative

The Department of Education, with the support of the Mayor’s Fund and Fund for Public Schools, has worked to increase access to nutritional foods in City schools through the NYC School Salad Bar Initiative since 2010. In the 2012-2013 school year, 150 salad bars were added through OTF funding and another 60 were made possible through private donations. As part of OTF objectives, the City is adding an additional 200 to the current 1,000 salad bars to finish installation in all public schools citywide by 2015. This will ensure that New York City school children have access to fresh vegetables on a daily basis.



**P.S. 85 in the Bronx received a new salad bar in 2012, offering healthier options for its students.**

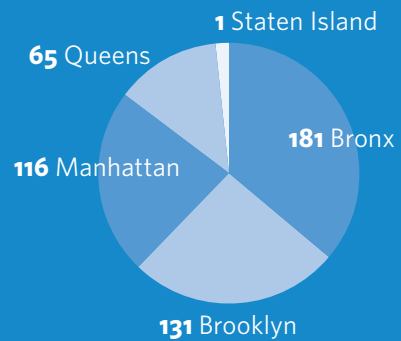
## NYC Green Carts

Now in its fourth year, the NYC Green Carts initiative seeks to increase access to fresh produce in targeted areas of New York City where obesity and diabetes rates are highest, while also creating a micro-business opportunity for individuals interested in mobile food vending. In 2012, the OTF committed funding to equip up to 100 NYC Green Carts with Electronic Benefit Transfer (EBT) machines that can process food stamps, now known as SNAP benefits. In 2013, the NYC Green Cart program set up 60 new EBT terminals for Green Carts, making a total of 95 vendors who now have wireless terminals for processing these payments. Expanding EBT at Green Carts is allowing for more food stamp users to make healthy purchases, and also increasing business for vendors.

“I love putting broccoli on my pizza.”

**3rd grade student, Brooklyn**

**There are 494 active NYC Green Cart permits throughout the five boroughs:**



“The EBT machine has definitely helped my business. People feel more free to spend. They aren’t limited like they are when it is cash.”

**Anthea, Green Cart vendor in Brooklyn**



# Looking Forward

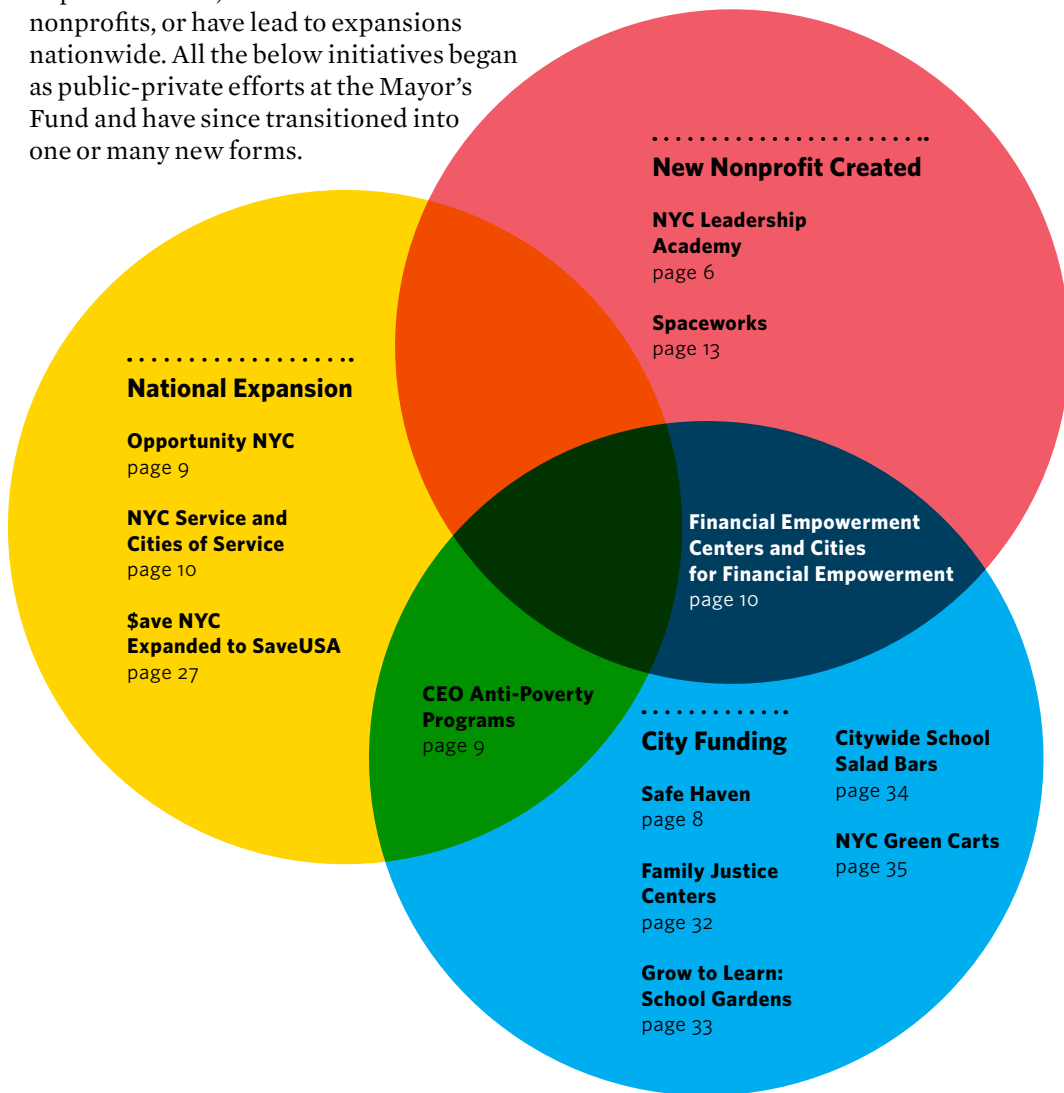
**“Under the Bloomberg Administration**, an impactful, robust public-private network has served as a vehicle to meet the needs of New Yorkers not just today, but for generations to come. Service delivery solutions have been tested, measured, and refined with the ultimate goal of establishing new models that will continue to grow here and can be replicated in other municipalities.

It is our hope that the achievements we have seen for over a decade now will only be the beginning of a much longer and wide-reaching tradition. By institutionalizing public-private partnerships as a part of the City’s service infrastructure, there is no limit to the ideas we can generate and the problems we can solve.”

**Megan Sheekey,**  
**President,**  
**Mayor’s Fund to Advance New York City**

# Next Program Steps

**Many programs piloted** under the Mayor’s Fund that proved successful and beneficial to the public have since been adopted into the City’s budget for longer-term implementation, established as their own nonprofits, or have lead to expansions nationwide. All the below initiatives began as public-private efforts at the Mayor’s Fund and have since transitioned into one or many new forms.



# Financials

	Fiscal Year 2012	Fiscal Year 2011
	Fiscal Year ending June 30	
<b>Support and Revenue</b>		
Contributions and Grants	\$53,158,991	\$29,369,393
<b>Operating Expenses</b>		
Program Services	\$36,918,763	\$31,772,828
Management and General	\$345,648	\$275,341
Fundraising	\$99,043	\$87,822
<b>Total Operating Expenses</b>	\$37,363,454	\$32,135,991
<b>Excess of Expenses Over Revenue</b>	\$15,795,537	(\$2,766,598)*
<b>Non-Operating Revenue</b>	\$471,022	\$507,697
<b>Change in Net Assets</b>	\$16,266,559	(\$2,258,901)

\* The Mayor's Fund to Advance New York City receives contributions and grants that support one-year as well as multi-year programs. Timing of program revenue and expenses are influenced by program budgets; causing, in some cases, revenue and expenses to occur in different fiscal periods. The excess of expenses over revenue depicted in the financial report does not accurately convey the Fund's financial position. The Fund's balance sheet reflects robust net assets of \$30.7 M in FYE '11 and \$47.0 M in FYE '12.

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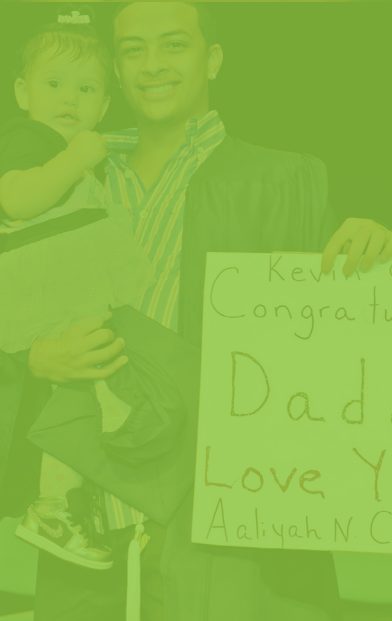
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