MAYOR'S FUND TO ADVANCE NEW YORK CITY

NEWSLETTER

March '12

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SAVE THE DATE:
On June 11, the Mayor's Fund will host its annual benefit. For more, please call 212-788-7794.

The MillionTreesNYC Spring Volunteer Planting Day is April 28. Stay tuned for citywide locations at: www.milliontreesnyc.org

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Gifts That Keep On Giving

The Mayor's Fund Holiday Giving Guide was a huge success! The guide provided opportunities to support City initiatives and give back during the holiday season. Donors also had the option of dedicating their contribution in honor of someone as a creative and meaningful gift.

Thanks to over 130 donors who supported this effort, 272 new trees will be planted, 156 homeless families are getting needed baby supplies, 39 survivors of domestic violence will receive self-sufficiency services, 12 students living in public housing will have new study areas and materials, 5 more public elementary schools will enjoy salad bars, and other public programs will benefit from their generosity. A special thanks to the many City employees who contributed.

We hope New Yorkers will continue to think of the Mayor's Fund for gift ideas celebrating any occasion throughout the year. To view the guide, go to www.nyc.gov/fund.

2012 Summer Youth Experience Launches

On November 21, the Mayor launched the re-branded Summer Youth Experience initiative, which provides young people with a range of learning and employment opportunities during the summer months. Studies show summer learning and employment improve academic outcomes and lead to higher rates of graduation and long-term job attainment. The City's Summer Youth Experience programs also play a key role in the Mayor's Young Men's Initiative, which supports black and Latino men in their educational and career goals.

In addition to the Department of Youth and Community Development's Summer Youth Employment Program (SYEP) and Ladders for Leaders, this year the Department of Education is launching a new Career and Technical Education (CTE) pilot program to provide students in targeted career and technical schools with meaningful industry activities that will reinforce academic gains, help participants acclimate to the world of work, and advance their readiness for both educational and vocational postsecondary activities.

There are many ways to get involved and support these programs, including sponsoring interns at your workplace or donating to sponsor participants at worksites across the city. Please contact the Mayor's Fund to get involved.

First NeON Opens

Just four months after the Mayor's exciting announcement of the Young Men's Initiative (YMI), the first Neighborhood Opportunity Network (NeON) opened on December 8, in Brooklyn's Brownsville neighborhood. The goals of the NeON are to expand client opportunities by bringing together local networks of residents, nonprofit organizations, businesses, educators, City agencies and elected officials; engage with clients in their own neighborhoods by co-locating Probation officers with local organizations; and engage with local communities to increase community knowledge of and involvement with probation and related issues.

The NeON model will help build stronger and safer neighborhoods by incentivizing clients to succeed on probation, thereby reducing recidivism, and move out of the criminal justice system and into meaningful education, employment, and civic participation. Over the next year, the Department of Probation will open additional offices in Harlem, Jamaica, South Bronx and East New York. Many of the services provided by NeONs, such as mentoring, specialized educational programming and community improvement, are funded by private support to the Mayor's Fund. For more information on the NeON and YMI, visit www.nyc.gov/ceo/ymi.

Salad in Schools Helps Combat Obesity

On December 15, Mayor Bloomberg, Health Commissioner Thomas Farley and Schools Chancellor Dennis Walcott announced obesity rates among New York City public elementary and middle school students have decreased over the past five school years.

The Mayor's Fund is helping to further combat the obesity epidemic by promoting the Salads in Schools initiative, providing low-height salad bars in targeted elementary schools across the five boroughs. Complementing Grow to Learn: the Citywide School Gardens Initiative, salad bars have been shown to help increase consumption of fresh produce and can feature ingredients grown in a school garden.

The approximate cost to sponsor an elementary school salad bar is $6,000 and there are sponsor branding opportunities on the bars.

Innovative Urban Umbrellas to Replace Construction Scaffolding

On December 7, Mayor Bloomberg and Buildings Commissioner Robert LiMandri unveiled the first prototype of the Urban Umbrella, the winning design from the urbanSHED International Design Competition. Urban Umbrella was designed by Andrés Cortés, Sarrah Khan and Young-Hwan Choi.

The competition was held to reimagine sidewalk sheds that protect pedestrians during construction. The winning design beat out 164 submissions from architects, engineers, designers and students from 28 countries.

The first installation of the new sidewalk shed, supported by the Real Estate Board of New York (REBNY) and the Downtown Alliance, is composed of recycled steel, translucent

plastic panels and LED lighting, and is more resistant to strong winds, falling debris and vehicle accidents. This project, along with the urbancanvas initiative also supported by grants made to the Mayor's Fund, is helping to beautify our City's streetscape in both innovative and practical ways.

Partnerships for Families in Shelters

Over the holiday season, the Mayor's Fund teamed up with the Department of Homeless Services to offer opportunities to help families in NYC shelters. Sponsors, including the Centerbridge Foundation and Geller & Company, LLC., "adopted" shelters and provided a range of needed items for 135 families.

The Centerbridge Foundation supported the University Family Residence in the Bronx, providing clients with practical necessities such as hats, gloves and toiletries, and outfitted the residence with new washers and dryers and computers for a learning lab. Centerbridge employees also hosted a holiday dinner with residents. Geller & Company, LLC., supported the Children's Rescue Fund House East, which provides shelter for mothers with children in Manhattan, by providing personal care items, household products and children's gifts.

Companies interested in supporting a shelter can contact the Mayor's Fund.

Progress in Social Innovation Fund Scale-Up

The Mayor's Center for Economic Opportunity's (CEO) anti-poverty initiatives are continuing to be replicated across the nation through the Mayor's Fund and CEO's Social Innovation Fund (SIF) initiative. On November 18, San Antonio Mayor Julián Castro and the San Antonio Housing Authority announced the opening of the San Antonio Jobs-Plus program, which is providing training and employment services, financial incentives, and community support to residents of Alazan-Apache Courts and Mirasol Homes.

With the launch of San Antonio Jobs-Plus, the Mayor's Fund and CEO reached a major milestone in the SIF project – all five programs are now up and running in eight cities across the country. The programs are being implemented by 18 sub-grantee organizations, including small and large community-based organizations, settlement houses, community colleges, and public housing authorities. In partnership with evaluator MDRC, each program is being tested in order build a national body of evidence to inform federal policy. Further recognizing the success of these program models and national implications of this work, CEO was also recently awarded the Harvard Kennedy School's Innovations in American Government Award.

To find out more, including a list of all the providers and how you can support NYC or national SIF programs, go to www.nyc.gov/ceo.

Together we can make a difference.

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