

MAYOR'S FUND TO ADVANCE NEW YORK CITY



2014 Year in Review

Strengthening Public Programs
through Private Partnerships



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On October 15th, Mayor de Blasio and First Lady Chirlane McCray flipped the switch at the Empire State Building to light the historic building purple in honor of Domestic Violence Awareness Month. The event was one of several projects coordinated by the Mayor's Office to Combat Domestic Violence, in partnership with the Mayor's Fund, to raise awareness about intimate partner violence. Other programs and projects included the launch of a new public awareness campaign and the First Annual UpStander Awards, honoring everyday New Yorkers who do their part to combat intimate partner violence.

Message from the Mayor



BILL DE BLASIO, Mayor

The inequality crisis is the most profound challenge of our time. We have set out ambitious goals to combat it, but we know we can't do it alone. Partnerships with philanthropy, business and everyday New Yorkers are a key component to overcoming many of our most stubborn challenges. The Mayor's Fund to Advance New York City is one of our most powerful tools to build strategic alliances and programs for change. That is why I asked Chirlane, my most trusted partner and advisor, to serve as the Fund's Chair.

Government is a powerful force for social change, with resources to address complex problems at scale. But government can also benefit from the agility and creativity of the private sector. When partners link with the Mayor's

Fund, they benefit from both the scope and expertise of City government and the innovation and flexibility of the private sector.

I have seen through the Mayor's Fund just how proud and generous New Yorkers are. In the aftermath of the explosion in East Harlem last year, the Mayor's Fund immediately went into action to rally support for the families who lost everything, and to connect the broader community shaken by the events to critical services. With the assistance of the Mayor's Fund, we have expanded the crucial work of the Family Justice Centers to help survivors of domestic violence. And during our historic push for universal pre-Kindergarten, the Mayor's Fund was right there with us, playing an instrumental role in the enrollment of so many of our four-year-olds.

I strongly encourage every civic-minded New Yorker to consider partnering with the Mayor's Fund as we work to build a better tomorrow.

Bill de Blasio

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Messages from Our Leadership



CHIRLANE MCCRAY

Chair, Board of Directors

When I was appointed Chair of the Mayor's Fund in February 2014, I found that for every seemingly intractable problem facing our city, there are New Yorkers who are working hard to solve it. With 2015 underway, I am struck by just how true that is. I have met so many civic-minded men and women in each of the five boroughs who are committed to supporting New Yorkers, and I am proud of the work the Mayor's Fund has done to support them.

For 20 years, the Mayor's Fund has partnered with City agencies, philanthropy, non-profit professionals, the business community, and community leaders to launch a vast array of important programs, projects and initiatives. This model has served our city well, and it will continue to do so. We have enlisted a remarkable group of new and longtime supporters of the Fund who are excited to promote Mayor de Blasio's progressive agenda.

In our first year, we redesigned the Mayor's Fund to focus on advocating for early childhood development and expanding Universal Pre-K; raising awareness about domestic violence prevention; providing legal services for immigrant communities; and connecting young men and women of color to educational, employment and mentoring opportunities.

Ultimately, our success will be judged not by the amount of money we raise, but by the number of lives we change for the better. And we will only achieve lasting change if leaders in every sector work collaboratively toward a shared vision. In 2015, the Mayor's Fund will work diligently to bring these leaders together to create programs that will serve New York City for years to come.



ROB SPEYER

Chair, Board of Advisors

In 2014, I was honored to be invited by Mayor de Blasio and the First Lady to continue serving as Chairman of the Mayor's Fund Board of Advisors. Having served as Chair since 2006, I am enormously proud of the work we have done to unite the visions of our city's elected officials, business leaders and civic groups with the shared goal of sparking positive change throughout New York.

Of course, there is much more work still to be done, but few people have the ideas, energy and passion to lead these efforts as First Lady Chirlane McCray does. The First Lady has a tremendous grasp of the issues facing neighborhoods across all five boroughs and understands how the Mayor's

Fund can bring a variety of stakeholders together to address these challenges in meaningful ways.

The First Lady's passion for bringing positive change to the lives of New Yorkers is helping guide our work — from offering services to the victims of domestic abuse to forging partnerships with programs that provide support to our city's fallen law enforcement officers. I am proud to work alongside her as we develop new public-private relationships to support our city's many diverse communities.

One of our first initiatives in 2014 was to ensure that the Fund's leadership reflected the diversity of our city's cultural and business communities. I am delighted to say that our board is more diverse than ever, and a force for positive change.

With such a dynamic group of leaders in place, 2015 promises to be an eventful year. We are eager to continue the work currently underway and establish new partnerships that will support vital public programs aimed at improving the quality of life throughout New York City.

About the Mayor's Fund

PUBLIC-PRIVATE PARTNERSHIPS

As the City of New York's primary non-profit partner, the Mayor's Fund works to combine the reach of government with the creativity of the private sector.

Over its 20-year history, the Mayor's Fund has helped cultivate a wave of partnerships between City Hall, agency staff and the broader civic and philanthropic community, that advance innovation and produce measureable results around some of the most critical issues of our time. Now more than ever, as our city undertakes a focused effort to combat poverty and inequality, we know that the public sector cannot go it alone.

Mayor de Blasio and Board Chair Chirlane McCray recognize that the public-private partnership model is a powerful tool with the potential to address some of our city's most entrenched urban challenges and drive positive change around issues of historic and systemic inequality. The Mayor's Fund is poised to serve as the hub of a citywide effort that will engage New York's business, non-profit and philanthropic communities to address these challenges.

2014 PROGRAMMATIC HIGHLIGHTS

- 1 Launched a national alliance to promote the expansion of naturalization and financial empowerment programs for immigrants
- 2 See highlight on pages 8-9
- 3 Sponsored fellowships that help support the legal needs of immigrant communities
- 4 Expanded the New York City Housing Authority (NYCHA) Resident Training Academy to prepare tenants for jobs in the financial services sector
- 5 See highlight on pages 6-7
- 6 Increased support for shelter residents to help them obtain permanent housing
- 7 Opened the doors to the city's fourth Center, serving victims of domestic violence and their families
- 8 Developed and implemented an anti-violence education campaign
- 9 Informed over 4,000 New York residents of the citizenship process and oversaw the completion of over 1,000 naturalization applications
- 10 Refurbished the court as part of Hurricane Sandy Relief efforts, making it accessible to the community and students at nearby P.S. 38
- 11 Engaged 212 volunteers to apply a reflective, energy-saving coat to over 245,000 square feet of roof
- 12 Completed rehabilitation on 72 storefronts in Sandy-impacted areas
- 13 Provided internships and summer employment to over 1,000 students



1

Cities for Citizenship/
NYCitizenship

2

East Harlem
Relief Efforts

3

Immigration Integration
Fellowship

5

UPK Engagement and
Enrollment Effort

7

Manhattan Family
Justice Center

6

Home to Stay

8

NYCHA Youth Violence
Prevention Initiative

9

NYCitizenship
in Schools

11

Cool Roofs

4

NYCHA Resident Economic
Opportunity Expansion
Project (REES)

12

Sandy Storefront
Rehabilitation

10

Midland Beach Basketball
Court Repair and Renovation

13

SYEP/Ladders
for Leaders

.....
● Citywide
● Borough specific

Helping Launch Universal Pre-Kindergarten

33,000 NEW SEATS ADDED

The successful rollout of Pre-K for All was a transformational moment for the city, and for over 53,000 four-year-olds who are receiving a free, full-day, high-quality education this year. But the historic campaign required a similarly historic enrollment and outreach effort.

Months before the first day of school, the City mobilized a massive outreach campaign. In an undertaking unprecedented in size and scope, the City was able to engage families in every borough and guide them through the enrollment process with the support of the Mayor's Fund and a group of civic-oriented funders. The effort, led by the Department of Education and City leadership, included over a dozen City agencies, numerous local elected officials, non-profit partners, and corporate and civic communities. This formidable coalition also provided support to the more than 1,700 pre-K providers, and ensured a smooth transition as we expanded from 20,000 full-day pre-K seats to over 53,000. The result was a monumental moment in the lives of tens of thousands of children and their families that will continue to be felt for generations.

Total number of new
UPK programs launched
1,700

Outreach events
450+

Total number of
languages spoken
9

Unique conversations
with parents
520,000+

Four-year-olds enrolled in
pre-Kindergarten in 2014
53,230



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“During this time, the Mayor’s Fund to Advance NYC and private partners were instrumental in our efforts. We worked closely with numerous foundations, companies and individuals to develop and administer an unprecedented mobilization effort to more than double the number of children in full-day pre-K in New York City. From supporting our outreach effort, to monitoring and evaluating our programs, to providing technical and administrative expertise, these partnerships have been pivotal in our success.”

Deputy Mayor Richard Buery

Responding to Disaster in East Harlem

OVER \$400,000 RAISED FROM 650+ DONORS

Immediately after an apartment building exploded in East Harlem in March 2014, the Mayor's Fund received an outpouring of support from corporations, foundations and individuals that went directly to help victims of this disaster.

In total, the Mayor's Fund raised over \$400,000 from more than 650 donors. Responding to the needs on the ground, the Fund worked with three key service partners to provide critical financial support to over 100 households directly impacted by the disaster, as well as case management and counseling for hundreds of others directly and indirectly impacted by the event.

KEY PROGRAM PARTNERS

Safe Horizon
LSA Family Health Service
Union Settlement

NOTABLE SEED DONORS

East Harlem Tutorial Program, Board of Trustees
Tishman Speyer Properties
Real Estate Board of New York
Con Edison
Association for a Better New York

Households directly affected by event

113

Individuals directly impacted by event

350+

Percentage of households receiving services and support

98%

Counseling and case management sessions provided

1,304

Direct financial support for victims and families

\$270,000+

Support to community partners assisting families

\$125,000+



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"If there's one thing New Yorkers can count on, it's other New Yorkers. While the primary objective of the Mayor's Fund is to support large-scale projects that address persistent problems, when disaster strikes, we will never hesitate to use the flexibility of the Fund to provide our neighbors with crucial assistance."

First Lady Chirlane McCray

Partnership Profile: Citi and the Department of Consumer Affairs Office of Financial Empowerment

A MODEL FOR EFFECTIVE PUBLIC-PRIVATE PARTNERSHIPS

Every day the Department of Consumer Affairs and the Office of Financial Empowerment (DCA/OFE) work with corporate and community partners that share a commitment to educating and empowering New Yorkers with low incomes, and to helping to protect consumers’ finances so that they can build financial stability.

Partnerships with leading foundations and the private sector have enabled DCA/OFE to reimagine traditional approaches to service delivery and administer programs that can be scaled and replicated nationwide. While all of the partners have helped make positive impacts on the lives of so many New Yorkers, over the last several years the steadfast support of the Mayor’s Fund, along with Citi Community Development and the Citi Foundation, has stood out as a model for effective public-private efforts.

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“With the support of Citi Community Development and the Mayor’s Fund, we have been able to launch and expand programs that are addressing the financial needs of New York City’s diverse communities. Whether we’ve aimed to expand free financial services to immigrant and low-income families or build new tools to connect vulnerable New Yorkers to available resources and supports, Citi Community Development has been a valuable partner in helping us strengthen the financial security and capability of our city’s most vulnerable populations.”

Commissioner Julie Menin



Partnership Profile: Citi and the Department of Consumer Affairs Office of Financial Empowerment

CITI 2014 SUPPORT AT-A-GLANCE

AGENCY/OFFICE	PROGRAM
Office of Financial Empowerment	Financial Empowerment Window at the Mexican Consulate
Office of Financial Empowerment	Earned Income Tax Credit (EITC) Education and Opportunity Campaign
Office of Financial Empowerment	Designing for Financial Empowerment: Reimagining Free Tax Prep Services
Office of Financial Empowerment and Department of Housing Preservation	Integrating Financial Empowerment into the City's Affordable Housing Application Process
New York City Housing Authority	Residential Service Connection Tool
Mayor's Office of Immigrant Affairs	NYCitizenship
Mayor's Office of Immigrant Affairs	Cities for Citizenship
Department of Education	Universal Pre-Kindergarten Engagement
New York City Department of Youth and Community Development	Pathways to Progress

Photos left to right: Tech Talent Pipeline workshop; financial counseling; NYCitizenship event



Partnerships in Action: NYC Department of Small Business Services

SUPPORTING NYC’S BUSINESSES AND ENTREPRENEURS

The NYC Department of Small Business Services has a long history of working with the philanthropic community to support New Yorkers and create new, innovative services for the city. Whether it’s helping connect veterans to jobs or providing small businesses with necessary technological skills, these partnerships have enabled the City to deliver critical services to businesses, neighborhoods and job-seekers.

NOTABLE 2014 PUBLIC-PRIVATE PARTNERSHIPS

PROGRAM	FUNDER/PARTNER
Tech Talent Pipeline	JPMorgan Chase
Workforce1 Veterans Services	Robin Hood Foundation
NYC Craft Entrepreneurship Program	Citi Community Development & Etsy



Internet Week
New York

Stage presented by

● USA TODAY GANNETT



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"JPMorgan Chase continues to work with cities and community partners across the country to create and expand pathways to opportunity. Based in New York, we especially understand local needs and challenges, and the opportunity to partner with the City. By working side-by-side with the Mayor's Fund and the Office of Small Business Services, we are seeing tangible results in identifying and implementing effective models to help New Yorkers save money, improve their credit and build assets as they enter or reenter the workforce. This type of partnership ensures that best practices take hold across the city and beyond; and that new and better pathways to opportunity are created for more New Yorkers."

Michael Haberman, Northeast Region Executive,
JPMorgan Chase Global Philanthropy

Partnerships in Action: Mayor’s Office of Immigrant Affairs

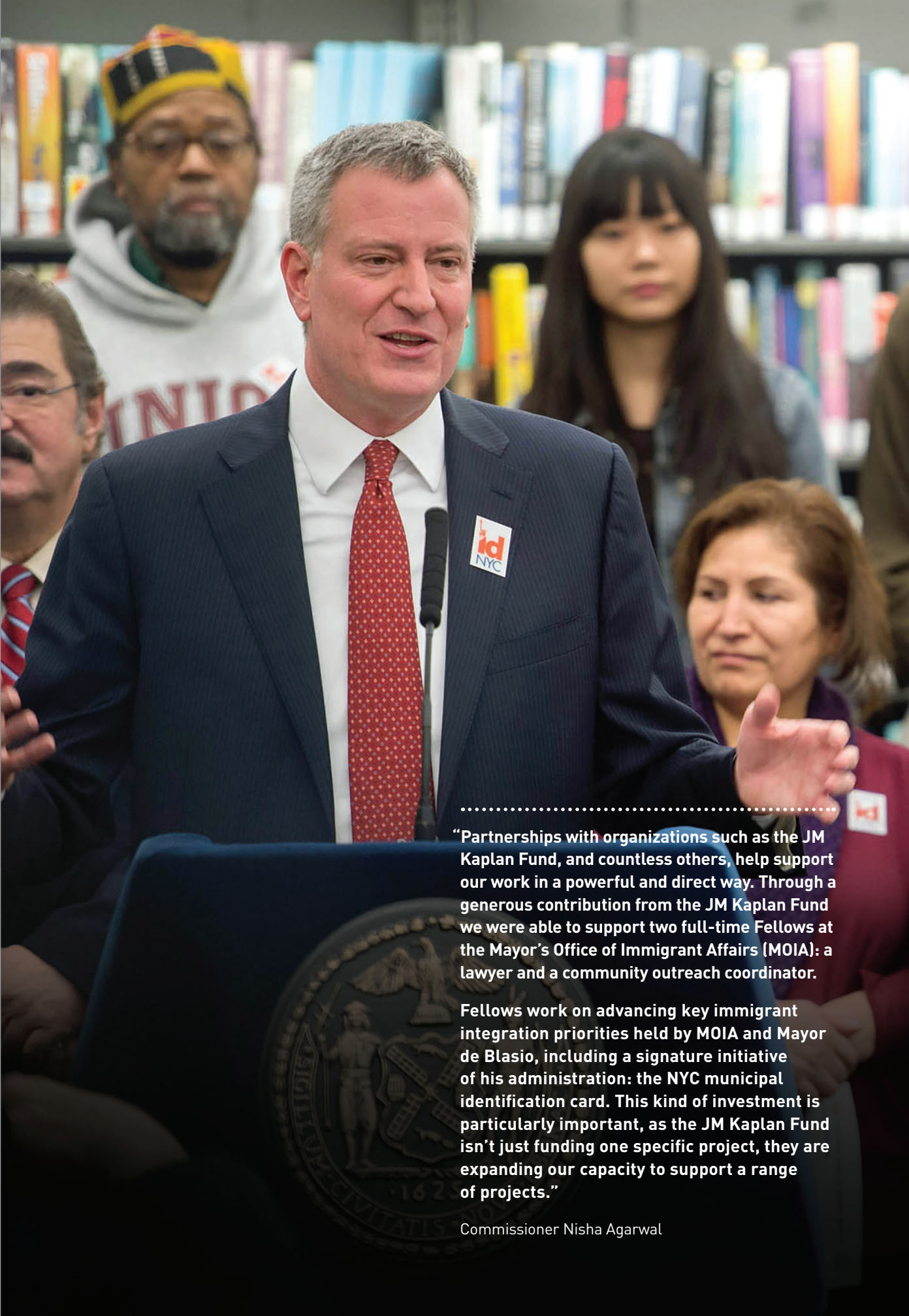
FACILITATING IMMIGRANT INTEGRATION

Municipal governments like New York’s have an important role to play in facilitating immigrant integration and ensuring that immigrant families have access to all of the resources and benefits available to them under current law. Although comprehensive immigration reform is required at the federal level to resolve the fundamental problems non-citizen immigrants face, lasting impact can be made through the power of public-private partnerships at a local level. These partnerships engage both government and the private sector in reaching the goal of making our city a more equal and diverse place to live.

NOTABLE 2014 PUBLIC-PRIVATE PARTNERSHIPS

PROGRAM	FUNDER/PARTNER
Immigration Integration Fellowship	JM Kaplan Fund
Leadership Opportunities for Immigrant Women	Unbound Philanthropy





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“Partnerships with organizations such as the JM Kaplan Fund, and countless others, help support our work in a powerful and direct way. Through a generous contribution from the JM Kaplan Fund we were able to support two full-time Fellows at the Mayor’s Office of Immigrant Affairs (MOIA): a lawyer and a community outreach coordinator.

Fellows work on advancing key immigrant integration priorities held by MOIA and Mayor de Blasio, including a signature initiative of his administration: the NYC municipal identification card. This kind of investment is particularly important, as the JM Kaplan Fund isn’t just funding one specific project, they are expanding our capacity to support a range of projects.”

Commissioner Nisha Agarwal

Partnerships in Action: Mayor’s Office to Combat Domestic Violence

BRINGING TOGETHER A COMPREHENSIVE CATALOGUE OF SERVICES IN ONE LOCATION

In 2005, the Mayor’s Office to Combat Domestic Violence (OCDV) opened the first Family Justice Center in Brooklyn. Today there are three additional centers in Queens, Manhattan and the Bronx with a fifth center slated to open in Staten Island in 2015. New York City’s Family Justice Centers launched with the bold idea of bringing together, in one location, the broad array of services that survivors of intimate partner violence, elder abuse and sex trafficking require at the critical moment when they seek help. Each center has evolved to meet the changing needs of survivors while creating new, innovative programs that support the healing process and promote economic self-sufficiency. And we continue to expand on this model.

The backbone of a Family Justice Center is the collaboration that takes place between a diverse group of community partners and City agencies. Staff from the District Attorneys’ offices and City agencies, as well as advocates, counselors and civil legal staff from extraordinary community partners are all on-site, working towards a single goal. The Center coordinates supportive services from over 40 community-based providers, each one playing an integral role in the delivery of services and programs that help survivors rebuild their lives. These anti-violence organizations have been in the trenches for decades, working to ultimately bring an end to intimate partner violence, and the Mayor’s Fund is honored to be working side-by-side with them.

NOTABLE 2014 PUBLIC-PRIVATE PARTNERSHIPS

PROGRAM	FUNDER/PARTNER
UpStander Awards	Macy’s
Civil legal immigration services at the NYC Family Justice Centers in the Bronx, Brooklyn and Queens	Robin Hood Foundation
Furnishing of the Children’s Room/Hospitality Suite and the Training/Community Room of the NYC Family Justice Center, Staten Island	Verizon Wireless
Support of children’s counseling, parenting support and outreach at the NYC Family Justice Center, Queens	Verizon Wireless
Support of a family literacy program at the NYC Family Justice Centers in the Bronx, Brooklyn, Queens and Manhattan	Brooke Jackman Foundation
NYC Healthy Relationship Training Academy	Avon Foundation



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"This year, through an intensive outreach effort, we saw a remarkable 22% increase over the prior year in the number of client visits at the Family Justice Centers, reaching nearly 55,000 client visits in 2014 alone. With the support of the Mayor's Fund and ongoing public and private investments, we aim to continue expanding and improving our services to meet the needs of New Yorkers in every neighborhood."

Commissioner Rosemonde Pierre Louis

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The New York Community Trust
The New York Mets Foundation
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The Sirius Fund
Tides Foundation
Tiger Foundation
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Governance

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Special thanks to Tishman Speyer Properties for production and design support.

20 Years of the Mayor's Fund

BY-THE-NUMBERS



300+

Public Programs and Initiatives
Supported



45+

City Agency
Partners

28K+

Total Funding
Partners



545M

Private Contributions
Received



\$71M+

Total Emergency Relief Funds
Raised



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