

MAYOR'S FUND  
TO ADVANCE  
NEW YORK CITY



STRENGTHENING **PUBLIC PROGRAMS**  
THROUGH **PRIVATE PARTNERSHIPS**

**2018**  
YEAR IN REVIEW





Mayor Bill de Blasio and First Lady Chirlane McCray march in the 49th African American Day Parade on Adam Clayton Powell Jr. Blvd in Harlem on September 16, 2018.

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Mayor Bill de Blasio chats with a New Yorker on his way to Borough Hall during City Hall In Your Borough: Staten Island on July 24, 2018.

# MESSAGE FROM MAYOR BILL DE BLASIO

I have made it my mission to make New York the fairest big city in America, and that means building a future that works for everyone. It means creating opportunities that will help all people rise, developing solutions that address the needs of our residents, and making sure that every New Yorker can share in the great promise of the five boroughs. This is an ambitious goal, and it's one we know we can't achieve without the steadfast support of our partners in business, philanthropy, and the community.

To succeed in forging a more inclusive, more equitable tomorrow, we must build partnerships with community and private sector leaders and push for progress together. With a mission to develop and harness the power of these collaborations, the Mayor's Fund to Advance New York City is critical in making our vision a reality.

The power of these relationships is underscored in everything the Mayor's Fund does, and the new initiatives it launched in 2018 are no exception. Through the EmpoweredNYC program, it is working to strengthen the financial health of the nearly 1 million New Yorkers living with disabilities, 31 percent of whom currently live in poverty. Launched in partnership with Citi Community Development, which provided \$1 million in funding, the new program combines broad engagement and education with one-on-one counseling and specialized support services for individuals transitioning to work.

The Mayor's Fund was also proud to partner with the Hispanic Federation's UNIDOS Disaster Relief and Recovery Program to strengthen its outreach to Puerto Rico in the aftermath of Hurricane Maria. Recognizing the long-term psychological impact of events like Hurricane Maria and the profound effect the storm had on so many of our residents, the

Mayor's Fund worked with the Hispanic Federation to raise \$200,000 in support of community-based mental health services on the island.

Finally, the Mayor's Fund also supported BRING IT, a public-private campaign with S'well to help students, and by extension their families and friends, reduce waste through advocacy and action. S'well is providing 320,000 high school students with reusable bottles—a move that will bolster our "Zero Waste by 2030" goal and eliminate the use of 54 million single-use plastic bottles.

Thanks to the energetic commitment of the Mayor's Fund Board Chair, First Lady Chirlane McCray, the dedication of Chair of the Board of Advisors, Rob Speyer, and the vision, generosity, and goodwill of the many partners who inspire and carry out this work with us, we are creating lasting, positive change that will impact our city for generations to come. I join with all New Yorkers in looking forward to another year filled with the kind of outstanding achievements, progress, and success that can only be realized when we work together as one New York City.

Sincerely,

**"To succeed in forging a more inclusive, more equitable tomorrow, we must build partnerships with community and private sector leaders and push for progress together."**





First Lady Chirlane McCray is honored as a “Partner in Justice” and gives the keynote address at the National Association of Women Judges Midyear Meeting on April 13, 2018.

# MESSAGE FROM FIRST LADY CHIRLANE MCCRAY

Chair, Board of Directors

**A few months ago I saw a seven-year-old boy play with his mother at the Children’s Museum of Manhattan** in a special after-hours visit. It was an extraordinary moment, because the boy usually only gets to see his mom at Rikers Island, where she is serving a sentence for a nonviolent offense.

When the boy left with his caregiver a few hours later, he said it was “the best day of my life.” The visit was facilitated by Crafting Family Connections, a new public-private partnership designed to better support families involved with the criminal justice system. By giving incarcerated mothers the opportunity to play and learn with their children outside of jail, the program reduces the trauma of family separation, and helps lower the risk of returning to jail.

With private funding and leadership from the Children’s Museum of Manhattan and the Department of Correction, Crafting Family Connections is just one of dozens of creative and innovative partnerships sustained everyday by the Mayor’s Fund to Advance New York City.

Over the past year, the Mayor’s Fund has brought generous donors, foundations, businesses, nonprofits, and City agencies together to tackle the most pressing challenges facing the five boroughs, from mental health to youth employment to immigration.

For example, we partnered with the JED Foundation to share positive messages of hope and support in every single public elementary, middle and high school in New York City. Today, children and young people struggling with mental or emotional challenges can easily find information to get the help they need on the walls of their schools.

We turned to local businesses and nonprofits to

help expand career-building opportunities for young people in our city who have plenty of drive, but lack the resources and family connections to get ahead. These partnerships helped us achieve our ambitious goal of providing summer employment for more than 100,000 young people – two years ahead of schedule!

And when tragic human rights abuses unfolded at the southern border – with parents and children ripped apart and immigrant families detained indefinitely – New Yorkers stepped up. Our generous donors helped us send volunteer City social workers and attorneys to offer counseling and legal aid to the affected families in Texas.

This is what the Mayor’s Fund does. The causes and challenges we address may be different, but the approach is always the same: we bring people together to express New York City values and create lasting change. Because New York City is at its best when everyone plays a part in its progress.

Thank you for doing your part this year. We could not have touched as many lives without your support, and we look forward to partnering with you in the year ahead.

Sincerely,



# MESSAGE FROM ROB SPEYER

Chair, Board of Advisors

**For the past twenty five years, the Mayor’s Fund to Advance New York City has served as the national model** of what government, philanthropy and private business can accomplish together.

When we all join forces, we can find solutions to many of the complex problems that confront us. This past year has again proved that point, as the Mayor’s Fund aligned with more than 270 partners to support 112 innovative programs across all five boroughs.

In 2018, we partnered with Adidas America to launch running clubs in three public high schools: the High School for Media and Communications in Washington Heights, Manhattan; the Abraham Lincoln High School in Coney Island, Brooklyn; and the Brooklyn School for Social Justice in Bushwick, Brooklyn. More than just running together, these students learned important lessons about healthy eating, leadership and helping others. An effort led by Adidas team members and local community providers.

At its core, the Mayor’s Fund to Advance New

**“When we all join forces,**  
we can find solutions to many  
of the complex problems that  
confront us.”

York City combines hope with help. In doing so, we have also raised the bar for efficiency, as all of our combined resources are channeled directly into the programs that aid the communities most in need of our help.

We are grateful for the incredible ongoing support of Mayor Bill de Blasio and Chirlane McCray, New York City’s First Lady and Chair of the Mayor’s Fund Board of Directors Chair. Their inspired vision and dedicated leadership have been instrumental in helping us identify and accomplish our shared goals.

I am immensely proud of the results we have achieved to date and look forward to accomplishing much more in the year to come.

Thank you once again for your support.

Sincerely,



Rob Speyer, Chair of the Board of Advisors and First Lady Chirlane McCray at the Mayor’s Fund Board of Advisors meeting on November 27, 2018.



## ABOUT THE MAYOR'S FUND

The Mayor's Fund to Advance New York City works in partnership with the business and philanthropic communities, to advance initiatives that improve the lives of residents in all five boroughs. It has made strategic investments to promote mental health services for all New Yorkers, increase workforce development opportunities for young New Yorkers, and meet the needs of New York City's diverse immigrant communities. The Mayor's Fund seeks to seed promising, evidence-based models; evaluate the efficacy of new programs and policies; bring innovative solutions to scale; and respond to the emerging needs of the city by building public-private partnerships.



# \$21M

In grants and contributions received

# 279

Total funding partners

# 112

Programs, projects, and initiatives

# 108

Community service providers funded



# THERE'S HELP ALL AROUND YOU

## PROMOTING MENTAL HEALTH IN NEW YORK CITY SCHOOLS

One in five young people will experience a mental health challenge this year, with conditions like depression and anxiety acting as impediments to academic success and personal development for many students. The City, through ThriveNYC, has made significant investments to provide mental health consultants, substance use intervention and prevention specialists, and social workers at public schools. But despite ample available resources, students and parents do not always know where to get help.

In response, the Mayor's Fund and ThriveNYC partnered with the School Mental Health Program (a joint program of the Department of Education and the Department of Health and Mental Hygiene), the JED Foundation, and the greyhealth group to launch There's Help All Around You.

With input from young people, this new mental health awareness campaign created visually striking posters and flyers in several languages to promote dialogue and understanding about mental health, and reduce shame and prejudice in seeking mental health support. The art and language have been tailored for elementary, middle, and high school students, and will reach 1.1 million students across 1,843 public schools in the first year.

Thanks to this public-private partnership, more young New Yorkers struggling with mental health challenges will know where to get support and feel more confident seeking help from their school community.



The campaign included posters designed with young people and distributed across 1,843 public schools.



### DID YOU KNOW?

People ages 15-21 are significantly more likely to report their mental health as fair or poor than the two generations before them (American Psychological Association).



Students at Pan American International High School in Queens talk about the groundbreaking school mental health awareness campaign, "There's Help All Around You" on November 20, 2018.



# THRIVE IN YOUR WORKPLACE

## MENTAL HEALTH AT WORK

For three years, ThriveNYC has invested in mental health resources for New Yorkers in their communities, at their places of worship, and at their schools. With the launch of Thrive in your Workplace, New Yorkers will now see more support for mental wellness at their jobs.

Mental health challenges can be a dominant reason for people leaving their job. Depression and anxiety, for example, can lead to absenteeism, higher turnover rates, and lower productivity. Employers are therefore increasingly seeking the social and economic value of a comprehensive approach to mental wellness in the workplace.

This is why the Mayor's Fund and ThriveNYC have partnered with the Northeast Business Group on Health, the National Alliance on Mental Illness of New York City, and the American Psychiatric Association Center for Workplace Wellness to create Thrive in your Workplace. This partnership will build a network of employers of all types and sizes from a wide range of industries that are committed to raising awareness about mental health, funding workplace wellness initiatives, and creating a workplace culture of acceptance and support.

The Mayor's Fund is grateful to CIT Group, Emblem Health, Ernst & Young, the Gilman Foundation, Halpern Real Estate Ventures, HBC Foundation, the Philadelphia Stock Exchange Foundation, Pfizer, the Shahara Ahmad-Llewelyn Foundation, and Suffolk for their funding and support.

### WORKPLACE MENTAL HEALTH: KEY STATISTICS

- **1 in 5 U.S. adults** experience some form of mental illness, including 6.7% with a major depressive episode and 18% who experience an anxiety disorder (National Alliance for Mental Illness).

- **Nearly three-quarters of workers** say they want their employers to champion mental health and well-being in the workplace (Forbes).

- With a rise in workplace-related stress, illnesses and mental health issues, **at least half (50%)** of working adults in the banking and financial services industries believe that businesses are not doing enough to support the physical and mental wellbeing of their employees (Global Banking and Finance Review).



New Yorkers learn about mental health in the workplace from a ThriveNYC representative during a wellness event at their Manhattan office on July 30, 2018.



# CONNECTIONS TO CARE

## BUILDING MENTAL HEALTH SUPPORTS IN COMMUNITIES

**Connections to Care, a \$30 million initiative of ThriveNYC,** was launched in 2015 to test an innovative solution to a formidable challenge facing our city: many New Yorkers, especially those with low-incomes, do not receive mental health support when they need it.

The barriers to help can be numerous. Services may not be readily available in one’s language in their neighborhood. People suffering from psychological distress may feel uncomfortable seeking help. Some New Yorkers may simply not know where to go for support.

Moreover, unmet mental health needs can affect a New Yorker in far-reaching ways. As they suffer from a mental health challenge without support, they may struggle even more to find a job, to do well in school, or to cultivate personal relationships. This can exacerbate the socioeconomic challenges and inequalities they might already face, especially if their income is low.

Connections to Care integrates mental health services at trusted community organizations that already serve low-income communities in a variety of ways.

Staff at these community organizations receive training and coaching from mental health specialists to deliver mental health screenings, interventions to promote wellbeing, and referrals to mental health providers. The ongoing, evidence informed coaching and supervision helps staff apply these new mental health skills successfully and manage the emotional demands of their work. The results so far have been impressive for both the staff delivering support and the New Yorkers receiving it.

As of September 2018, Connections to Care had

trained more than 1,400 employees from community organizations and served more than 23,000 New Yorkers with mental health supports. Moreover, about 70% of people who received a referral through a Connections to Care community organization followed through with at least one appointment with a clinician.

Under the umbrella of ThriveNYC, Connections to Care operates through a partnership with the Mayor’s Fund, the Department of Health and Mental Hygiene, the Mayor’s Office for Economic Opportunity, and with generous financial support from a federal grant, Astoria Energy, LLC, Ford Foundation, The Marc Haas Foundation and Stavros Niarchos Foundation.



**“They work here, but they make you feel like it’s family—and if you’re not comfortable here they will make you get comfortable here.”**  
—New Yorker on a Connections to Care Provider

Outreach is completed at the Atlantic-Barclays subway stop in Brooklyn as a part of the ThriveNYC Day of Action on Thursday, November 29, 2018.

### PROGRESS REPORT

**2,254**

New Yorkers referred to mental health treatment as of March 2018

**70%**

Of clients who received a referral through Connections to care followed through with an appointment

**1,400**

Employees from community organizations were trained

**23,000**

New Yorkers were served with mental health supports



# CENTER FOR YOUTH EMPLOYMENT

## LAUNCHING 100,000 CAREERS

In 2015, Mayor Bill de Blasio, along with the Mayor's Fund, 60 philanthropic partners, and New York City employers, announced the formation of the Center for Youth Employment. The Mayor set an ambitious goal for the Center: to facilitate 100,000 summer jobs, internships, mentorships, and other career opportunities for young people each year by 2020.

In 2018—two years ahead of schedule—the Center helped connect 109,137 young New Yorkers with opportunities to advance their career aspirations. This represented a 75 percent increase from when the Center was founded three years earlier.

This achievement was made possible by the dedicated support of partnering employers and City agencies, including the Department of Youth and Community Development, the Department of Education, and the Administration for Children's Services, among others.

Through the power of partnership, more young New Yorkers are receiving valuable work experience, and local employers are tapping into a rich new vein of talent.



### PROGRESS REPORT

**109,264**

Supported the growth of 109,264 internships, jobs, mentorships, and related activities in New York City

**\$40M**

Coordinated almost \$40 million in new public investments and private and philanthropic donations to support career exploration activities

**1,000**

Engaged almost 1,000 new employers to hire interns



# CIVIL SERVICE PATHWAYS

## STRENGTHENING THE MUNICIPAL WORKFORCE FOR THE FUTURE

Nearly a third of municipal workers in New York City are within five years of retirement age, and 18 percent are already at retirement age. Meanwhile, younger workers are underrepresented in City government: just 13 percent of the municipal workforce is under the age of 30, compared to 24 percent of the total employed population in New York City.

At the same time, 12 percent of recent college graduates from City University of New York (CUNY) are unemployed, with an additional 31 percent underemployed and earning \$30,000 or less per year.

The Civil Service Pathways Fellowship, a collaboration between the Mayor's Fund, the Center for Youth Employment, the Department of Citywide Administrative Services and CUNY, addresses both challenges. This exciting new initiative connects new CUNY graduates with career opportunities serving New York City.

The Fellowship is a first-of-its-kind program in the City to open a direct pathway for young people to become civil servants. It identifies, recruits, and trains CUNY graduates to serve in well-paid entry-level positions at City agencies that can lead into long-term civil service careers.

Fellows receive on-the-job training, mentorship, and civil service examination preparation. City agencies draw upon a new source of talent for critical hiring needs in technology, data management, finance and procurement, and program management.

Civil Service Pathways launched in January 2019, as the first cohort of Fellows started their work assignments at eight City agencies. Fellows will

receive training on topics ranging from budgeting to professional writing, through a curriculum developed with financial support from the Citi Foundation.



Fellows of the Civil Service Program will receive on-the-job training and mentorship from experienced public servants.

**“CUNY has the most diverse student body in the country, and we need skilled individuals of every background to work in City government.”**  
—Lisette Camilo, Commissioner of the Department of Citywide Administrative Services

# CAREERPASS

## OPENING UP DOORS FOR YOUNG NEW YORKERS

Many of the world's leading and most innovative companies claim New York City as their home. Through its CareerPass program, the Center for Youth Employment gets young New Yorkers in the door by arranging opportunities for them to visit prominent local employers through its CareerPass program. On these visits, youth talk with professionals from the host employers to learn about their own career journeys and what it takes to succeed in that setting.

Previous tours have taken place at well-known companies in media (Hearst Publications), retail (Warby Parker), ecommerce (Glossier), finance (Mastercard), and performance arts (BAM), among others.

CareerPass encourages young people to imagine themselves working at some of the world's leading companies and helps inspire them to achieve their full career potential.



**737**

Young New Yorkers visited local employers

**20**

NYC employers participated through CareerPass



# KNOW YOUR RIGHTS PROGRAM

## SERVING VULNERABLE IMMIGRANT COMMUNITIES

The Mayor's Fund and the City are committed to advancing fairness and equity for every resident of the five boroughs, including the more than three million immigrants who have made New York City their home.

Recognizing that recent changes to federal immigration policies and increased immigration enforcement have left many immigrant New Yorkers feeling unsure about their rights and wondering where to find trustworthy legal services, the Mayor's Fund partnered with the Mayor's Office of Immigrant Affairs and Robin Hood to provide additional funds to the Know Your Rights campaign to inform thousands of immigrant New Yorkers—particularly domestic workers and those who live in hard-to-reach communities—about their legal rights and their ability to access City services.

The combined investment will support trusted community partners who will provide timely information to immigrant New Yorkers through hundreds of neighborhood forums by summer 2019. These forums were developed in partnership with the Department of Consumer Affairs and the New York City Commission on Human Rights.

Since 2017, the City has conducted more than 1,700 Know Your Rights forums, reaching more than 13,000 immigrant New Yorkers.

“Robin Hood is proud to partner with the City on this important initiative supporting immigrant New Yorkers. **We are committed to helping New Yorkers move out of poverty.** This includes ensuring that all workers have the information and support they need to have fair and productive relationships with their employers.”

—Veyom Bahl, Robin Hood

An outdoor Eid Al-Fitr prayer event in Bensonhurst Park in Brooklyn on June 15, 2018.

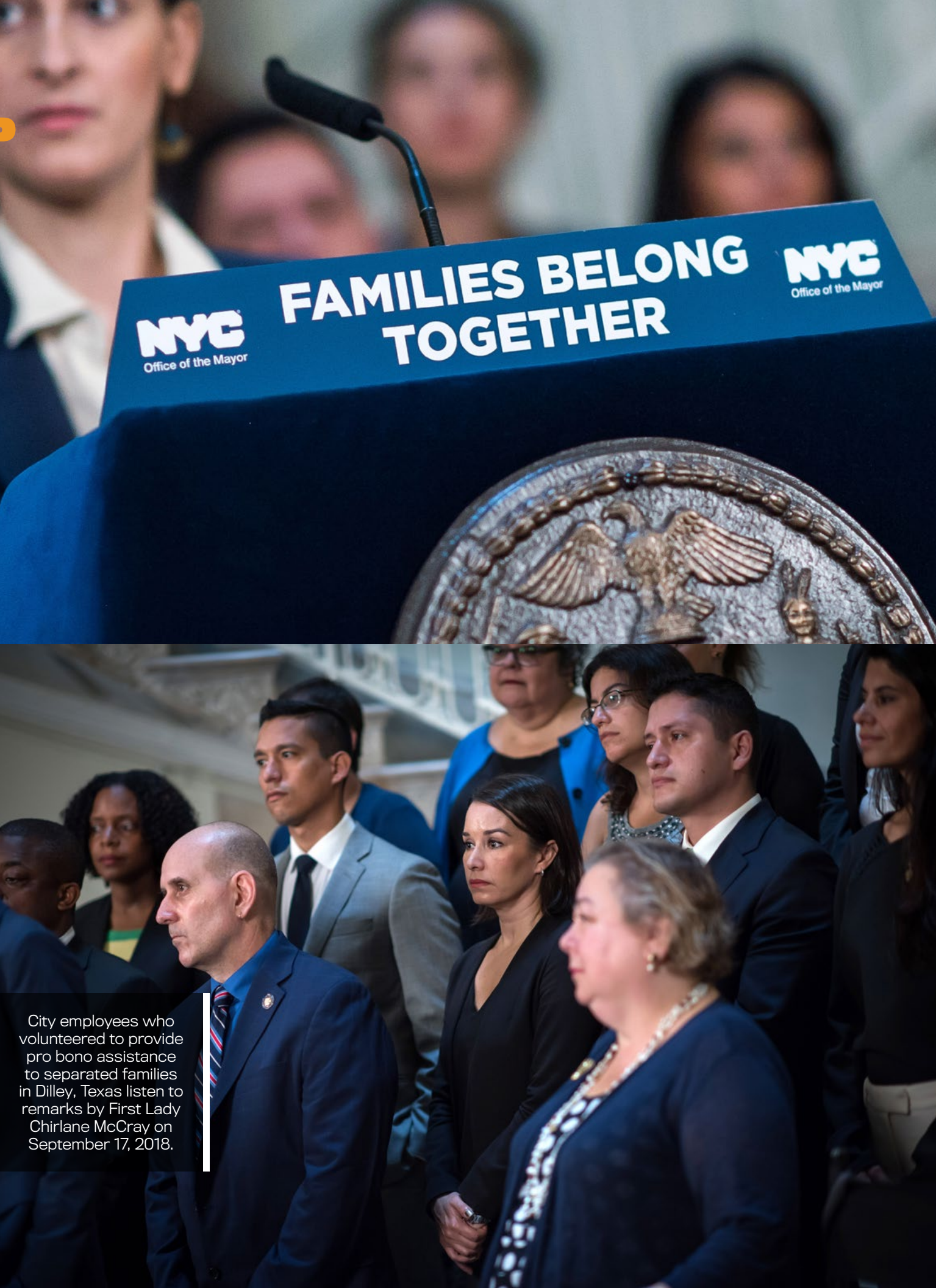


# NYCITIZENSHIP EMPOWERING IMMIGRANT COMMUNITIES

The benefits of gaining U.S. citizenship are numerous: the chance for better pay and housing, lower rates of poverty, and increased political engagement. But the unfortunate reality is that many people who are eligible for citizenship feel discouraged from applying due to lack of knowledge, resources and the legal support necessary to complete the process.

The Mayor’s Fund, in partnership with the Mayor’s Office of Immigrant Affairs, the Human Resources Administration (HRA), and the Mayor’s Office of Economic Opportunity, sustains NYCitizenship, which empowers immigrant New Yorkers to start the citizenship process by offering free legal assistance and financial education at City libraries and at HRA locations.

Now in its third year, NYCitizenship is focused on reaching more eligible immigrants by conducting outreach to HRA clients, senior citizens, and to extended family members of previous participants.



City employees who volunteered to provide pro bono assistance to separated families in Dilley, Texas listen to remarks by First Lady Chirlane McCray on September 17, 2018.

# KEEPING IMMIGRANT FAMILIES TOGETHER NEW YORK VALUES ON FULL DISPLAY

In 2018, New Yorkers were shocked and outraged to learn that hundreds of immigrant children had been separated from their parents and taken to New York City under federal custody. The City quickly organized into action to support these unaccompanied minors.

The Mayor’s Fund, NYC Service, and the Mayor’s Office of Immigrant Affairs partnered with New York businesses and charities to distribute art supplies, Spanish-language books, toys, blankets, and other affinity items to immigrant children to help them cope with the stress of family separation. The Mayor’s Fund also raised funds to purchase additional goods requested specifically by local child care centers entrusted with the care of these children while under federal custody.

In continued solidarity with immigrant families, the Mayor’s Fund raised more funds to send 15 City attorneys and social workers to volunteer with the Dilley Pro Bono Project in Texas. For one week, the volunteers provided pro bono legal services and mental health screenings for approximately 300 cases.



# CRAFTING FAMILY CONNECTIONS

## PROMOTING FAMILY BONDS FOR INCARCERATED MOTHERS

**Incarcerated parents who preserve a healthy bond with their children** have lower rates of recidivism. Yet, women who are incarcerated on Rikers Island, of which 79 percent have children, receive fewer visits than their male counterpart. We are changing that through a new public-private partnership.

The Mayor's Fund, in partnership with the Department of Correction and the Children's Museum of Manhattan, is proud to support Crafting Family Connections, an innovative program that allows incarcerated mothers to visit their children within the safe and vibrant space of the museum. During visits, incarcerated mothers enjoy journaling and arts and crafts with their children to help them maintain a healthy and strong family bond outside the walls of a jail facility.



# EMPOWEREDNYC

## BUILDING FINANCIAL STABILITY FOR PEOPLE WITH DISABILITIES

**In 2018, New York City became the first in the country to join Empowered Cities**—a national initiative, in partnership with Citi Community Development and the National Disability Institute—to test and adopt new strategies that financially empower people with disabilities and their families. Citi Community Development has invested \$2 million into Empowered Cities, \$1 million of which went directly to EmpoweredNYC, its first local partnership.

Of the nearly one million people with disabilities who call New York City home, more than a third live at or below the poverty line. In addition to the fact that they lack many of the work and educational opportunities afforded to other residents, households that include an individual with a disability are less likely to save for emergencies, belong to a bank, or have access to reliable credit. New Yorkers with disabilities and their families are living with deep financial insecurity. And while there are excellent government- and nonprofit-sponsored financial counseling programs available throughout the five boroughs, they use a one-size-fits-all approach to budgeting and retirement planning that doesn't account for the financial challenges people with disabilities face.

The Mayor's Fund, along with the Department of Consumer Affairs Office of Financial Empowerment and the Mayor's Office for People with Disabilities, is collaborating with nonprofit service providers, caseworkers, and others to research ways to better serve these New Yorkers. They will use this information to design, pilot, and implement tailored one-on-one financial counseling programs.

Until now, many New Yorkers with disabilities have

not been able to get comprehensive financial support that recognized their unique financial and medical needs, as well as the complex benefit systems they must navigate. With EmpoweredNYC, individuals with disabilities and their families will be better informed to shape their financial future.





# S'WELL MAKES A SPLASH WITH 'BRING IT'

Single-use plastic is a major source of preventable waste in New York City, as well as for our country and planet. Nationally, Americans throw away enough plastic bottles to fill the Empire State building one and a half times each month. That plastic never goes away but breaks down and seeps into our water and ultimately our food, negatively affecting our health. The production of plastic water bottles in the United States also uses 1.5 million barrels of oil a year, which is enough to power 250,000 homes or 100,000 cars all year.

But we are working to change this plastic habit with the help of a powerful new public-private partnership.

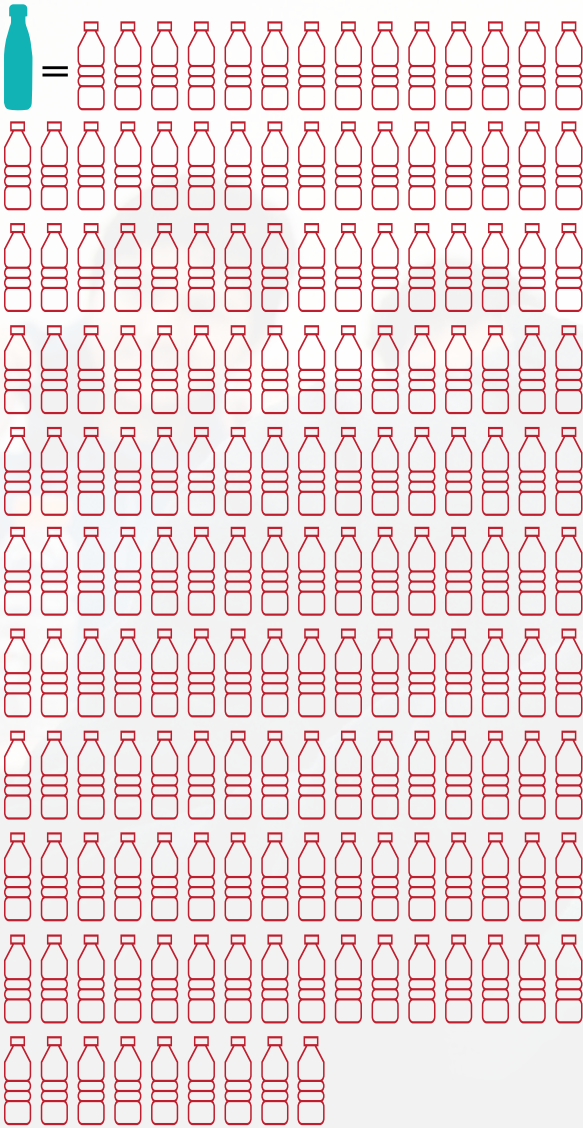
As part of the City's "Zero Waste by 2030" goal, the Mayor's Fund, the Mayor's Office of Sustainability, the Department of Education, and the Department of Sanitation partnered with S'well, a New York City-based bottle company, to launch BRING IT.

Through this initiative, more than 320,000 high school students across all five boroughs received S'well or S'ip by S'well reusable bottles with the goal of displacing more than 54 million single-use plastic bottles in New York City. Since the launch in September of 2018, BRING IT continues to engage and mobilize NYC public school students. The movement is being supported with a wide range of programs and events that foster knowledge around sustainability, cultivate green job mentorship opportunities and encourage students to take action for their schools, city and planet.

### DID YOU KNOW?

Americans throw away enough plastic bottles to fill the Empire State building 1.5 times every month.

Each S'well bottle can help students keep **167 single-use bottles** out of the trash every year—and save \$250.



With reusable bottles in the hands of 320,000 high schoolers, the program can save **54 million plastic bottles.**



Students at The High School for Math, Science & Engineering in Harlem receive reusable bottles as part of the "BRING IT" campaign on September 25, 2018.



# SETTING THE PACE WITH ADIDAS BEYOND

To promote healthy habits and wellness among young New Yorkers, the Mayor's Fund and the Department of Education partnered with adidas America to launch adidas Beyond. This partnership founded in-school running clubs at the High School for Media and Communications in Washington Heights, Manhattan; the Abraham Lincoln High School in Coney Island, Brooklyn; and the Brooklyn School for Social Justice in Bushwick, Brooklyn.

Participating students not only run together, they also grow as leaders together with the help of local community organizations that mentor their development and growth.

In December, a group of adidas Beyond students went on a two-mile run with the adidas Runners New York City community and toured the company's flagship store in Manhattan to kick off the program.

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Students not only run together, they also **grow as leaders together.**



Rain or shine: adidas Beyond students on a 2-mile run in Manhattan on December 2, 2018.



# NEON ARTS

## REIMAGINING YOUTH JUSTICE THROUGH THE ARTS

A public-private partnership launched in 2013 between the Mayor’s Fund, the Department of Probation, and Carnegie Hall’s Weill Music Institute, NeON Arts serves young New Yorkers, including people on probation, through arts education, workshops, and performances open to the general public. The goal: strengthen the social, emotional, and creative growth of young New Yorkers, particularly in underserved neighborhoods.

A recent independent evaluation found that participation in the NeON Arts program had a de-stigmatizing effect on people involved in the justice system. Moreover, the evaluation reported some probation officers improved their relationship with clients by creating art together through the program.

Thanks to our ongoing philanthropic partnerships with the Pinkerton Foundation, Staten Island Foundation, and Stavros Niarchos Foundation, NeON Arts now reaches an average of 4,200 people and serves seven neighborhoods in the city: East New York, Bedford-Stuyvesant, Brownsville, Harlem, the South Bronx, South Jamaica, and Northern Staten Island.

“It’s helping me find myself and **actually feeling like I matter.** People listen to me and I don’t feel alone.”  
—Youth Participant



# CHECK-IN WITH GIRL SCOUT TROOP 6000

Girl Scout Troop 6000, a first-of-its-kind Girl Scout troop for young girls and women in the City’s homeless shelter system, expanded to 15 shelter facilities across all five boroughs reaching more than 500 New Yorkers in 2018.

The Mayor’s Fund, in partnership with the Department of Homeless Services and the Girl Scouts of Greater New York, launched Girl Scout Troop 6000 two years ago to strengthen the bond between young New Yorkers experiencing homelessness, build the confidence of girls in shelters, and support families with children as they work to get back up on their feet.

The expansion of sites and services was made possible by an investment of \$1 million over three years from the City, and with support from private sector partners such as Luna Park.





# NYC SOCCER INITIATIVE

## PROGRESS REPORT: KICKING OFF OUR 20TH SOCCER PITCH

The New York City Soccer Initiative, a \$3 million public-private partnership to build 50 soccer pitches in underserved New York neighborhoods and provide free soccer programming to 10,000 youth, opened its 20th soccer pitch during the fall of 2018.

First Lady Chirlane McCray, Chair of the Mayor's Fund Board of Directors, inaugurated the new pitches by reciting poetry about soccer written by

public school students and enjoying a few moments of soccer play on a newly opened pitch in the Bronx with students.

This effort is part of Mayor Bill de Blasio's Building Healthy Communities initiative, which expands opportunities for physical activity and access to nutritious and affordable food while promoting public safety.

### PITCH LOCATIONS

- 2018 SITES

2017 SITES
- 1. P.S. 083 Luis Muñoz Rivera, Manhattan
  - 2. P.S. 184 Shuang Wen, Manhattan
  - 3. P.S. 093 Albert G. Oliver, Bronx
  - 4. P.S. 66, Brooklyn
  - 5. Triborough Bridge Playground (B), Queens
  - 6. P.S. 019 Marino Jeantet, Queens
  - 7. Frederick Johnson Playground, Manhattan
  - 8. Irwin Altman Middle School 172, Queens
  - 9. I.S. 49 Berta A. Dreyfus, Staten Island
  - 10. P.S. 335 Granville T. Woods, Brooklyn
  - 11. Thomas C. Giordano Middle School 45, Bronx
  - 12. Hostos Lincoln Academy of Science, Bronx
  - 13. I.S. 384 Frances E. Carter, Brooklyn
  - 14. P.S. 220 Edward Mandel, Queens
  - 15. The Police Officer Rocco Laurie Intermediate School 72, Staten Island
  - 16. P.S. 180 Hugo Newman, Manhattan
  - 17. Riverdale Avenue Community School P.S. 446, Brooklyn
  - 18. M.S. 180 Dr. Daniel Hale Williams, Bronx
  - 19. Castle Hill Playground, Bronx
  - 20. Junior High School 123 James M. Kieran, Bronx

\*Location has two pitches



### OUR PARTNERS





# RESPONDING TO OUR NEIGHBORS IN NEED

## MENTAL HEALTH SUPPORT AFTER HURRICANE MARIA

**Puerto Rico faced a mental health crisis after Hurricane Maria swept through the island in September 2017.** Soon after the winds dissipated and the flood waters receded, more Puerto Ricans reported having anxiety or depression for the first time. The trauma and stress of losing homes, jobs, and loved ones in the hurricane were emerging across the island, leaving communities in need.

In March 2018, First Lady Chirlane McCray led a 12-person team of mental and behavioral health experts from the New York City Department of Health and Mental Hygiene to train school staff across Puerto Rico in mental health first aid for students who have experienced trauma and emotional challenges in the aftermath of Hurricane Maria. The trainings focused on stress management, self-care, and the importance of seeking mental health support for early intervention, and are based on evidence-based practice that reduces Post Traumatic Stress Disorder.

Then, in November, the Mayor's Fund and The Hispanic Federation, in partnership with the City, awarded \$100,000 each to support two medical clinics in Culebra and Vieques, two small islands off the eastern coast of Puerto Rico where residents were having difficulty accessing ongoing care. The \$200,000 in grants allows the clinics to offer expanded services for two years for residents seeking mental health support and treatment.



Mayor Bill de Blasio delivers remarks during a press conference on the one year anniversary of Hurricane Maria on the steps of City Hall on September 20, 2018.

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“New York City and Puerto Rico have a deep bond, and the struggles of their residents are our struggles too. This initiative will help make sure some of Puerto Rico’s most vulnerable residents **have access to the mental health services they may need** as they continue rebuilding their lives.”  
—Mayor Bill de Blasio



First Lady Chirlane McCray and Deputy Mayor Herminia Palacio are joined by the Mayor of San Juan, Carmen Yulín Cruz, to announce funding to support mental health and community health centers in Puerto Rico on March 14, 2018.





# THE POWER OF PARTNERSHIP

## THE NEW YORK COMMUNITY TRUST

**The work of the Mayor's Fund is sustained by hundreds of individuals, businesses, and philanthropic leaders,** but we also owe our success in part to philanthropic leaders like the New York Community Trust, whose support early in Mayor Bill de Blasio's first term helped launch one of our largest and most successful public-private partnerships to date: Connections to Care (see page 12).

The New York Community Trust, an iconic philanthropic institution, has served New York City and the surrounding region for nearly a century. It improves the lives of New Yorkers not only by supporting effective nonprofits, but also by bringing together various leaders in business and philanthropy who share a common vision for solving today's most stubborn societal challenges and compelling them to act. Their efforts have paved the way for innovative programs like the City Service Corps, which helps build the next generation of New York civic leaders through volunteers, and the NYC Tech Talent Pipeline, a first-of-its-kind public-private partnership designed to support the growth of the city's tech ecosystem and prepare New Yorkers for 21st century careers.

During the last five years, the Trust has invested more than \$1.6 million in the Mayor's Fund, supporting our efforts in mental health, arts education, and immigration, to name a few (see next page for more information).

### **PATRICIA J. JENNY: CHAMPION OF PUBLIC PRIVATE PARTNERSHIPS**

Patricia J. Jenny, an outstanding partner of the Mayor's Fund, will retire in 2019 after more than 30 years of service at the New York Community Trust. During her tenure she led the creation of the New York City Workforce Funders, a group of more than

60 leaders who work with the City and the Mayor's Fund to make our city's workforce system more responsive to the needs of employers and workers. Pat leaves behind a remarkable career built on countless examples of thoughtful investments along with an impressive legacy of innovative programs that will continue to improve the lives of New Yorkers for many years to come.

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**“The New York Community Trust is dedicated to making this city better for all New Yorkers, and City government has been one of our most important partners.** Since Mayor de Blasio took office in 2014, The Trust has collaborated with the Mayor's Fund to Advance New York City to address early childhood, foster care, workforce and youth development, immigration, education, health and mental health care, aging, and historic preservation. Working together with the Mayor's Fund and city officials, our grants are leveraged significantly to create change and benefit more communities.”

—Lorie Slutsky, President of the New York Community Trust

## CONNECTIONS TO CARE

In partnership with the Mayor's Office for Economic Opportunity and the Department of Health and Mental Hygiene, the Mayor's Fund launched Connections to Care to embed mental health support in communities serving low-income populations with unmet mental health needs (see page 12).

## NEON ARTS

The Mayor's Fund and the Department of Probation, in partnership with Carnegie Hall's Weill Music Institute, launched NeON Arts, an innovative program that provides free, high-quality arts programming and education to creative and motivated New Yorkers—some of whom are probation clients—living in neighborhoods facing socioeconomic challenges (see page 28).

## CITY SERVICE CORPS

Through the City Service Corps, NYC Service maintains a diverse pipeline of volunteers that support the City with community outreach and direct services for critical issues while at the same time providing professional development to volunteers.

## SCHOOL CLIMATE AND DISCIPLINE TASK FORCE

School Climate and Discipline Task Force recommended policy changes focused on providing resources to schools that address the underlying issues students are facing while keeping them in a learning environment. The City has also seen a 95 percent decrease in suspensions K-2 and a 81 percent decrease in suspensions for insubordination across all grades since the 2014-15 school year, two key focuses of the taskforce.

## RESPONSE TO 2014 DACA EXPANSION

After President Obama's 2014 announcement to expand Deferred Action for Childhood Arrivals (DACA), The Mayor's Office of Immigrant Affairs led City efforts to inform communities with undocumented individuals of the expansion and offer free or low-cost legal services related to DACA.



# THANK YOU TO OUR SUPPORTERS

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William Jesse Thompson
- \*Supporters who donated \$5,000 or more as of December 31, 2018*

# MEET THE NEW EXECUTIVE DIRECTOR

**Toya Williford was appointed Executive Director of The Mayor’s Fund to Advance New York City** in September 2018. In this role, Toya leads the development of public-private partnerships between City agencies, the private sector, and the philanthropic community. She brings more than 20 years of experience in philanthropy, program and organizational development, and community organizing. Before her appointment as Executive Director, Toya led the Programs and Policy team at the Mayor’s Fund for four years. Toya is a member of the Brooklyn Workforce Innovations Board of Directors and the New York City Youth Funders Network Steering Committee. She currently lives in Bedford Stuyvesant with her husband and four children.





# GOVERNANCE

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J. Phillip Thompson

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YooRae Choi, Development Associate

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Jerry Speyer

Mary Alice Stephenson

Stuart Suna

Kenneth Sunshine

Jonathan Tisch

Jeff Wilpon

Steven Witkoff

\*As of December 2018

# FINANCIALS

## Support and Revenue

Support and Revenue

## Fiscal Year 2018

\$21,338,841

## Fiscal Year 2017 (As Restated)

\$21,804,641

## Operating Expenses

Program Services

\$19,719,286

\$23,524,573

Management and General

\$432,812

\$351,430

Fundraising

\$602,132

\$402,084

Total Operating Expenses

\$20,754,230

\$24,278,087

## Excess of Expenses Over Revenue

\$584,611

(\$2,473,446)

## Non-Operating Revenue

\$401,632

\$386,953

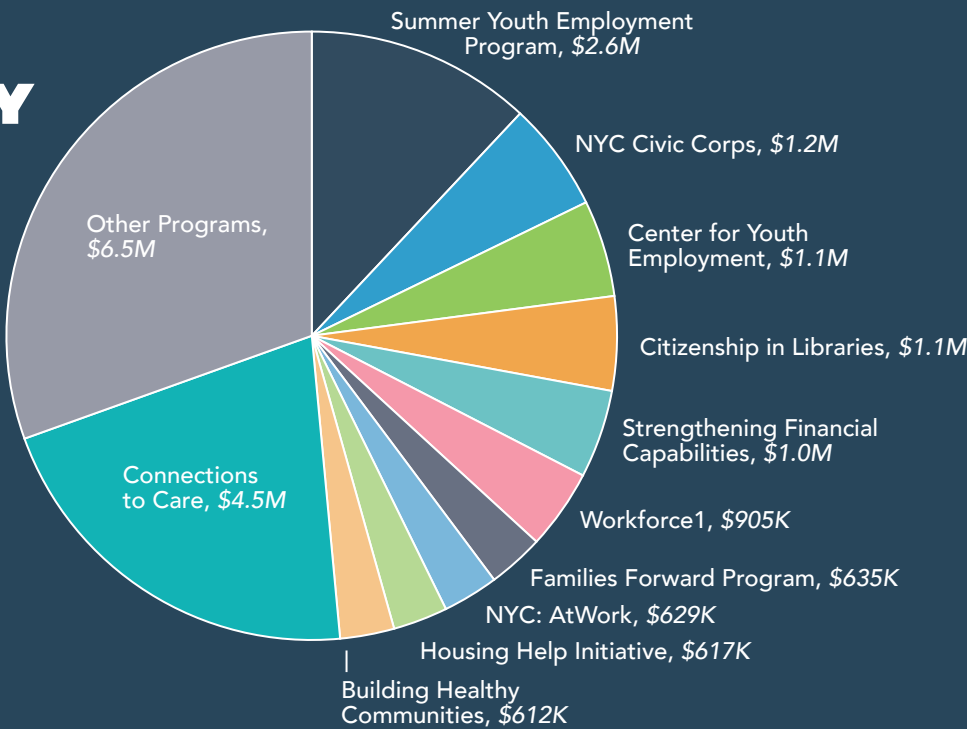
## Change in Net Assets

\$986,243

(\$2,086,493)

This report illustrates the Mayor's Fund fiscal year, covering a 12-month period from July 1, 2017 – June 30, 2018. The Mayor's Fund receives contributions that support both single-year and 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 period, resulting in the excess of expenses over revenue depicted in this financial report.

# FUNDS RAISED, BY PROGRAM (2018)





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

253 Broadway, 6th Floor  
New York, NY 10007

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