

2020
YEAR IN REVIEW

Partnering for **GOOD**



MAYOR'S FUND
TO ADVANCE
NEW YORK CITY



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MESSAGE FROM MAYOR BILL DE BLASIO

Making New York City the fairest big city in America—and transforming the lives of 8.6 million New Yorkers along the way—has been our calling every day now for seven years. It’s a challenge we have taken on with grit and energy, and I could not be prouder of how far we have come.

Along the way, we have had to overcome many roadblocks—from tight budgets to special interests to the ever-present naysayers. But needless to say we never expected to be up against the devastating pandemic that ripped through the heart of our city over much of the past year.

Thankfully, the vaccine is now injecting new hope into the lives of New Yorkers—New Yorkers who, when they think back to this time, I believe will always remember one thing: that even during the pandemic’s darkest days, when it was hard to make out the light at the end of the tunnel, they could always continue to count on each other.

The Mayor’s Fund is a glowing example of that solidarity. The fund has helped us transform New York City during the best of times. But just like it did in the wake of catastrophes like the Sept. 11 terrorist attacks or Hurricane Maria, it once again stepped up in remarkable ways during this crisis.

Thanks to the Mayor’s Fund, the city could count on a much-needed COVID-19 Emergency Relief Fund that raised an incredible \$60 million, which in turn helped countless New Yorkers weather the storm. For healthcare workers and small-businesses owners, for essential staff and displaced hourly workers, for immigrant families, for youngsters, for the most vulnerable among us, it made all the difference.

Just a few details: Hospital staff—whose grueling days saving lives left no time for grocery shopping—received more than 400,000 packages of food, produce, cleaning and personal-care items. Approximately 76,000 hard-hit immigrant New Yorkers benefited from emergency-relief payments. And survivors of domestic violence could secure safe housing through a pilot program of unique micro-grants.

Through these and similar initiatives, the Mayor’s Fund helped us get through one of the toughest years of its history and, at the same time, helped us lay the foundation of the ever fairer, safer, and healthier city we are already seeing on the horizon. For that, I am deeply thankful.

Together, I trust we will continue to do the bold work that is transforming New York City.

Sincerely,

“Even during the pandemic’s darkest days, when it was hard to make out the light at the end of the tunnel, New Yorkers could always continue to count on each other.”



MESSAGE FROM FIRST LADY CHIRLANE MCCRAY

Chair, Board of Directors

Not in our wildest dreams could we have imagined the many-headed monster trials of 2020.

Yet through a highly contagious viral pandemic, a wrenching economic crisis, and long-overdue reckoning with systemic racism and injustice, we have witnessed the best of New Yorkers. We have seen the generosity, resolve, and growing determination of our people. We know our mission cannot be to return to ‘normal.’ We must emerge a stronger, fairer, and more equal New York City.

A stronger New York has long been the mission of the Mayor’s Fund—and in 2020, we took that to our hearts with renewed urgency. We raised \$77.4 million, the third-highest total in the Fund’s history. In the early days of this crisis, we brought together public, private, and philanthropic leaders to raise \$60 million for our COVID-19 Emergency Relief Fund.

But the real story of the Fund goes beyond dollars. It’s about the lives we have changed. We brought relief to tens of thousands of doctors, nurses, and first responders through our Food For Heroes initiative. We helped keep open mom-and-pop restaurants that define our neighborhoods through our Restaurant Revitalization Program, and saw to it that their workers kept their livelihoods. And even in the midst of the pandemic, we found a way to bring our young people hope and opportunity through Summer Youth Programming and our NYC Soccer Initiative.

In this report, you will read about all of our extraordinary efforts. We have more work to do, but I am so proud of this remarkable team, and the foundation that has been put in place for 2021 and beyond. I know the Mayor’s Fund will continue bringing leaders together and bringing out the best in New Yorkers—as we continue leading the fight for a fairer, stronger New York City.

Sincerely,



“We have seen the generosity, resolve and growing determination of our people. We know our mission cannot be to return to ‘normal.’ We must emerge a stronger, fairer, and more equal New York City.”



MESSAGE FROM ROB SPEYER

Chair, Board of Advisors

This year, New York City's residents, businesses, and government faced extraordinary challenges, far beyond what most of us have ever experienced. Yet, even in the face of unprecedented hardship, New Yorkers displayed the indomitable spirit, ingenuity, and energy for which we are known. As people took action to support one another throughout this tumultuous year, the Mayor's Fund to Advance New York City played a key role as the central artery through which collaboration, innovation, and contributions flowed.

As the pandemic was taking hold in March, the Mayor's Fund joined with dozens of local businesses and community organizations—including Peloton, Tatcha, Apple, Facebook, AmeriCares, Americogroup and Emigrant Bank—to donate and distribute millions of masks, gloves, gowns and face shields to New York's heroic frontline workers.

In April, the Mayor's Fund developed and launched Food for Heroes, which delivered more than 170,000 nutritious meals to healthcare workers at NYC Health + Hospitals Elmhurst, staff at the NYC Office of the Chief Medical Examiner, medical workers who chose to stay in hotels to protect vulnerable family members, as well as healthcare workers who traveled from out-of-state to serve on the frontlines, staff at non-profit nursing homes, and workers at New York City Sanitation Department garages. With these brave professionals working around the clock with few breaks and without access to hospital cafeterias and other local restaurants closed, Food for Heroes provided individually packaged grab-

and-go meals to help sustain workers through their shifts.

I am grateful to all of our private sector partners who worked hand-in-hand with the Mayor's Fund team to address the pandemic's extreme physical, mental, and emotional toll.

In addition to important monetary contributions, New York's business community has also volunteered time and physical spaces to support the collective fight against COVID-19. Let me share just a few examples of the extraordinary efforts undertaken: Dumbo Moving donated 20,000 square feet at their warehouse to store isolation gowns for medical distribution; Miller Druck Specialty Contracting, Inc. and Cube Smart Self Storage received, sorted, and delivered more than 400 packages of PPE containing thousands of supplies; Starbucks contributed eleven 53-foot trailers to store masks for City agencies and public distribution; and Transfix provided in-kind transportation services to move more than 100,000 pounds of PPE into the City's stockpile.

I am incredibly proud of all we have accomplished together in 2020 and look forward to better days ahead in 2021. Thank you for your support of the Mayor's Fund, your fellow New Yorkers, and the long-term health of the world's greatest city.

Sincerely,

“I am grateful to all of our private sector partners who worked hand-in-hand with the Mayor's Fund team to address the pandemic's extreme physical, mental, and emotional toll.”

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 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.

2020 HIGHLIGHTS

\$77M

In grants and contributions received

9,635

Funding partners comprising organizations and grassroots supporters

100

Programs, projects, and initiatives

155

Community-based organizations engaged



PARTNERING FOR GOOD



COMMUNITY



PHILANTHROPY



GOVERNMENT



BUSINESS

MAYOR'S FUND
TO ADVANCE
NEW YORK CITY

NEW YORKERS





**‘This
was my
chance
to con-
tribute’**

**ELMHURST
STAFF
MEMBER,
POWERED BY
COMMUNITY
SUPPORT,
SACRIFICES
TO SERVE HER
HOSPITAL
THROUGH THE
PANDEMIC.**

Ingrid Baigorria swiped her keycard into her hotel room, balancing a tray of breakfast in her hands as she slid through the door and embraced the quiet that washed over her.

“You have no idea how it feels to have a good, warm meal after a night like that,” she said.

It was mid-morning and she had just finished an overnight shift at Elmhurst Hospital, “maintaining order in chaos” as one of the staff members responsible for registering the ceaseless flow of patients streaming into the Emergency Department or waiting anxiously in tents erected outside the hospital doors.

Throughout the spring of 2020, Ingrid’s was the first face people would see when they arrived at the hospital, many of them sick with severe COVID-19 symptoms and fearful and uncertain of what would come next.

But her voice is bright and her demeanor stabilizing, tempered with the calmness that comes from years of parenting. It’s the same voice she used to reassure her children every day over Facetime for more than a month that she was staying safe and healthy, that she loved them, and that she would be able to hug them soon.

A single mother, Ingrid had made the decision soon after the pandemic hit to protect her family by leaving her children with her mother and self-isolating in a hotel. For her, forgoing the comfort of her home and the embrace of her family for weeks on end was a small price to pay to stand alongside her coworkers and fight back against the COVID-19 pandemic.

“My kids were my biggest fans, the best cheerleaders—they were my motivation every day,” Ingrid said. “Yes, it was heartbreaking. But this was my chance to contribute.”

Ingrid remembers the first days of the pandemic in New York City as strange, sudden, and frightening, but simultaneously heartening. One day she was working on the floor of the Emergency Department with only a pair of gloves, and the next she was

outfitted in full personal protective equipment (PPE). In the course of an eight-hour shift she would feel sinking lows from watching family members waiting outside the hospital doors for news of their sick and dying loved ones, and soaring highs from



the messages of love and support for her and her coworkers that came flooding in from complete strangers.

She watched her colleagues laboring every day to save lives, even while some of them were losing family members, themselves.

“From hour to hour, it was just a different reality,” she said.

One constant she felt during those early days and weeks were the daily meals and supplies that were delivered to her facility. Food for Heroes, a program created and launched by the Mayor’s Fund to Advance New York City in April, provided 75,000 individually-packaged, grab-and-go meals to help sustain workers at Elmhurst Hospital through grueling shifts.

The program expanded in May to feed Office of the Chief Medical Examiner staff and healthcare workers who, like Ingrid, chose to stay in hotels to protect vulnerable family members at home, as well as healthcare workers who traveled from out-of-

state to serve on the frontlines. August brought another expansion, with donations from thousands of individuals helping to bring meals to sanitation workers and staff at non-profit nursing homes across the five boroughs. In total, Food for Heroes brought more than 170,000 meals to New York City's essential workers.

The Mayor's Fund also partnered in April with the Debra and Leon Black Family, Aramark, the American Red Cross, and Robin Hood to launch NYC Healthcare Heroes, a \$20 million program which delivered more than 400,000 care packages with more than 15 million products to frontline workers. The packages, filled with shelf-stable food, household cleaning and personal care products, over-the-counter medicine, and fresh fruit and nuts, helped alleviate the burden on essential workers of having to shop for themselves and their families.

"There wasn't a single day we didn't feel provided for," Ingrid said. "It may sound small, but just not having to worry about ourselves was the greatest gift. That appreciation we felt was priceless."

Many mornings after her shift ended, Ingrid would volunteer to help pass out to coworkers the meals donated through Food for Heroes. Seeing the joy and relief on the faces of doctors and nurses enjoying a moment of rest and a hot meal made it a labor of love well worth undertaking, she said. And although she was separated from her children and her mother, she found strength in the family she had come to rely on at Elmhurst.

"I didn't see them as my coworkers. I saw them as my brothers, my sisters, my cousins," Ingrid said. "We were praying together, eating together, crying together. And we were still finding ways to laugh in

the middle of the chaos and the tragedy."

When she was finally able to return home to her family without fear of getting them sick, Ingrid remembers the look of admiration on the faces of her children and the relative comfort that came from hoping she had weathered the worst of the storm.

"That feeling of hugging them again, it's indescribable," she said. "Being able to look at them and say yes, you're safe. I felt my heart come back to me."

Now, as healthcare workers across the city, including Ingrid, are getting vaccinated against the virus, she is looking forward to a future where that safety is not so fragile.

"I trust the science and I know that this is my shield to protect myself and my community," she said.

"The vaccine represents hope to end this virus."

Ingrid won't forget the toll the pandemic has taken and continues to take on New York City. But she also chooses to remember every care package, warm meal, handwritten note, and message of appreciation she has received. Above all, she is thankful for the strength of the community that she says she is grateful to belong to.

"This is what Elmhurst is—we are strong and we are showing that to the world," Ingrid said. "We approach every day saying, 'This is not going to last forever. We are in this together.'"



"It may sound small, but just not having to worry about ourselves was the greatest gift. That appreciation we felt was priceless."



‘They’re reaching people person-to-person’

AMID COVID-19, PROJECT HOSPITALITY’S OUTREACH TEAM BRINGS NYC CARE TO THE DOORSTEPS OF STATEN ISLANDERS WHO NEED IT MOST

Each year on Oct. 29, Staten Islanders meet on Midland Beach at dusk to honor the 24 lives that were lost when Hurricane Sandy struck the borough in 2012. This year, the list of community members to mourn grew by 1,000—the Staten Islanders who had died from COVID-19 since March 2020.

From Reverend Karen Jackson’s perspective, the similarities between the two crises are stark.

“Whether it’s Superstorm Sandy or a global pandemic, the people who were already vulnerable because of the ongoing economic injustices in this city are the ones who are going to suffer most when disaster strikes,” she said.

Rev. Jackson knows all too well what need looks like in her community. When Sandy hit back in 2012, she had just begun her role as the director of community initiatives at Project Hospitality, an interfaith community-based organization (CBO) serving vulnerable Staten Islanders for more than 30 years. She spent her first few months on the job attending to a vast and urgent array of needs—hunger, joblessness, substance use fueled by anxiety and despair, and an overwhelming lack of secure and affordable housing.

“The experiences of 2012 are repeating, but this time with a health crisis,” she said.

The health of Staten Islanders has been a focus of Project Hospitality’s work since its inception in 1982, with the organization acting as the trusted link to mental health resources, chemical dependency treatment, and HIV care for individuals experiencing homelessness and other vulnerabilities. But in 2020, addressing the inequities in access to healthcare for Black and Brown communities became even more integral to the organization’s mission.

Just two months before the pandemic hit New York City, Project Hospitality was selected as one of two CBOs on the island to conduct culturally responsive outreach to Staten Islanders about NYC Care, a healthcare access program operated by NYC Health + Hospitals (H+H) for New Yorkers who

are not eligible for insurance or who cannot afford it. The program is the nation’s largest and most comprehensive initiative to guarantee healthcare for all New Yorkers, regardless of immigration status or ability to pay. Members have access to healthcare at H+H patient care locations across the



city where they can receive preventive care such as vaccinations, routine screenings, and mammograms, as well as mental health support, substance use services, and low-cost prescription medications, among other resources.

“The outreach team is on the street and they’re essentially doing wellness checks in and among the general population in the languages that they speak,” Rev. Jackson said. “It’s a way that we’re able to reach people who don’t have access to broadband internet, who don’t speak English, who don’t use the traditional channels of communication the City utilizes to reach people.”

Funded through a partnership between the Mayor’s Fund to Advance New York City, the Mayor’s Office of Immigrant Affairs, and H+H, select CBOs across the five boroughs are conducting outreach efforts in 20 languages including Spanish, Russian, Haitian Creole, Polish, Mandarin, Cantonese, and Arabic. And, like Project Hospitality, each of the participating CBOs has deep ties and a longstanding

history of being a trusted service provider in the communities they serve.

“Even in a healthcare system that is designed to be friendly to people who don’t have insurance, the language barriers are still there,” Rev. Jackson said. “It really requires you to have an advocate by your side calling on your behalf who you trust and who knows how to navigate the system.”

In the Port Richmond area of Staten Island—one of the neighborhoods in which Project Hospitality concentrates their outreach efforts—Spanish-speaking Staten Islanders from Mexico, Venezuela, Peru, and Guatemala have found a tireless advocate in Nayeli Soto. A Mexican immigrant herself, Soto has been working with Project Hospitality for almost six years.

When NYC Care launched in Staten Island in January 2020, it quickly became one of the most-used tools in Soto’s toolbelt. Now, a client who might come to the Project Hospitality Help Center looking for food, shelter, or other emergency services, can be connected to healthcare resources that had long

been out of reach. Clients who hadn’t received a routine physical in five or 10 years, or who were living with untreated illnesses or conditions now had access to life-saving medications, medical procedures, and preventive care offered through H+H facilities.

The challenge, Soto said, is that beyond the walk-in clients and those already engaged in services that Project Hospitality offers, the vast majority of Staten Islanders who would benefit from NYC Care are unaware that it exists. Reaching them requires not just speaking the same verbal language, but understanding the cultural languages and how best to engage them in their communities.

“If I speak your language and you see me around your neighborhood, there’s an instant familiarity,” Soto said. “That’s the first step toward building trust.”

Alongside Soto—who spends most of her work days on the phone or at her computer helping her clients navigate the H+H system—is a street outreach team. Originally tasked with engaging residents around

NYC Care, the roles of the outreach workers took on a new meaning after COVID-19 came to the island. Now the NYC Care information flyers they distribute to community members are wrapped around a box of N-95 masks.

“They’re reaching people person-to-person just asking them, ‘Are you ok? Are people in your household sick? Are you suffering the impacts of COVID in any way? What are your needs?’” Rev. Jackson said.

COVID-19 and NYC Care have become inextricably linked in many ways, as the communities suffering the most from the pandemic are Black and Brown New Yorkers and those with limited or no access to healthcare.

“Not only do people need access to the preventive healthcare services and ongoing services that NYC Care provides, but because of the pandemic the needs that people have are only able to be met by comprehensive social service providers like us,” Rev. Jackson said. “CBOs are often the first to see the gaps in care.”

Soto said she has seen an influx of clients coming to her, wanting to address minor or long-ignored health concerns, and eagerly taking advantage of NYC Care when they become aware of it. As the pandemic continues in their communities, they know having pre-existing conditions could be a death sentence if they were to get sick with COVID-19.

For Rev. Jackson’s part, she is ensuring the services offered through Project Hospitality continue to meet any and all of the needs of the community, whether it’s serving hundreds of meals per day through the food pantry run by the organization or providing rental and cash assistance for dozens of undocumented families facing eviction in the pandemic.

“Whatever needs we discover in this ongoing process of building relationships, someone is right here to help you,” she said. “It’s about serving people with compassion and respecting their dignity and autonomy.”



“If I speak your language and you see me around your neighborhood, there’s an instant familiarity. That’s the first step toward building trust.”





**‘I won’t let
this ship
sink’**

**RESTAURANT
REVITALIZATION
PROGRAM
HELPS QUEENS
RESTAURANT
OWNER FIGHT
FOR THE
SURVIVAL OF A
NEIGHBORHOOD
INSTITUTION.**

On a Sunday afternoon in late September 2020, Elena Calderon sat in her living room across from six employees of Rincón Salvadoreño, the Jamaica, Queens, restaurant that has been in her family for 40 years.

They had the faces of old friends—the forty-something-year-old head cook whom Elena met when he was just 19; the kitchen staff she saw weekly for more than a decade; the server who worked for her for 21 years helping to make the bustling, family-style Salvadoran eatery a neighborhood institution.

But this was the first time she had seen them in seven months and grief and worry hung heavy in the air.

“I won’t let this ship sink,” Elena said to the group. “We’re in this together. We are going to make this work.”

The tension in the room gave way to tempered relief as Elena laid out her plan for reopening the restaurant for the first time since the COVID-19 pandemic overtook New York City in March.

After months of meticulous research and planning she had stitched together a patchwork of grants and loans to get the business back up and running. The turning point in her fundraising, Elena said, was when she was approved for the Restaurant Revitalization Program (RRP), which allowed her to bring each of these six staff members back on board at \$20 an hour.

“That was the golden ticket,” she said. “I had my team back and I could pay them a living wage. With that, we had some ground to stand on finally.”

RRP—an initiative of the NYC Mayor’s Office for Economic Opportunity (NYC Opportunity) and the NYC Human Resources Administration that is funded by the Mayor’s Fund and NYC Opportunity—was announced during the summer

of 2020 by the New York City Taskforce on Racial Inclusion and Equity. The program supports unemployed and underemployed restaurant workers affected by COVID-19 and their employers, with a focus on communities that were hit hardest by the pandemic. It partners with restaurants like Rincón Salvadoreño that have committed to paying a full minimum wage with tips on top, increasing race and gender equity, and making their meals accessible to vulnerable community members.



Through RRP, Elena and other participating restaurants across New York City were awarded up to \$30,000 each to pay wages of \$20/hour to subsidized employees for six weeks. In addition, the City partnered with One Fair Wage (OFW)—a nationally-recognized advocacy organization working to raise standards across the restaurant industry—to launch its High Road Kitchens (HRK) program in New York City, making \$1 million available to support local restaurants.

Collectively, RRP and HRK will direct \$3 million into hardest-hit communities to support approximately 100 restaurants and 1,000 displaced workers, as well as provide 53,000 meals to the community members most in need.

“Of course, the grant money was a huge relief, but what I actually gained has no price tag,” she said. “I connected on a deeper level in my community. It became not just about saving my business, but sustaining the community. One hand will feed the other.”

Elena is no stranger to the difficulties faced by small business owners in New York City. Originally opened by her husband in 1980, Elena took the reins at Rincón Salvadoreño after his death in 1996 while raising her three sons as a single immigrant mother from El Salvador.

In 2017, large-scale construction projects in the

neighborhood led to frequent street closures and eventually Elena lost the majority of the parking outside the restaurant. By 2018, she saw sales slump as foot traffic fell. The near-fatal blow came at the end of October that year when a construction accident on an adjacent property damaged the restaurant's kitchen.

Rincón Salvadoreño was shuttered for three months, but Elena persevered, hitting her stride again in late 2019 when sales and foot traffic started hitting pre-2017 levels.

Then came COVID-19. As cases began surging across the city and lockdown measures went into effect, Elena faced the closure of her restaurant for the second time in as many years. To make matters worse, she had fallen ill herself.

"I was too terrified to even go to the hospital, so I was just completely alone," she said. "The experience pushed me to the very end—physically,

financially, mentally. Debts were accumulating and I wasn't generating any income. My situation went from bad to worse, then from worse to terrible."

Elena's physical recovery from the virus took months (in fact, she still has lingering side effects), and she spent the better part of her days in quarantine fighting for the survival of her business.

"Once I realized the money wasn't just going to come to me I said, 'Ok, I need to go out and find it,'" she said.

By September, and with the help of organizations like the Queens Chamber of Commerce, Greater Jamaica, and OFW, she taught herself how to navigate an unfamiliar digital fundraising landscape and got creative about how to attract new and old customers ahead of her phased reopening.

She hired local artists to paint a vibrant mural celebrating Salvadoran culture on the side of the

restaurant; donated the space and electricity to have a community refrigerator installed on the property, which residents and local mutual aid groups keep stocked with free, fresh produce for anyone in need; built a makeshift area for outdoor dining; and bolstered the restaurant's social media presence.

After one week of exclusively serving outdoor and to-go meals, Elena opened her doors just in time for the city's reopening of limited indoor dining. Almost immediately, her regulars came flooding back along with new faces. And although it wasn't quite akin to the crowds of young couples and families that used to flock to the restaurant every Saturday night for pupusas and late-night karaoke, it gave her more hope than she'd felt in months.

"Nothing about this has been easy, but there is no other choice for me—this restaurant is part of my family," she said. "I see it as one of my children. And as a parent, you struggle, but it's that love that

keeps you going and fighting."

During the six weeks that Elena received RRP funding, she donated more than 680 meals to the community in partnership with City Harvest, and forged a deep and meaningful alliance with community organizations throughout Queens. The experience, she said, opened her eyes to the level of need and vulnerability present all around her.

Even with limited indoor dining, Elena worries not just about Rincón Salvadoreño, but her community as a whole. But she isn't deterred, she said. With the skills and knowledge she has amassed, and support from organizations like the Mayor's Fund and others, she knows she is not alone in her fight for the future.

"We've all worked so hard to put these seeds in the ground," she said. "Sooner or later, the crop will come up."



"Of course, the grant money was a huge relief, but what I actually gained has no price tag. I connected on a deeper level in my community. It became not just about saving my business, but sustaining the community. One hand will feed the other."



COVID-19 EMERGENCY RELIEF FUND

Launched by the Mayor’s Fund in March 2020, the COVID-19 Emergency Relief Fund raised by July more than \$53.5 million, including \$5.4 million in in-kind donations, to support equitable relief and recovery efforts for the communities hardest hit by the COVID-19 pandemic. By the end of the year, that figure would grow to approximately \$60 million.

The expansive fundraising efforts have included large-scale public-private partnerships, as well as a grassroots campaign that have together garnered more than 9,500 donors from all around the country.

“As our city unites to build a future that is fairer and more equitable, it is essential that New Yorkers in the hardest-hit neighborhoods can access the resources they need to support themselves and their families,” said First Lady Chirlane McCray. “Thank you to our generous partners who have answered the call to provide this critical relief for frontline workers and communities of color during this unprecedented crisis.”

Priority areas for the COVID-19 Emergency Relief Fund include support for healthcare workers and essential staff; local small businesses; displaced hourly workers, including immigrant

workers; and families, youth, and other vulnerable New Yorkers.

SUPPORT FOR FRONTLINE WORKERS

To ensure that New York City’s healthcare professionals and essential workers on the front lines of the COVID-19 pandemic stay nourished, supported, and protected, the Mayor’s Fund:

- Partnered with the Debra and Leon Black Family, Aramark, Robin Hood, and the American Red Cross to launch **NYC Healthcare Heroes**. The program provided more than 400,000 packages of shelf-stable food, fresh produce, and household cleaning and personal care products to staff at hospitals across the five boroughs. These deliveries alleviated the burden on workers who often did not have access to supplies or time to shop after working back-to-back shifts caring for COVID-19 patients in hospitals and facilities across the city.

- Developed and launched **Food for Heroes**, which delivered 170,000 nutritious meals to healthcare workers at NYC Health + Hospitals Elmhurst, staff at the NYC Office of the Chief Medical Examiner, medical workers who chose to stay in hotels to protect vulnerable family members, as well as healthcare workers who traveled from out-of-state to

serve on the front lines, staff at non-profit nursing homes, and workers at New York City Sanitation Department garages.

- Supported NYC Health + Hospitals with a \$400,000 donation to purchase personal protective equipment. The donation was made possible through **Peg’s Cure**, an initiative created by Cedar Mills LLC and the family of Peg Broadbent, the former CFO of Jefferies Group LLC who passed away due to complications from COVID-19.

AID FOR RESTAURANTS IN HARDEST-HIT COMMUNITIES

To support the owners and employees of restaurants in neighborhoods that have suffered disproportionately during the pandemic, the Mayor’s Fund:

- Collaborated with the Taskforce on Racial Inclusion and Equity, One Fair Wage, NYC Mayor’s Office for Economic Opportunity, and the NYC Human Resources Administration to launch the **Restaurant Revitalization Program**. The program aims to provide short-term payroll support to about 100 restaurants committed to paying full minimum wage with tips on top, in addition to providing hardest-hit communities with approximately 53,000 meals.

NYC Healthcare Heroes



Peg’s Cure



Food for Heroes



**SERVICES FOR
IMMIGRANT
COMMUNITIES**

To support New York City’s immigrant communities, many of whom are disproportionately impacted by COVID-19, the Mayor’s Fund:

- Partnered with the Mayor’s Office of Immigrant Affairs and the Open Society Foundations to create the **Immigrant Emergency Relief Program**. The program worked with community-based organizations to provide direct, one-time emergency relief payments to approximately 20,000 immigrant New York City families who were hardest hit financially by the crisis, yet excluded from the reach of the federal relief program.
- Launched the **Immigrant COVID-19 Burial Assistance Program** with funding support

from SOMOS Community Care, Trinity Church Wall Street, Amalgamated Bank, and Robin Hood. The program provides financial support toward burial expenses for immigrant families—regardless of immigration status—who are unable to pay for the funeral expenses of relatives who died during the pandemic.

**PROTECTIONS AND
SUPPORT FOR OTHER
VULNERABLE NEW
YORKERS**

To ensure that families and youth are safe and supported, the Mayor’s Fund:

- Collaborated with Enterprise Community Partners, the Real Estate Board of New York, the New York State Association for Affordable Housing, and seven community-based partners to raise \$11.6 million for **Project Parachute**, which is providing

rental assistance and other resources to 3,000 New Yorkers to help them stay in their homes.

- Raised \$6.8 million in philanthropic support for **SYEP Summer Bridge 2020**, a public-private partnership that leveraged an additional \$40 million in public dollars to provide constructive engagement and enrichment activities to keep 35,000 New York City youth active and productive throughout the summer.
- Partnered with the NYC Mayor’s Office to End Domestic and Gender-Based Violence and Sanctuary for Families to launch a **pilot program to deliver micro-grants to survivors**. The first-of-its-kind initiative helped mitigate safety, economic, and housing challenges exacerbated by the COVID-19 pandemic.



“As our city unites to build a future that is fairer and more equitable, it is essential that New Yorkers in the hardest-hit neighborhoods can access the resources they need to support themselves and their families”

ARTS IN MEDICINE

In March 2020, as healthcare professionals and community members alike began feeling the deep and lasting impacts of COVID-19, New York City’s hospitals became the frontline in the daily battle against the pandemic. Today, as New Yorkers continue to practice safety measures to help control the spread of the virus, one program is promoting the health of neighborhoods in a different way.

The Community Mural project, created by Arts in Medicine—a program of NYC Health + Hospitals and the Mayor’s Fund with generous support from the Laurie M. Tisch Illumination Fund—leverages artists and community members to reimagine hospitals to promote greater neighborhood wellness. Launched in 2019, nine artists developed eight murals in the program’s first year. The concepts for each of the murals are developed through individual, virtual focus groups with patients/residents, staff, and community members, and then

brought to life in designated paint sessions. The collaborative mural-making process is a tool to encourage creativity, build trust and engagement between the hospitals and their communities, reduce stigma, and foster pride in the public health system through community-building activities.

Program data collected in 2019 showed that 99 percent of the individuals who participated in a Community Mural paint session—hospital staff and community members—felt proud to have the NYC Health + Hospitals facility in their community. Additionally, all of the staff members who attended the session said it made them feel part of the NYC Health + Hospitals team.

“Teamwork creates a masterpiece,” one attendee said.

In August 2020, Arts in Medicine announced the second group of artists to lead community-based mural projects inspired by the theme “Healthcare Heroes’ resilience and Strength Through

COVID-19” at 10 facilities. The first completed mural of 2020 was unveiled at Jacobi Hospital in the Bronx in September, followed by Gouverneur, Woodhull, and Gotham Health/Judson in October; Coler and Queens in November; and Lincoln in December.

The Community Mural Project is a flagship component of Arts in Medicine. Other projects include: Music and Memory, which brings personalized playlists on iPods to patients or residents with Alzheimer’s disease, dementia, or other cognitive loss; the Lullaby Project, which pairs pregnant women and new mothers and fathers with professional artists to write and sing personal lullabies for their babies, supporting maternal health, aiding child development, and strengthening the bond between parent and child; and SoulCollage, which helps staff and patients access the subconscious or intuition using images from magazines and catalogs pasted together.

CONNECTIONS TO CARE

One in five adult New Yorkers is estimated to experience mental illness in a given year, and hundreds of thousands of these individuals are not connected to care. Without support, many struggle with long-term impacts to their overall well-being.

For five years, Connections to Care (C2C) has been working to change that dynamic by exploring whether equipping trusted staff at social service agencies with mental health knowledge and skills could create new ways for New Yorkers to access mental health services.

Launched in 2016 as a part of ThriveNYC, C2C is a \$30 million public-private partnership led collaboratively by the Mayor’s Fund to Advance New York City, the Mayor’s Office for Economic Opportunity, and the NYC Department of Health and Mental Hygiene. C2C is an innovative strategy that integrates mental health support into the work of community-based organizations (CBOs) that serve low-income New Yorkers and populations at-risk of having unmet mental health needs. In almost five years, the program has served more than 46,000 clients, trained more than 1,800 CBO staff members and connected nearly 3,700 clients with a mental health provider.

In November, the RAND Corporation released its final



evaluation of C2C, showing that community-based organizations are valuable assets that can be deployed to meet local needs. The evaluation found that C2C had a positive effect on mental health and social services outcomes for some groups but not all. Specifically, the evaluation found that expecting parents and parents of young children who were engaged in C2C were three time less likely to use emergency services and inpatient care; C2C participants in youth development programs were three times more likely to seek outpatient care; and C2C participants in workforce development CBOs saw an increase in hours worked per week.

With the right support from C2C, CBOs have been able to incorporate mental health practices into their work and expand the skill sets of their staff to identify and address mental health needs and promote positive mental health.

“By partnering with community leaders and community organizations, we are able to provide services where people already are—where they live, work, worship, and study, and receive those services from people they trust,” said First Lady Chirlane McCray. “This approach is a game changer and one of the ways we can help New Yorkers on the path to wellness.”



NYC SOCCER INITIATIVE



The New York City Soccer Initiative (NYCSI) partners in October 2020 celebrated the installation of seven new mini-soccer pitches across the city—part of the 50-pitch, five-year project—with a virtual ribbon-cutting ceremony.

Launched in 2016, NYCSI is a first-of-its-kind \$3 million public-private partnership between the Mayor’s Fund to Advance New York City, New York City Football Club (NYCFC), the U.S. Soccer Foundation, adidas, and Etihad Airways, to create and maintain 50 mini-pitches across the city over five years and expand free soccer programming to 10,000 young New Yorkers.

Despite the COVID-19 pandemic, the initiative remains on track to complete the installation of all 50 pitches by the end of 2021. To date, a total of 37 pitches have been constructed throughout all five boroughs. Thousands

of youth now have access to free programming—including the U.S. Soccer Foundation’s Soccer for Success program run by the Department of Youth & Community Development (DYCD) and NYCFC’s City in the Community Foundation program—at these locations.

Hosted by FOX5 Lead Sports Anchor Tina Cervasio, and including a performance by Renaissance Youth from the South Bronx and a video roll call featuring a ribbon cutting from each new site, the 2020 virtual event celebrated the community spirit that has been central to NYCSI’s mission since its inception.

The centerpiece of the event was the culmination of a youth mini-pitch design contest. Students across the five boroughs were invited to submit artwork that showcased how a new safe place to play can come to life

in their local community. The top three submissions were selected by a panel of renowned urban designers, community leaders, and representatives from each of the NYCSI partners including: David Hodge (Partner at Rafael Viñoly Architects), Rick Parisi (MPFP: Landscape Architecture & Urban Design), Jon Stemp (Chief Infrastructure Officer at City Football Group), Marta Hernandez (New York City Department of Health and Mental Hygiene), Paul Philips (Bronx Community Board Four), Eric Klinenberg (Professor of Social Science and Director of the Institute for Public Knowledge at New York University).

During the virtual event First Lady Chirlane McCray and NYCFC Goalkeeper Brad Stuver, with the help of NYC Parks Commissioner Mitchell J. Silver, awarded the grand prize to Justine from PS 173 Fresh Meadows.

“Investing in recreational spaces for our children builds stronger communities and brings New Yorkers together for positive and healthy social experiences,” said First Lady Chirlane McCray. “These safe places to play will provide more youth with opportunities to participate in sports and programs where they can develop the life skills that will help them succeed on and off the pitch.”

EMPOWERED CITIES

Nearly one million people in New York City live with a disability, and approximately 35 percent of New Yorkers with disabilities live in poverty. Yet, trustworthy and accurate financial services were unattainable for these New Yorkers.

To change that, the NYC Mayor’s Office for People with Disabilities (MOPD), the NYC Department of Consumer and Worker Protection Office of Financial Empowerment, and National Disability Institute partnered to develop EmpoweredNYC with funding from Citi.

Through EmpoweredNYC, eligible New Yorkers receive free and confidential financial counseling, as well as help managing their Supplemental Security Income (SSI) or Social Security Disability Insurance (SSDI) benefits, tackling Social

Security Administration (SSA) overpayments, and transitioning to work. By the close of 2020, EmpoweredNYC had engaged more than 900 New Yorkers in 1,650 financial counseling sessions.

The impact of EmpoweredNYC was the catalyst for the creation of a new national initiative, **Empowered Cities**. Under the leadership of MOPD, Empowered Cities expanded to include the Municipal Offices of Boston, Chicago, Los Angeles, and San Francisco. Empowered Cities enables municipalities to expand financial empowerment for people with disabilities and their families. In 2018, with support from the Mayor’s Fund, New York City became the first in the country to join Empowered Cities. When COVID-19 emerged, Citi enabled leaders to reallocate funding to

include emergency management, financial empowerment, equity, employment, and affordable and accessible housing. Empowered Cities elevates the voices of municipal disability leaders from across the country and brings a disability lens to the national discussion.

“Understanding the intersections of access, equity, and financial empowerment for people with disabilities is a critical component to making sure that policies best serve their needs,” said Commissioner Victor Calise of the New York City Mayor’s Office for People with Disabilities. “This new initiative will lead to developing and sharing best practices that will greatly improve how to deliver quality and accessible services to the disability community.”



HEARTWORK AGAINST HATE

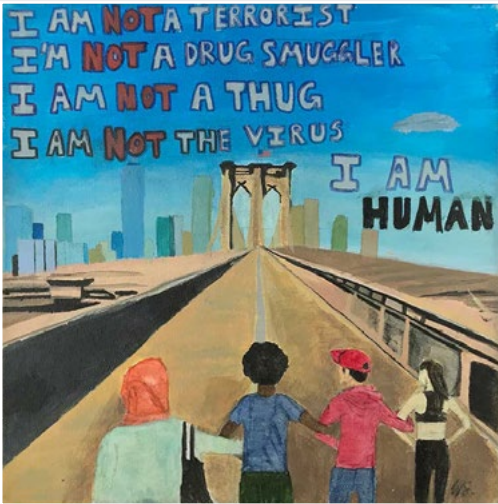
The Office for the Prevention of Hate Crimes (OPHC) partnered with the Mayor’s Fund to Advance New York City in November to launch the first-ever “HeARTwork Against Hate” art contest for New York City youth. The contest prompted young people between the ages of 10 and 18 to creatively express the positive values that make their city great while raising awareness about how everyone can stand against all forms of bias, discrimination, and hate.

Winning submissions were chosen by a panel of judges from OPHC, the Mayor’s Fund, and the Mayor’s Office of Criminal Justice, and were awarded prize money. Their artwork was also shown across the city on Link NYC digital display kiosks and digital screens throughout the MTA system during the month of December.

First place and a prize of \$500 went to 17-year-old William Fuentes from the High School of Art & Design. The second-place winner, 15-year-old Paula Kupin of Laguardia High School of Music & Art and Performing Arts, was awarded a \$250 prize. Seventeen-year-old Yisneily Morales received the third place

prize of \$100. Three young artists’ submissions were also recognized as Honorable Mentions and received \$50 awards: Emaan Fatima, 14 (Brooklyn Technical High School); Aniyah Rodriguez, 12 (P.S./I.S. 119); and Alyccia Polynice, 12 (P.S./I.S. 208).

“The young people of New York City have been and will always be a source of inspiration on how we can fight against hate by honoring our values of diversity and respect,” said Deborah Lauter, Executive Director of OPHC. “Our communities thrive when we come together to stand up against bias and discrimination, and we’re grateful to these young artists for setting an example for the whole city.”



DONOR SPOTLIGHT: OPEN SOCIETY FOUNDATIONS

*Advancing Equity for Workers and Immigrant Communities
Across New York City*

When philanthropy comes together with government and community-based organizations, our collective ability to equitably distribute resources, support, and relief is unparalleled. That belief is embedded in the mission of Open Society Foundations (OSF), which has partnered with the Mayor's Fund to Advance New York City to develop and deliver innovative solutions to many of New York City's most pressing challenges.

As the effects of the COVID-19 pandemic rippled throughout New York City, the 3.1 million immigrants who comprise about 37 percent of the city's population and 44 percent of its workforce—including approximately 360,000 undocumented workers and 48,000 undocumented business owners—were among the hardest hit. More than half of the one million essential workers who were on the frontlines of the pandemic—delivery workers, EMS staff, drivers, healthcare personnel, and more—were immigrants.

Undocumented workers and their families—approximately 738,000 New Yorkers, including 218,000 children—were particularly vulnerable. More than a third of

New York City's undocumented workforce are low-income, ineligible for most safety net assistance, and were left behind by federal stimulus packages because of their documentation status.

Recognizing the unprecedented level of need, in April 2020, OSF provided \$20 million to New York City to create the **Immigrant Emergency Relief Program**. The fund, managed by the Mayor's Fund in partnership with the NYC Mayor's Office of Immigrant Affairs, worked with over 30 on-the-ground community organizations to provide direct, one-time emergency relief payments that helped approximately 76,000 New Yorkers who were hardest hit financially by the crisis, yet excluded from the reach of the federal relief program—including undocumented workers who play a vital role in the city's economy. This funding was part of the Emma Lazarus Campaign, a national initiative funded by OSF to ensure that undocumented workers had some financial support at this perilous time.

"This crisis has exposed just how much we rely on those who provide essential services—the domestic workers, the health

workers, the janitors, the workers harvesting, stocking, and delivering our food, and so many others—and just how precarious life is for far too many people who are the backbone of our economies," said Mark Malloch-Brown, president of the Open Society Foundations. "It is time for us to appreciate the dignity of workers, who are too often unseen by our media and policymakers."

OSF's commitment to the long-term success and well-being of workers in New York City is also evidenced by their generous support of Employee Ownership NYC, the nation's largest municipal initiative for education and technical assistance around employee ownership and conversion.

Launched in December 2020 as an initiative of the Mayor's Taskforce on Racial Inclusion and Equity, the Department of Small Business Services, and the Mayor's Office of Minority and Women-Owned Businesses, the program offers businesses and workers support in adopting this compelling business model. Thanks to support from OSF and the Mayor's Fund, business owners taking full advantage of Employee Ownership NYC have

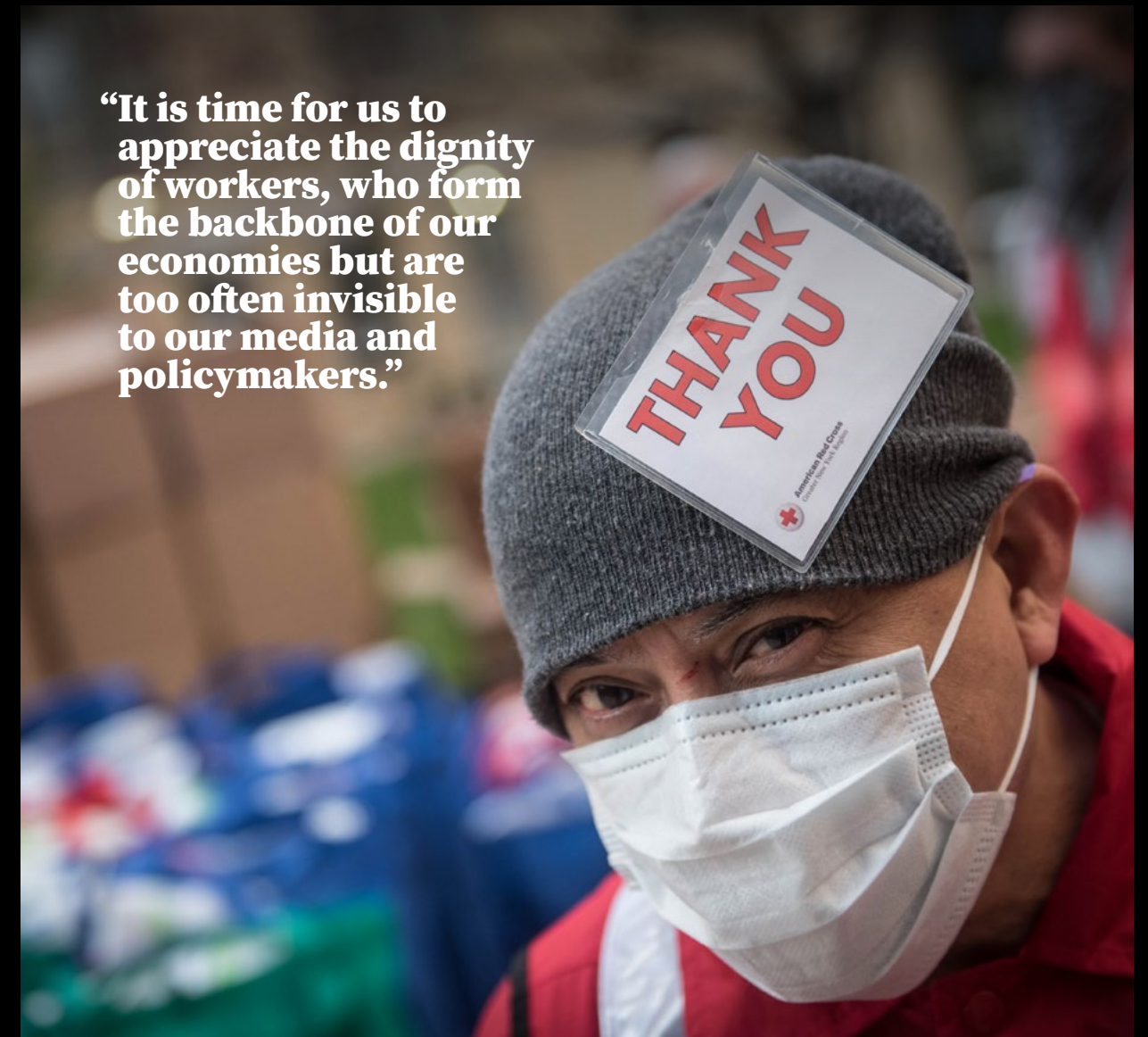
been able to access services worth \$10,000 or more in the private sector, all while building sustainable business models that offer true wealth-building opportunities for workers.

OSF has also been a central funder of Cities for Action, a coalition of mayors and county executives co-founded by Mayor de Blasio that leads the work to support stronger cities and

countries by advocating for pro-immigrant federal policies and launching innovative, inclusive programs and policies at the local level. Today, the coalition has nearly 200 members and collectively represents more than 17 million foreign-born residents across the United States. Recent OSF funding made possible the development and publication of "A Vision for Immigration Action," an articulation of

local leaders' priorities and recommendations for building inclusive, equitable and resilient communities. The coalition will promote these priorities through ongoing engagement with the Biden Administration and Congress to advocate for immigrant integration and immigration reform.

"It is time for us to appreciate the dignity of workers, who form the backbone of our economies but are too often invisible to our media and policymakers."



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FINANCIALS

Support and Revenue

Support and Revenue

Fiscal Year 2020

\$77,411,865

Fiscal Year 2019

\$29,250,633

Operating Expenses

Program Services

\$65,728,912

\$28,334,657

Management and General

\$493,681

\$394,711

Fundraising

\$572,950

\$548,594

Total Operating Expenses

\$66,795,543

\$29,277,962

Excess of Expenses Over Revenue

\$10,616,322

(\$27,329)

Non-Operating Revenue

\$1,067,050

\$1,191,937

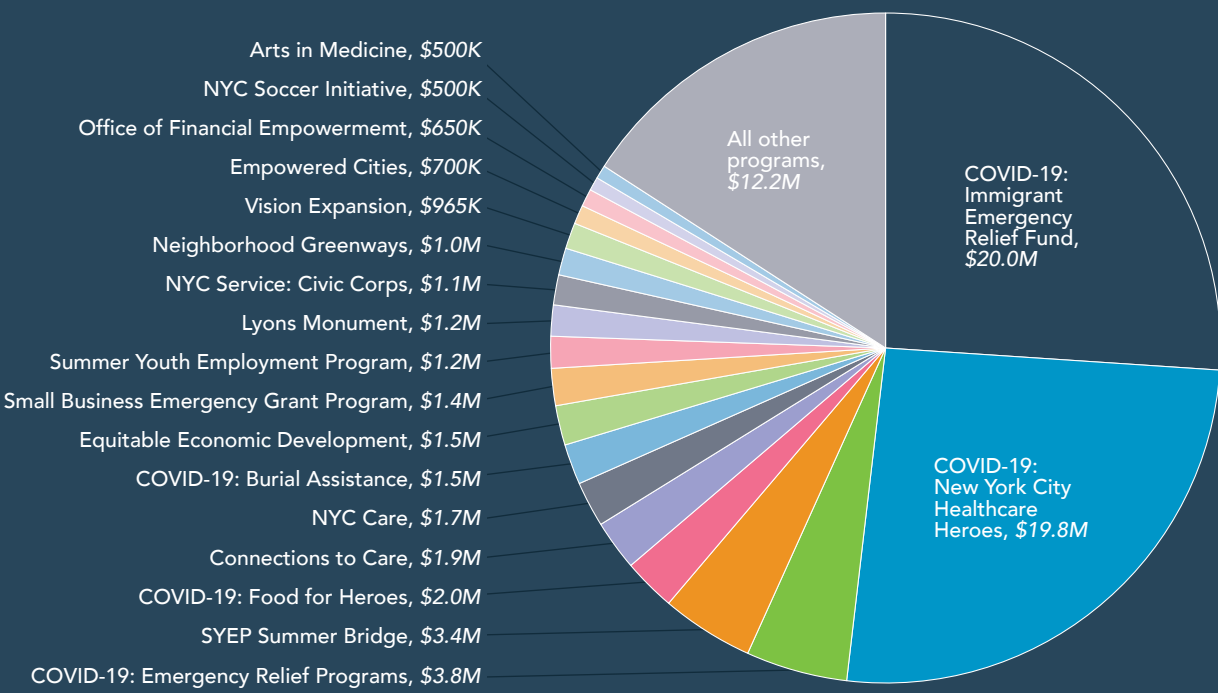
Change in Net Assets

\$11,683,372

\$1,164,608

This report illustrates the Mayor's Fund fiscal year, covering a 12-month period from July 1, 2019 – June 30, 2020. 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.

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