

2019
YEAR IN REVIEW

Partnering for **GOOD**



MAYOR'S FUND
TO ADVANCE
NEW YORK CITY

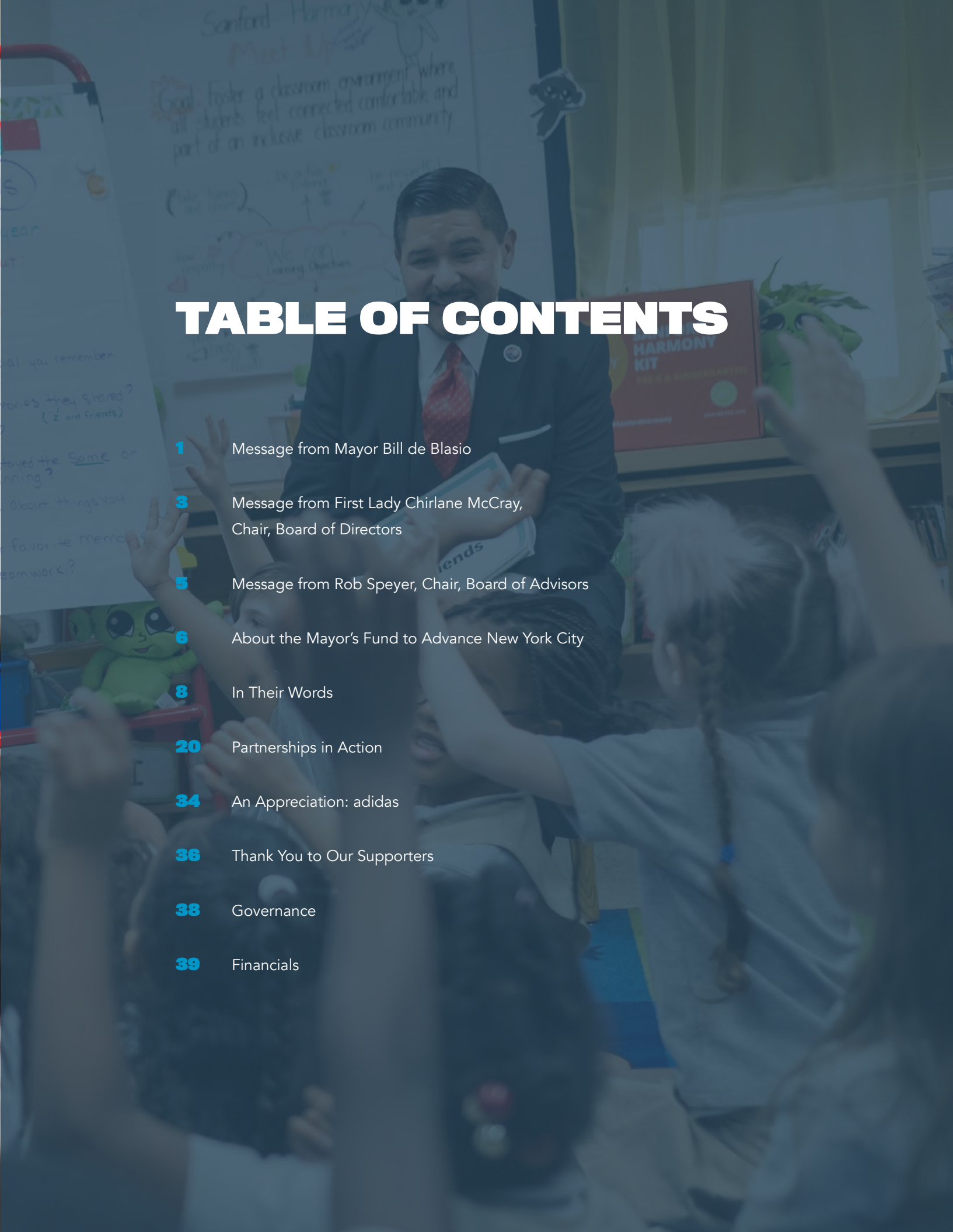


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MESSAGE FROM MAYOR BILL DE BLASIO

Every member of our administration wakes up each day committed to building the Fairest Big City in America. That means providing opportunities for all of our 8.6 million residents, and leaving no New Yorker behind. It is a mission as bold as it is necessary — and it is one that government cannot achieve alone. We rely on the support of partners in business, philanthropy, and the community, and crucial to bringing those groups together is the Mayor's Fund to Advance New York City.

Throughout our administration, the Mayor's Fund has been an invaluable partner — building relationships with the philanthropic community and private sector that allow our entire city to push for progress together. The Mayor's Fund's work changes lives, and its groundbreaking initiatives in 2019 were no exception.

Through the CareerReady NYC program, the Mayor's Fund brought together employers, educational institutions, and non-profit organizations to prepare more young New Yorkers for the workforce. For the first time, thousands of young people have access to the education, experience, and training they'll need to succeed — and each young person believes in their future. Just as important? CareerReady has given our city's businesses a new pipeline of talented young people ready to step in and contribute on day one.

This year, the Mayor's Fund also played a pivotal role in one of our most sacred missions: bringing health care to every New Yorker. In August, we launched NYC Care in the Bronx — and in just over four months, more than 10,000 residents signed up,

with each offered a primary care appointment within two weeks of enrolling. Thanks to the Mayor's Fund, thousands of New Yorkers — and their families — have the security that comes with knowing they're covered.

These two initiatives only scratch the surface. In this report, you'll read about how the Mayor's Fund has helped us build a city that is healthier, fairer, and more equitable for all. I am grateful for the energetic commitment of the Mayor's Fund Chair, First Lady Chirlane McCray; for the dedication of Rob Speyer, who chairs the Board of Advisors; and for the tireless efforts of every Mayor's Fund employee and partner who have made this work possible.

Together, I know we'll keep doing work that will change New York City for generations to come — and keep building a city where all people have the opportunities they deserve.

Sincerely,

A handwritten signature in black ink that reads "Bill de Blasio".

“Every member of our administration wakes up each day committed to building the Fairest Big City in America. That means providing opportunities for all of our 8.6 million residents, and leaving no New Yorker behind.”



MESSAGE FROM FIRST LADY CHIRLANE MCCRAY

Chair, Board of Directors

One morning last winter, Samie Alyameni, an immigration program manager at the Arab American Association of New York, heard a client screaming into her phone outside. When the client — ‘Fatima’ — came back inside, Samie was there to listen as Fatima shared how her abusive husband kicked her out of their home and was threatening to take their son away.

Samie immediately sprang into action. She arranged a mental health screening and Fatima’s emotional distress revealed a serious level of need. Through the organization’s Connections to Care program, Fatima was referred to mental health services that are provided on site by NYU Langone. Samie and her colleagues also helped Fatima get set up with food stamps and health insurance, and gave her information about a nearby women’s shelter.

The Arab American Association is one of 14 organizations across the city that participates in Connections to Care. Many of the people struggling with mental illness, substance misuse, and trauma are unlikely to seek care on their own. But when trusted organizations in their communities are equipped to recognize the need and refer them to services, people like Fatima are able to get treatment and support.

Today, Fatima is doing much better. Not only does she have a steady job, she was able to safely divorce her husband, keep her green card, and maintain joint custody of her son.

This is the Mayor’s Fund to Advance New York City at its best — bringing New Yorkers together to help each other be safe, healthy, and supported. For 25 years now, our partners have united to take on some of the city’s most pressing challenges and build stronger, more resilient communities.

This year, the Mayor’s Fund has continued to reach New Yorkers where they are, with support and services to promote wellness. In public hospitals and clinics across the city, we are partnering with the Laurie M. Tisch Illumination Fund to harness the healing power of art and music. Distressed patients can work with mentors to write about their experiences, new mothers are paired with musicians to write lullabies and bond with their babies, and Health + Hospitals staff members can enjoy an extensive art collection and find a respite from their stressful work.

And in neighborhoods across the five boroughs, we are bringing communities together through sports and recreation and helping young people develop healthy habits. Our running clubs are going strong. This year, with adidas and other partners, we launched a new basketball league for middle school girls, and opened 10 additional soccer pitches across the five boroughs.

As you read through this report, you will see many more examples of our innovative work to promote wellness and create a healthier and fairer city for all. None of this would be possible without the power of partnership.

On behalf of the entire Mayor’s Fund team, and with all of my heart, thank you for your ongoing support. We look forward to working with you to achieve even more in 2020.

Sincerely,



MESSAGE FROM ROB SPEYER

Chair, Board of Advisors

Over the last 25 years, the Mayor’s Fund to Advance New York City has built programs that benefit New Yorkers from all walks of life, grounded in partnerships that reach across sectors, agencies, and communities. From expanded youth job opportunities to better mental health care, the Mayor’s Fund has made an indelible mark on our city.

This past year is no exception. In 2019, the Mayor’s Fund supported the launch of CareerReady NYC, an initiative led by the Center for Youth Employment (CYE) that connects City government, NYC employers, and community-based provider organizations to help young New Yorkers prepare for lifelong success in the professional world.

CareerReady NYC builds on the work CYE has done since it was launched in 2015 as a project of the Mayor’s Fund. This past year, programs supported by CYE helped connect more than 100,000 young New Yorkers to work-based learning opportunities.

As a proud supporter of Ladders for Leaders, another CYE program, I can attest to the great benefits of having New York City students working inside our company. The true collaboration and exchange of ideas makes it a meaningful experience for everyone involved.

In other words, the Mayor’s Fund is helping build New

York’s communities by investing in New York’s most valuable resource — our young people — giving them tools and skills they need to succeed in the workplace throughout their lifetimes.

We are grateful for the 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. Their inspired vision and dedicated leadership have proven instrumental in helping us identify and accomplish our shared goals.

I am immensely proud of the results we have achieved over the last 25 years and I look forward to what we will accomplish in the year ahead.

Thank you once again for your support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rob Speyer'.



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.

2019 HIGHLIGHTS

\$29M

In grants and contributions received

290

Total funding partners

108

Programs, projects, and initiatives

98

Community-based organizations engaged

PARTNERING FOR GOOD



COMMUNITY



PHILANTHROPY



GOVERNMENT

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



BUSINESS



NEW YORKERS

‘It’s a Space to Grow’

**SOUTH
BRONX TEEN
BRINGS
SOCCER
PITCHES
TO LIFE
WITH LOVE
OF SPORT,
COMMUNITY.**

Five-year-old Mario, the youngest player on the field, may have been the unlikely leader among the two dozen children sitting before him under the July afternoon sun on Astoria’s Triborough Bridge Playground. But if you asked him, he would have said he was as ready as anyone. After playing soccer all day, there was just one thing standing between the group and their dismissal—the daily afternoon pep talk.

“I want to say, good job guys,” Mario said, “I appreciate you. Thank you for letting me play with you.”

Every morning for two summers, Mario had gotten dressed in his favorite New York City Football Club (NYCFC) jersey and come to the blue soccer pitch in the park with his older brother Julian, ready to learn from their Soccer Bloc coach, 19-year-old Chelsea Quito. That day, with Coach Chelsea on vacation, Mario confidently stepped up to deliver the pep talk in her stead, a skill that had been just as much a focus of Soccer Bloc’s five-week curriculum as the sport itself.

“Soccer Bloc doesn’t just teach soccer—we’re building instincts in these kids that they’ll need on the field, in their classrooms, and in their communities,” Chelsea said. “And we’re showing them that this pitch is theirs. It’s a space to grow and to have fun and where they’re always welcome.”

Soccer Bloc is a free summer soccer program developed and led by members of NYCFC’s Youth Leadership Council that combines educational activities, drills, and team building exercises for children in 10 sites throughout New York City. Soccer Bloc and Soccer For Success—an afterschool program of the U.S. Soccer Foundation—have been brought to each of the five boroughs through the New York City Soccer Initiative (NYCSI), a \$30 million public-private partnership supported by the



“Soccer Bloc doesn’t just teach soccer—we’re building instincts in these kids that they’ll need on the field, in their classrooms, and in their communities.”

Mayor’s Fund, NYCFC, the U.S. Soccer Foundation, adidas, and Etihad Airways to build and maintain 50 mini-soccer pitches and provide free programming to 10,000 young people by 2021.

Now in its third year, NYCSI has opened pitches in 30 neighborhoods, transforming underutilized land into spaces that inspire joyful play and strengthen community. The Mayor’s Fund acts as the connective tissue of the initiative, strategically deploying resources from each of the partners, and utilizing each pitch site as an incubator for promising programs in neighborhoods that have historically had limited access to such opportunities.

“When we invest in recreational spaces for our children, it is more than designating a play space; we energize entire communities and bring neighbors together for positive and healthy social experiences,” said First Lady Chirlane McCray.

When the first NYCSI pitch popped up in Chelsea’s South Bronx neighborhood in 2018, it wasn’t hard for her to imagine the impact it might have on her community. At age 12 she’d begged her mother to enroll her in South Bronx United’s recreational soccer league. Back

then, she said, her neighborhood had few free and accessible places to play.

Soccer for Chelsea soon proved to be a way to be seen and recognized—an important thing for a pre-teen girl with busy, working parents. On her South Bronx United team, she found herself playing alongside other girls like her: children of immigrants who cared deeply about their culture and community. She saw that for some, soccer could strengthen family relationships, while for others it provided a reprieve from challenges at school, in their neighborhoods, or at home.

“Soccer is always fun, but the reasons kids choose

to play are often really emotional,” Chelsea said. “Sometimes it’s to make their parents proud, sometimes it’s an escape. For me, the team was like a family—a place where we related to each other and were understood.”

Chelsea’s time with South Bronx United also sparked another lifelong passion for her: working with children. She spent countless volunteer hours coaching teams of younger kids and was eventually hired for a paid position and given a chance to attend a youth leadership training. It was there that she was introduced to NYCFC and joined the Youth Leadership Council.

“The growth I’ve seen in the kids has been amazing,” Chelsea said. “They’re taller and are a little better at soccer, sure, but they’ve learned so many other things. They ask questions and engage deeper. They teach me as much as I teach them.”

When Chelsea isn’t spending her summers at Soccer Bloc, she’s in school studying international business and always finds time for afterschool coaching. And while the rest of her young adult life is still taking shape, she knows that soccer, and building a love of the sport in others, will always be a part of it.

“When days are hard, I think about Mario’s pep talk, or the dozens or other stories I could tell, and they keep me going,” she

said. “They remind me that there’s something I can put my everything into.”

While the work of the Mayor’s Fund and NYCSI will continue through 2021 as 20 more pitches take root in neighborhoods across New York City, the impact of the work will last for decades to come.

“It isn’t just a blue piece of concrete,” Chelsea said. “It’s an opportunity. It can change your life if you use it properly.”



‘I’ve Been Through What You’ve Been Through’

HARLEM CREDIBLE MESSENGER USES HIS EXPERIENCES TO KEEP YOUTH OUT OF THE SYSTEM.



If you ask Thomas Porter about his most memorable basketball game, without hesitation, he will tell you it was on July 8, 2012.

He will also tell you, with a laugh, that he lost by only two points. But it didn't matter. It was the first basketball game he'd ever played with his father, who had just come home to Harlem after 32 years in prison.

"It looked like a street basketball league outside the way the crowd was surrounding us and watching us play," Thomas said. "The whole family was there. It was beautiful."

Thomas's mother was three months pregnant with Thomas when his father began his prison sentence, so the physical aspects of fatherly bonding—like playing basketball—never factored into the relationship they shared. Instead, Thomas said, there were letters, pictures, and money orders; hundreds of them over decades. There was near-constant communication and reassurance, and never a lack of love or support, which Thomas now sees as defining components of healthy parenting and effective mentoring.

He uses them every day, both as a father to his 20-year-old son and as a senior mentor at Harlem Commonwealth Council for Arches Transformative Mentoring, a program of the New York City Department of Probation (DOP). DOP is a partner in the Credible Messenger Justice Center, which is supported in part by the Mayor's Fund. Centered around the belief that communities have within them the resources to lift up people involved in the justice system, the Credible Messenger Justice Center aims to improve, legitimize, and disseminate the practice of credible messenger mentoring by working through and alongside programs like Arches.

Through the program, credible messengers—specially trained adults who have relevant life

experiences—are matched with young people who have been involved in the justice system. Community-based organizations employ the credible messengers, who work with probation officers to help young people make better and safer decisions, pursue their goals, and repair relationships with their families and communities.

"This is the natural way," Thomas said. "When young people come home, they come directly back to the neighborhood. Us credible messengers, we're not people they can easily brush off and say, 'You don't know what I've been through.' We're here to say 'I believe you. I've been through what you've been through.'"

The message of shared experience that Thomas relays to his mentees bears some relevance for his son as well. Thomas began a 10-year prison sentence—of which he served eight years—when his son was two.

"I look back to when I was growing up with my pops not physically there, he was sort of indirectly teaching me to be a father from prison," Thomas said.

Early into his sentence, Thomas made the decision to focus on what

life would be like when he got out of prison—what he'd do to keep himself out, and how he'd make sure young people in his community never came to prison in the first place. He earned his GED and, for the first time, started thinking about college.

Thomas also made himself one important promise.

"I told myself I'd never glorify the prison bid—the fights, the violence, the tough guy stuff," Thomas said. "These war stories we tell, they're only prompting these kids to get ready for prison one day themselves. That's how it was for me."

So Thomas embraced the positive. He got into a violence prevention program and started attending peer mentoring groups, all while writing letter after

letter to his son and his father. Eventually he started his own group, Young Men in Touch, which brought men under the age of 35 together on a regular basis to share stories and build for the future.

"Our biggest call to action was, 'Prepare yourselves for when you get out because you're going to be somebody out there,'" Thomas said.

Thomas was released in December 2010 and hit the ground running on the path he'd charted for himself while in prison. He got a job at a local grocery store and continued to grow another program he helped create while incarcerated called How Our Lives Link Altogether (HOLLA), which uses storytelling and outreach to deter young people of color from paths that lead to the justice system.

Before long, he was approached to be a founding member of what, at the time, was a pilot mentoring program for at-risk youth. Later named Arches, the program promised to deliver a new approach that sought to build trust and inspire change within communities.

Seven years later, the Arches approach has proven effective. Published in 2018, a multi-year study conducted by the Mayor's Office for Economic Opportunity and the Urban Institute showed that Arches participants had a 69-percent lower felony reconviction rate than the comparison group within 12 months of starting probation, among other

positive outcomes.

The study also showed that Arches participants—particularly those 17 and under—improved their relationships with others and their self-perception, due in large part to the "family-like atmosphere" the program provides.

"Everybody has a rough draft," Thomas said. "It's my job to meet you where you're at and work with you through that rough draft. Because those positive changes that happen in the program don't just happen in a vacuum. They bring that back to their communities."

Because of the support provided by the Mayor's Fund, Arches and other programs under the umbrella of the Credible Messenger Justice Center, have connected thousands of young people across New York City with dedicated, trained credible messengers like Thomas.

For Thomas, Arches has been one of many ways he is making good on the promise he made in prison to his son, his father, his community, and himself.

"For a lot of us, in prison is where we found ourselves," he said. "In that struggle, in that pit, we found our gifts, we found our wisdom. We found all the things that made us into who we are right now."

"Everybody has a rough draft. It's my job to meet you where you're at and work with you through that rough draft."



‘A Marathon, Not a Sprint’

**BROOKLYN
MAN WORKS
HIS WAY TO
EMPLOYMENT
WITH
SUPPORT OF
NYC: ATWORK.**

Jonathan, a 45-year-old Brooklynite, has been a student for almost half of his life, and he has the academic resume to prove it: a bachelor's and a master's degree in biology, another bachelor's in computer science, New York State teaching credentials, and multiple computer science certifications.

Despite all of Jonathan's intellectual achievements, until 2019 he hadn't had full-time work in more than a decade. He lives with bipolar I disorder, and the often intense anxiety and depression that go along with it have always kept him from pushing through "those last hundred yards" to land a job, he said.

"Simply writing a resume was an anxiety-provoking event, and when my anxiety is high enough for long enough, it triggers depression," Jonathan said. "A job search is like a marathon, not a sprint. It's something you keep up with day after day, and every rejection letter would hurt worse than the last. I would just fall apart. I would be done."

Over the years, Jonathan had attended countless resume workshops, spoken to career counselor after career counselor, and heard every tip in the book on how to successfully gain employment. Still he'd remained unemployed and increasingly worried, after the death of his father, that he'd no longer be able to afford the rent-stabilized family home when his mother passes away.

"I've always known what the problem is, I've just never been able to get the help that I needed in the way that I needed it," Jonathan said.

Then in 2018 he got an email from his CUNY LEADS disability counselor at Brooklyn College that made him hopeful, he said. It was a referral to NYC:



Abby Mayerhoff (left) reviews Jonathan's resume with him at the MOPD offices. Abby provides crucial support to Jonathan and others throughout their job searches.

ATWORK, an initiative of the Mayor's Office for People with Disabilities—supported by the Mayor's Fund—that connects people with disabilities who are unemployed or underemployed to meaningful, living wage jobs across the five boroughs.

NYC: ATWORK accomplishes this through programs like the abillTy Cisco Academy, which uses a train-in-place model to prepare individuals with disabilities for jobs in network security. Hosted by, and created in partnership with the Institute for Career Development (ICD), the abillTy Academy combines soft-skills training and business engagement opportunities, not only providing students with a direct connection to employment, but also engendering an environment where they can build a deep professional network.

After Jonathan graduated in February 2018 as a member of the academy's inaugural cohort, he worked with his NYC: ATWORK relationship manager, Abby Mayerhoff, to secure a summer internship at New York City Cyber Command, which

leads the City’s cyber-defense efforts. It was the reintroduction to the workforce he’d long been craving.

“I’ve spent a lot of time stuck in my apartment, not wanting to go out,” Jonathan said. “So having somewhere to go every day where you have work to do and where you’re needed, some place that gets you out and walking around, it’s simple but it means everything.”

When his internship ended in the fall, Jonathan feared he’d fall back into old cycles of anxiety that would paralyze his job search before he even began. But instead he found that the support provided by NYC: ATWORK was precisely what had been lacking for him in the past.

In addition to scouring job boards for positions that fit Jonathan’s unique and expansive skillset, Abby conducts outreach to employers and even works one-on-one with Jonathan to edit and refine his application materials. Recently, Jonathan noted a new milestone in their work together.

“In the margins of my cover letters, I usually find the tracked changes and feedback, all of which I appreciate,” he said. “This time she said ‘Jonathan, I think this is a really strong one.’ And I believe her.”

True to his roots as a dedicated biology student, Jonathan applies a scientific lens to most things he encounters, including his own experience with mental health.

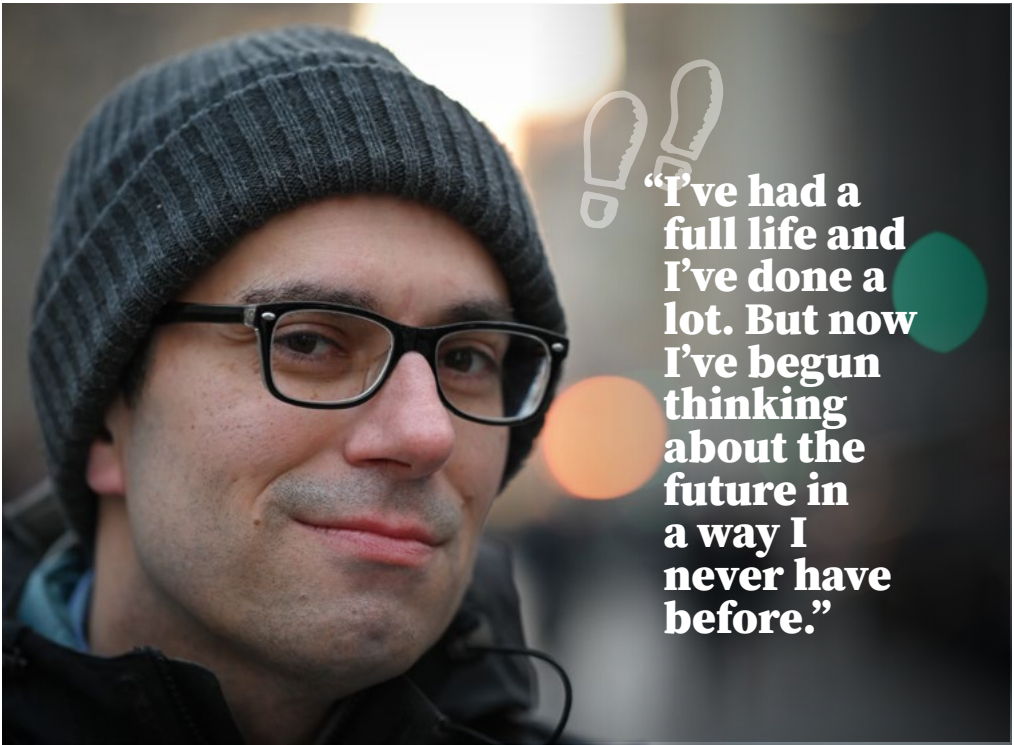
“I always tell myself, ‘exposure leads to extinction,’ meaning that if I just do enough resumes and cover letters and applications, and if I just have a rhythm that works, eventually I know my anxiety will recede,” Jonathan said. “To have a counselor who knows something about

disabilities and can understand the ways in which my mood disorder impacts my life has made all the difference.”

Because of the public-private partnerships facilitated by the Mayor’s Fund—and support from the Poses Family Foundation, Kessler Foundation, ICD, Craig H. Nielsen Foundation, JE & ZB Butler Foundation, UJA-Federation of New York, BNP Paribas, Standard Chartered Bank, and New York State Adult Career and Continuing Education Service-Vocational Rehabilitation—NYC: ATWORK has been able to create a centralized pipeline of candidates like Jonathan, who are pre-screened and qualified for positions that employers across the city need to fill.

For Jonathan, that has meant that he has now secured a college aide position at NYC Cyber Command, in addition to the part-time offer he accepted as an assistant instructor for ICD.

“I’ve had a full life and I’ve done a lot,” said Jonathan. “But now I’ve begun thinking about the future in a way I never have before.”



‘I Give Them Their Time to Talk’

IMMIGRATION PROGRAM MANAGER WEAVES C2C MENTAL HEALTH SKILLS INTO EVERYDAY WORK WITH CLIENTS.

Samie Alyameni's face usually isn't the first one people see when they enter the Arab American Association of New York's (AAANY) Bay Ridge office. She spends the majority of her time in her small office down the hall, sitting across from clients and diligently documenting their stories for citizenship applications, which she helps complete as AAANY's Immigration Program manager.

"It's sometimes painful to look people in the eyes as they talk about the hardships they faced in their countries," Samie said. "It can shock you, the things people go through."

She works purposefully to build a rapport with clients, offering small kindnesses—a glass of water, a 10-minute break, sincere nods and genuine looks of care and concern—to help them get through each detail in a safe, quiet, and comfortable environment. But on a rare winter morning when Samie was covering AAANY's front desk for a colleague, she had none of that to fall back on when she noticed a woman she had never met shouting into her cell phone outside.

"I just thought, 'I know this woman is going to come in here and need someone to talk to about what's going on.'" Samie said. "I was the first person she saw, so she came to me."

Samie found out the woman's husband had been cheating on her and abusing her. He had kicked the woman out of their home and was trying to take her son away. She was in the US on a green card, and had no relatives to turn to and no place to stay. The woman was distraught.

For a moment, Samie's reaction was to panic. Then she remembered the training she had received through Connections to Care (C2C), which empowers staff at organization's like AAANY to deliver evidence-based skills to improve the mental health and other outcomes of their participants. Samie brought the woman to her office, walked her through a brief depression screening, then referred her to mental health services offered through AAANY's partners at NYU-Langone. She also



"In these communities, people are often scared to talk about what they're going through. They don't want to be labeled as 'crazy.' We always try to assure them that everyone goes through something at some point."

worked with her colleagues to set the woman up with health insurance and food stamps and directed her to a nearby women's shelter.

For months, Samie noticed the woman's situation steadily improving; she got a job, found a place to live, was able to divorce her husband while keeping her green card, and got joint custody of her son.

"When I think of success, I think of her, because she got to keep her son, and that's all she really wanted," Samie said. "I'm still learning how to help these clients, but our mental health providers here are teaching me all the time."

Launched in 2015 by the Mayor's Office for Economic Opportunity and the Department of Health and Mental Hygiene with support from the Mayor's Fund and private funders, C2C integrates mental health services at trusted non-health community-based organizations that serve vulnerable populations. Fourteen community-based organizations, including AAANY, deliver C2C around the city.

When Samie was first introduced to Mental Health First Aid and Motivational Interviewing through C2C, the idea of being a resource and a connector for those around her was not new to her. Growing up in Queens, she acted as a translator for her mother's friends who recently immigrated to the US, helping teach them to ride the bus or train, make doctor's appointments, and fill out paperwork.

When she joined AAANY as an intern in 2016, Samie quickly recognized it as a place where she could deepen her knowledge and expand her contributions to her community. AAANY's services are focused on adult education, advocacy and civic engagement, youth development, and social services, but Samie says the mental health skills she's learned have had a profound impact on more than just on her clients' immediate mental health needs. It has changed the way she does her job.

"Now I focus on listening. I give them their time to talk to me, because I don't feel they get that time anywhere else," Samie said. "It's so important for them to be able to release what's inside, and it

makes me better able to help them."

In an interim evaluation report published by the RAND Corporation in 2018, RAND found that staff and clients alike noted changes in the way they approach mental health issues as a result of C2C. Community-based organizations participating in



C2C also say that it has helped reduce the stigma associated with mental health services.

"In these communities, people are often scared to talk about what they're going through. They don't want to be labeled as 'crazy,'" Samie said. "We always try to assure them that everyone goes through something at some point."

Because of the support of the Mayor's Fund, 1,736 staff members have been trained and 38,264 individuals have been reached through C2C. In 2019, the City of New York announced plans for the program to grow even larger, investing \$2.5 million per year through ThriveNYC to bring C2C to 10 NYCHA developments being served by the Jobs-Plus program, bringing mental health support to 6,000 residents in public housing each year.

"Most people don't know these resources are out there for them," Samie said. "So that's my job, to tell them I'm here to listen."

CAREERREADY NYC

The dramatic rise in high school graduation rates ranks among New York City’s most impressive recent achievements. With just 48 percent graduating in 1995, the figure for 2018 was nearly 76 percent. In the knowledge economy of the 21st century, while completing high school is a necessary step toward career success, it is not sufficient in and of itself. Still unknown is how many New Yorkers are building on that promising start to achieve the long-term goal of economic security. And there is reason for real concern: for every 100 New York City students that begin high school, only about 25 will complete an Associate’s or Bachelor’s degree within 12 years.

The lifetime earnings gap between workers with and without college degrees has risen over recent decades to around one million dollars.

To help students to complete degrees that launch them toward success, the conversation around careers must start long before freshman year begins. That’s where CareerReady NYC comes in.

Launched in July 2019, CareerReady NYC builds upon several recent successes of New York City’s education and workforce systems. These include significant gains in college readiness as well as high school

graduation; CUNY’s renewed commitment to career readiness across its 24 campuses; and the evolution of the Summer Youth Employment Program (SYEP), run by the Department of Youth and Community Development. SYEP, which has placed NYC youth

CareerReady NYC connects these pieces through new partnerships and program initiatives to provide earlier and stronger emphasis on career exploration and work-based learning activities. CareerReady NYC will support students and their

“New York City has launched transformative campaigns to reset the City’s finances, reduce crime to record lows, and radically expand housing stock... Partnership was the key to all these efforts”

into jobs each summer since 1963, has more than doubled in size over the last six years: it now serves approximately 75,000 youth annually, boasting a robust set of program options, clear developmental goals, and growing alignment to school-year activities.

families to make better informed and more intentional decisions regarding college and career—and help deliver better outcomes at every step along the way, from high school selection through college completion and transition into the labor market. Program priorities include Exploring



Futures, a pilot in six middle schools that guides students through initial career exploration; the CareerReady Institute, a technical assistance resource for high schools, service providers, and employers to support higher quality work-based learning experiences; and expansion of paid internships at select CUNY campuses.

The core of CareerReady NYC is a holistic “career readiness framework” that sets developmentally appropriate goals and milestones in the context of youth development. With this framework in hand, City government, employers, educational institutions, and community-based organizations

can coordinate their efforts to ensure that every young New Yorker has the opportunity to build a career that is sustainable and meaningful to them.

CareerReady NYC represents a natural evolution for the Center for Youth Employment (CYE), created in 2015 as a project of the Mayor’s Fund to expand and improve opportunities for New York City youth to gain work experiences, add skills, and explore potential career interests. Over the past five years, CYE has cultivated a network of more than 200 partners in the public, private, philanthropic, and nonprofit sectors to facilitate a bigger and better network of youth employment opportunities.

In recent decades, New York City has launched transformative campaigns to reset the City’s finances, reduce crime to record lows, radically expand housing stock, and ensure physical sustainability through the 21st century. Partnership was the key to all these efforts, and will similarly determine the course of CareerReady NYC. Success will ensure not only that more of those 100 high school freshmen eventually go on to earn their college degrees, but that they enjoy fulfilling and remunerative careers that benefit their families, their neighborhoods, and the city as a whole.

Mayor Bill de Blasio and Chancellor Richard Carranza announce a record-high 48,782 students in the class of 2018 enrolled in college, at the High School of Telecommunication Arts and Technology in Bay Ridge, Brooklyn on November 21, 2019.



REACHING 30 COMMUNITIES WITH NYC SOCCER INITIATIVE



First Lady Chirlane McCray, joined by partners, elected officials, and community members, unveils the 30th mini soccer pitch in Flushing Meadows–Corona Park on October 10, 2019, as part of the New York City Soccer Initiative. Young soccer stars break in the pitch with drills and games led by New York City Football Club players and staff.



NYC CARE

In New York City, more than 600,000 individuals are uninsured, approximately half of whom are currently ineligible for health insurance or unable to afford it. To address this, in January 2019 the de Blasio administration announced the launch of the largest, most comprehensive initiative in the nation to guarantee health care for every New Yorker.

NYC Care gives New Yorkers who cannot afford or are not eligible for insurance access to a dedicated primary care provider, allows them to receive preventative care and routine screenings, gives them access to specialty care services, and allows them to make appointments and navigate their health care needs through a 24/7 customer service center. The program is expected to dramatically change the way the City’s public health system connects people to care at NYC Health + Hospitals’ more than 70 patient care locations throughout the five boroughs by the end of 2020.

Launched first in the Bronx in August 2019, NYC Care enrolled more than 10,000 individuals in the borough in four months, two months ahead of projected schedule. To date, all new members were offered a primary care appointment within the first



NYC Care workers pass out information on launch day in the Bronx, August 1, 2019.

two weeks of enrolling.

“In the world’s wealthiest nation, no person should ever have to choose between taking their child to the doctor and putting food on the table,” said Mayor Bill de Blasio. “In New York City, we are making this right a reality, and providing low-cost affordable health care to all those who need it. With over 10,000 Bronxites now enrolled in NYC Care, we are showing firsthand what it means to be a city that puts working people first.”

Through a partnership between the Mayor’s Office of Immigrant Affairs, NYC Health + Hospitals, and the Mayor’s Fund, five

community-based organizations were funded to conduct culturally appropriate outreach to prospective NYC Care members in the Bronx. Additionally, a borough-wide multilingual public awareness campaign was launched, featuring advertisements in public transportation, social media, neighborhood stores, ethnic and community media, and LinkNYC terminals, as well as street marketing outreach and special ethnic media partnerships.

NYC Care began enrolling individuals in Brooklyn and Staten Island in early 2020.

THE CIVICS AND ARTS FUND

Building on the City of New York’s ongoing efforts to strengthen local civic engagement and bolster support of New York’s diverse art and cultural institutions, the Mayor’s Office of Strategic Partnerships in June 2019 launched the Civics and Arts Fund. A partnership between the Mayor’s Fund, the New York City Department of Cultural Affairs, DemocracyNYC, and the Mayor’s Office of Media and Entertainment, the fund supports opportunities for young New Yorkers to connect with local arts productions and projects that help elevate civic culture and engagement.

“New York City is home to some of the world’s best art and theater, and yet it’s not accessible to all,” said Mayor Bill de Blasio. “With this initiative, the City is

taking steps to change that.”

The Civics and Arts Fund works with partners across New York City’s iconic art and performance institutions—from Broadway to Museum Mile to borough- and community-based groups—to connect young people to performances and creative programs that promote civic learning, engagement, and discourse. Throughout the summer, the Fund sent nearly 400 young people to see the Tony Award-nominated play and Pulitzer Prize finalist *What the Constitution Means to Me*, which thrilled audiences by exploring creator Heidi Schreck’s relationship to her family and our nation’s founding document.

Educational materials to supplement the experience

and promote discussion were developed in partnership with New York Theatre Workshop, the Debate Society, The Gilder Lehrman Institute of American History, and The New-York Historical Society.

“As a high schooler myself in the midst of political turmoil, it’s so easy to block out anything happening in our nation’s capital,” said NYC 10th grader Pilar Lu Heda, who attended the production with nonprofit Girls Write Now through the Civics and Arts Fund. “But this show proves that there’s so much more to the Constitution and America as a whole than its current leaders, and that history reach so much deeper, even when going back no more than 40 years.”



Heidi Schreck in her play “What the Constitution Means to Me” on Broadway at the Helen Hayes Theater.

CELEBRATING 25 YEARS OF PUBLIC-PRIVATE PARTNERSHIP

The Mayor's Fund commemorates its 25-year anniversary on June 26, 2019, honoring Rob Speyer, Kathryn S. Wylde, Safe Horizon, and Robin Hood, for their decades of commitment to improving the lives of New Yorkers from all walks of life. Grammy award winning gospel and R&B singer BeBe Winans, as well as youth performers from the Renaissance Youth Center, entertain attendees at the Gracie Mansion event.



STARS + SMILES

The vast majority of New York City’s 210,000 veterans are not eligible for dental care through the United States Department of Veterans Affairs, which requires that veterans either be considered 100-percent disabled or that their needs be service-related to qualify for coverage. In fact, approximately 90 percent of veterans who have care under the VA are not eligible for dental services.

The connection between dental health, overall health, and improved outcomes—educational, vocational, and occupational—is clear.



George (right), a New York City veteran, smiles with his dentist.

Compromised dental health can create feelings of shame that keep veterans from engaging with other resources aimed at their advancement.

That’s why the New York City Department of Veterans’ Services (DVS) and the Mayor’s Fund partnered with the Dental Lifeline



Mayor Bill de Blasio and First Lady Chirlane McCray deliver remarks at a breakfast reception in honor of Veterans Day at Gracie Mansion on November 11, 2019.

Network (DLN) in 2019 to launch Stars + Smiles—a pilot program to provide 125 veterans who have severe dental health issues with free dental care through DLN’s New York Donated Dental Services program.

Eligible veterans include individuals with a permanent disability, those who are 60 years old or older, those who are low-income, or those who are medically fragile. DLN care coordinators qualify each patient and directly connect the ones who qualify to local dentists who provide comprehensive care including cleaning, dental fixtures, oral surgery, and lab work, all free of cost.

The pilot aims to fill a major gap in federal VA care by providing

quality dental services that are local, easy to access, and reliable. It will also help the City of New York and DVS gain a better understanding of the dental needs among New York City’s most vulnerable veterans, and potentially pave the way for an expansion of these services to a larger population.

“I’m so grateful that there are still people in this world who care, and now every time I smile I’ll never forget that I’m no longer embarrassed to smile and speak to strangers,” said George, a New York City veteran and DLN patient. “I wake up now with an extra pep in my step excited about the day and the fact that I can contribute to society again.”

LYONS FAMILY MONUMENT

Across New York City, monuments and memorials are underway to better reflect the diversity of the five boroughs and celebrate those who have made remarkable contributions in this City’s history. Seeking to expand and support that work, the Mayor’s Fund, the City of New York, and the City Parks Foundation in November announced plans to create and maintain a monument in Central Park honoring the Lyons Family.

Consisting of Albro Lyons, Mary Lyons, and their daughter Maritcha Lyons, this African American family participated in some of the most seminal movements of the 19th and 20th centuries. As property owners in Seneca Village—New York’s first free black community—their home was condemned and cleared to build Central Park. The family ran an Underground Railroad station and had their

business sacked and burned during the racist Draft Riots in 1863. Maritcha Lyons went on to co-found the Woman’s Loyal Union of New York and Brooklyn in 1892, among the first women’s rights and racial justice groups in America.

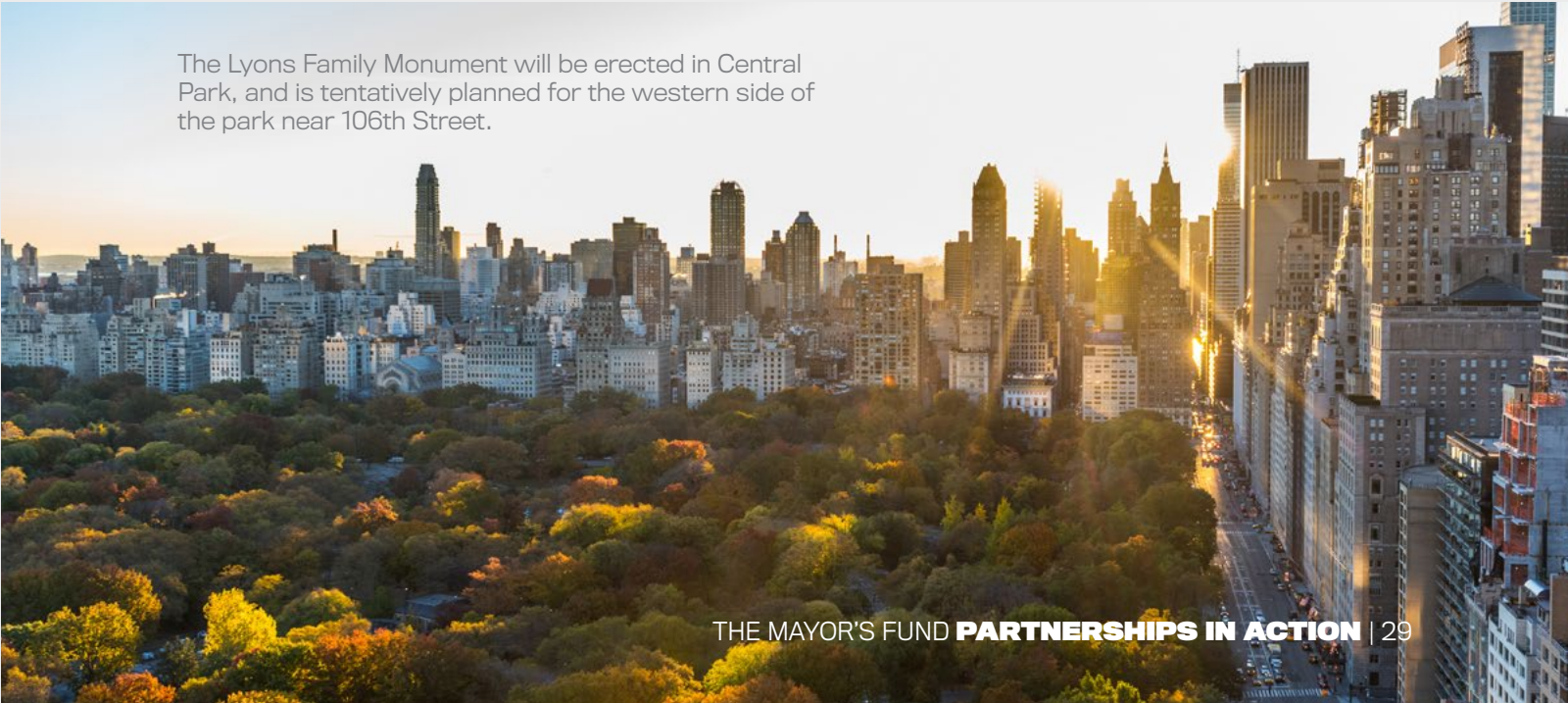
“The Lyons family story began more than a hundred years ago in a thriving black community that was razed to build Central Park,” said Deputy Mayor of Housing and Economic Development Vicki Been. “We are so proud to share their story of overcoming tremendous hardship and prejudice to make our city a more equal and just place for all New Yorkers.”

The monument, funded by the Ford Foundation, The JPB Foundation, the Andrew W. Mellon Foundation, and the Laurie M. Tisch Illumination Fund, represents another step toward

fostering a more diverse and inclusive public art collection for the City. Along with the planned Women’s Suffrage monument, it will be the first commemorative sculpture placed within Central Park’s borders since the 1950s.

As the City’s premier space visited by millions every year, Central Park is a particularly important venue for presenting public monuments. While the artists and artworks installed in and near the park in recent decades have been more diverse, the overall collection remains skewed toward white male figures and artists. This monument will help present a fuller depiction of city history and keep New York City on the forefront of addressing the historical imbalance in representation in public art.

The Lyons Family Monument will be erected in Central Park, and is tentatively planned for the western side of the park near 106th Street.



A PARADE FIT FOR WORLD CHAMPIONS



The US Women's National Team celebrates their second consecutive World Cup title with a ticker-tape parade through lower Manhattan's Canyon of Heroes on July 10, 2019, culminating in a ceremony on the steps of City Hall where Mayor Bill de Blasio and First Lady Chirlane McCray honored the champions with keys to the City.



NYC SERVICE DESIGN STUDIO

Aiming to embed a different model for bringing design into the public sector, in 2017 the Mayor’s Office for Economic Opportunity—with support from the Mayor’s Fund and Citi Community Development—launched the Service Design Studio. The new model practiced by the Studio embraces deep partnerships to not only create better services and programs for residents, but also to teach City employees how to utilize this design methodology throughout their ongoing work and well beyond the scope of any single project.

The Studio launched its Designing for Opportunity open call for projects in January 2018, inviting all New York City government agencies to propose how a service design process could help them address poverty-related challenges. The winning proposal went to the Community Based Strategies (CBS) team within the Administration for Children’s Services’ (ACS) Division of Prevention Services.

From March 2018 to June 2019, the CBS team partnered with the Studio to use service design methods to understand and enhance the experiences of families, and those who support them, throughout their enrollment in ACS Prevention services. During that time, ACS

and the Studio partnered with parents, advocates, service providers, and internal ACS teams to understand how families experience Prevention services, and explore how family

“There is something about this work that has other City agencies also standing up and taking a look at what ACS can do and reimagine how contracts are procured because we have taken



could have more agency in selecting service providers and experiences.

Together, the team generated and tested a dozen prototypes aimed at helping to create more dignified, informed, and empowering experiences for families in Prevention services. The project has also led to longer term outcomes, such as influencing a new RFP for Prevention services to include user-centered language and reporting methods, and ACS employees embracing design as a vehicle for positive change.

the approach to include the voices of those impacted by this work,” a project team member said.

In addition to their Designing for Opportunity projects, the Studio hosts workshops, a community of practice that meets bi-monthly, the Civic Design Forum, and weekly Office Hours, serving as an on-call resource for City agencies looking to make services or programs more accessible to the people they serve.

ARTS IN MEDICINE

Seeking to promote emotional well-being and foster healing, wellness, and engagement among patients, families, employees, and members of the greater NYC Health + Hospitals community, the Mayor’s Fund and NYC Health + Hospitals launched Arts in Medicine in February 2019.

Supported by a \$1.5 million grant from the Laurie M. Tisch Illumination Fund, the initiative allows NYC Health + Hospitals to launch new programs—and expand existing ones—that use the arts as a resource to promote employee wellness and resilience and to address compassion fatigue and staff burnout. The three-year grant significantly expands arts programs within

the public hospital system, which serves approximately 1.2 million New Yorkers annually.

“New York City’s health care providers are on the front lines every day and we must support them in every way we can,” said First Lady Chirlane McCray. “Art is an important tool that can reduce stress and promote healing and should be available to everyone.”

As part of Arts in Medicine, in July Health + Hospitals selected nine artists to lead community-based mural projects at eight hospitals across New York City. The collaborative mural-making process is a tool to encourage creativity, build trust and engagement between the hospitals and their communities,

and foster pride in the hospitals through community-building activities.

The project builds upon a mural tradition that started in the 1930s when the depression-era Works Progress Administration supported the creation of hundreds of murals across New York City’s public hospitals, and that continued decades later with murals by artists such as Keith Haring and Kenny Scharf.

NYC Health + Hospitals curates the largest public art collection in New York City and is committed to preserving more than 5,000 works of art and making them accessible to the public.

First Lady Chirlane McCray visits NYC Health + Hospitals/Bellevue for the launch of Arts in Medicine on February 27, 2019.



AN APPRECIATION: ADIDAS

A Conversation with Ernesto Bruce, adidas General Manager of Key Cities, New York and Los Angeles

In what ways is adidas committed to improving the lives of New Yorkers?

Truly, our vision is that through sport we have the power to change lives. So if that's where we begin, then as we write strategy and decide where to invest, we look at it through sport. In New York, specifically, we wanted to go grassroots and see how we can make an impact on the ground. That's where our partnership with the Mayor's Fund, the US Soccer Foundation, and the New York City Football club to build 50 soccer fields through **NYC Soccer Initiative** began. That was the catalyst.

We're now also investing in **adidas BEYOND**—reaching out to high school kids and teaching them about the benefits of running—and even more recently, **She Breaks Barriers**, where our focus is keeping girls in sport. For us that includes three main things: providing access for girls to play sport, whether that's through facility rentals or transportation to get girls to their events safely; removing stereotypes through the types of coaches we bring in and the diversity of athletes we introduce girls to; and ensuring equality, which means leveling the playing field from a pay perspective on our sponsorship of athletes.

Investing in the future, investing in communities, and keeping people in sport is what we believe in. We don't want to just have people buy and sell, we want to really connect.

How does public-private partnership help adidas achieve its goals?

With these types of partnerships, we're able to have a direct impact into targeted programs, versus just a standalone. Without it, we could potentially be investing in things that don't have long-term viability.

The Mayor's Fund has served as a crucial guide in that respect. As the public side of the public-private, their goals are to do what's best for the city and what's best for the people in the city. And as an organization they're able to listen to what we're wanting to do and help guide us into what we believe to be a positive direction.

Public-private partnerships often mean we're not going at it alone. The Mayor's Fund is able to say, 'Someone else is looking at this, you guys should talk. Let's bring you to the table.' It's all about building relationships. Going public-private is less transactional and more about the improvement of the city.

Of all the programs you have been involved in with the Mayor's Fund, which are you proudest of?

I grew up playing soccer in the streets and in the small parks of my neighborhood as a young child. Pick-up soccer was what you did after school and every weekend. Having that community and those experiences as a kid was life changing for me; it helped me develop confidence and skills and actually turned me into a somewhat decent soccer player. So, 30 plus years later, to be in a position to impact similar kids lives and bring pick-up soccer, and 50 safe places to play through the NYC Soccer Initiative, is something that's really dear to my heart. And to be able to do it in partnership with everyone and for all of us to commit for the long-term is something I think we should all be extremely proud of.

You go around the city and see these pitches and kids of diverse backgrounds and diverse means playing pick-up soccer. Sport has the power to change people's lives and those soccer fields are doing that in a physical and tangible manner. And I do believe that in the future there will be a kid who will be on the national team and they will have played on one of those fields.

They'll be able to name the field and the community and say, 'That's where I spent my time as a kid playing soccer.'

What does partnership and social responsibility mean to you?

It is everything. The majority of the people that work for adidas and a lot of the people that purchase our products are lifers. That means that they had a connection with the brand as kids, either through a camp that they went to or one of the teams they played for. Their uniform or first set of cleats or first pair of running shoes was adidas, and it helped them so it stuck with them. It's the brand that helped them run their first marathon or that sponsored their team when they didn't have any gear or money to travel to an event.

We feel that. And because it has affected us as employees, it is definitely the heart and soul of what we do. We want to make sure we're not just sending out social posts or putting up big billboards that say, 'Buy us.' We want to do it authentically.

We feel that it is our responsibility—because of the power that sport has in people's lives—to keep people active and playing sports. That's why partnership, for me, is a win-win scenario. It's not just about what we are getting as a brand, but what everyone can gain from our investment and our commitment.

She Breaks Barriers



adidas BEYOND



NYC Soccer Initiative



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Cities For Financial Empowerment Fund
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Rudin Management Company
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Scholastic Inc.
Sills Family Foundation
Silvercup Studios
Special Olympics of New York, Inc.
Spruce Technology Inc
Standard Chartered USA
State Farm Insurance Company
T-Mobile USA, Inc.
TD Bank
The Allergan Foundation
The Andrew W. Mellon Foundation
The Associates Of The Art Commission
The Brooke Jackman Foundation
The David Rockefeller Fund, Inc.
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The Ford Foundation
The Guardian Life Insurance Company Of America

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*As of December 2019

FINANCIALS

Support and Revenue

Support and Revenue

Fiscal Year 2019

\$29,250,633

Fiscal Year 2018

\$21,338,841

Operating Expenses

Program Services

\$28,334,657

\$19,719,286

Management and General

\$394,711

\$432,812

Fundraising

\$548,594

\$602,132

Total Operating Expenses

\$29,277,962

\$20,754,230

Excess of Expenses Over Revenue

(\$27,329)

\$584,611

Non-Operating Revenue

\$1,191,937

\$401,632

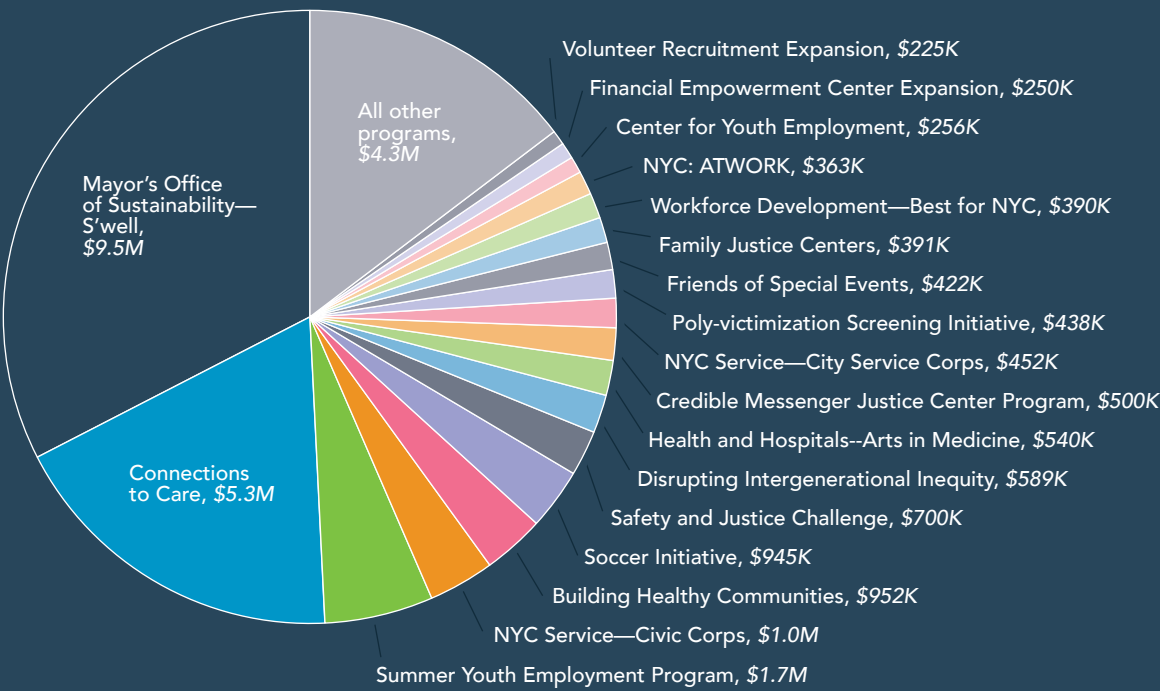
Change in Net Assets

\$1,164,608

\$986,243

This report illustrates the Mayor's Fund fiscal year, covering a 12-month period from July 1, 2018 – June 30, 2019. 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 (2019)



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