

MAYOR'S FUND TO ADVANCE NEW YORK CITY



2006-2007 Annual Report

MESSAGE FROM MAYOR MICHAEL R. BLOOMBERG

Giving back to our community is an important part of improving our City for all residents. The Mayor's Fund to Advance New York City recognizes the power of public-private partnerships to enhance public programs that provide crucial services for all New Yorkers.

By enlisting private support for innovative programs initiated by City agencies, the Mayor's Fund has enabled this Administration to serve New Yorkers at an unprecedented level.

The Mayor's Fund's reach is larger than ever, stretching across all five boroughs and supporting initiatives ranging from offering free after-school programs, to housing for formerly homeless individuals, to creating a greener, greater New York with MillionTreesNYC. These, and many other public programs, help to make New York the best city in the world.

On behalf of the City of New York, I would like to congratulate the Mayor's Fund to Advance New York City on its achievements in 2006 and 2007. I look forward to its continued success.



Michael R. Bloomberg
Mayor



LETTER FROM THE CHAIRMAN AND PRESIDENT

Dear Friends:

The preparation of our Annual Report has allowed us to reflect on all of our recent accomplishments. In 2006 and 2007, many of the programs we supported experienced great success while the Mayor's Fund to Advance New York City also received accolades.

Over the last two years, the Mayor's Fund introduced a variety of new pilot programs while continuing to build upon already successful City initiatives. We have highlighted some of these important programs in this report.

In 2007 the Mayor's Fund was proud to be recognized as the number one "Top 10 Slam Dunk" charity by *Charity Navigator*. In addition, *Contribute Magazine* rated the Mayor's Fund number one in its program focus category. This recognition shows that our hard work is truly making a difference and enhancing our City as a whole.

We hope you enjoy learning about some of the public programs that are making a difference in the lives of New Yorkers, and we thank our board members and all of our supporters for playing a vital role in our efforts.

Sincerely,



Rob Speyer
Chairman



Megan Sheekey
President



Above: Megan Sheekey, First Deputy Mayor
Patricia E. Harris, and Rob Speyer

ABOUT THE MAYOR'S FUND



The Mayor's Fund to Advance New York City was established in 1994 (formerly Public Private Initiatives) to serve as the umbrella not-for-profit organization of the City of New York.

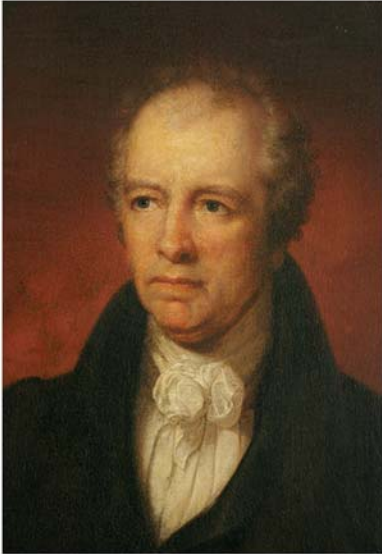
The Mayor's Fund is dedicated to creating partnerships between the City and the private sector in an effort to advance public programs that serve New Yorkers.

By working closely with City agencies, such as Cultural Affairs, Parks & Recreation, Youth and Community Development, and Homeless Services, the Mayor's Fund is uniquely positioned to identify the needs of New Yorkers and to strengthen crucial public projects.

Currently the Mayor's Fund helps administer over seventy programs through donations received from individuals, foundations and corporations.

PROGRAM HIGHLIGHTS

City Hall Portrait Conservation



James Kent by Rembrandt Peale (1848)
Before Restoration



James Kent by Rembrandt Peale (1848)
During Restoration

The City Hall portrait collection is an integral and historical component of the interiors of City Hall. With portraits of New York governors, New York City mayors, former presidents, and other political and military leaders, this extensive collection offers visitors a glimpse into the City's history.

The collection consists of more than one hundred paintings by some of the leading 18th and mid-19th century American artists. These portraits show the amazing evolution of New York City through the eyes of the artists and is considered one of the most outstanding collections of American artists in the country.

In December 2006, the Mayor's Fund partnered with the City's Art Commission to help protect these priceless City treasures. With lead sponsorship from CIT Group, the Mayor's Fund raised private support to conserve the portraits and frames most in need while simultaneously creating an endowment to sustain the entire collection.

By December 2007, 26 portraits were conserved. 52 portraits are expected to be completed by the end of 2009.

Earned Income Tax Credit Campaign

The Earned Income Tax Credit (EITC) has been called one of the most successful anti-poverty programs in the country, returning government dollars to working families and individuals through either a credit on taxes or cash refunds. Under the leadership of Mayor Bloomberg and the Department of Consumer Affairs, New York City's EITC Coalition has built the most comprehensive campaign in the United States urging qualifying residents to claim the EITC.

The EITC Coalition has printed more than nine million materials in twelve different languages. The City relies on non-profit partners and private donations to reach out to as many New Yorkers as possible through the distribution of educational materials and the media.

From 2002 through 2007, the Coalition helped more than 160,000 City residents file their taxes and claim nearly 87,000 EITC refunds through free tax preparation.

In the 2006 tax year, the Federal, State and City EITC returned over \$2.1 billion to more than 800,000 New Yorkers, the majority of whom had annual incomes less than \$15,000. With the estimated average refund of \$2,620 for EITC filers (including Federal, State and City EITC), this money can go a long way in helping New York City's working families make ends meet.

EITC2006
NEW YORK CITY COALITION

**IT'S YOUR MONEY
COME AND GET IT!**

DIAL 311 to learn where you can file your taxes for FREE!

You could get thousands of dollars from the Earned Income Tax Credit (EITC) – just by filing your federal and state tax returns. If you are a worker and your household income is less than \$35,000, you may qualify for the EITC.

MillionTreesNYC



In October 2007, as part of Mayor Bloomberg's PlaNYC initiatives, the City's Department of Parks & Recreation and the New York Restoration Project (NYRP), founded by Bette Midler, launched MillionTreesNYC.

The goal of MillionTreesNYC is to plant and care for one million trees throughout the five boroughs over ten years. To help reach this goal, Mayor Bloomberg committed \$400 million in Parks & Recreation's budget to plant 600,000 new trees. The planting of the other 400,000 trees is dependent on participation from private organizations, homeowners, and community organizers.

Tree plantings are being focused in six key areas identified as Trees for Public Health (TPH) neighborhoods. These neighborhoods were chosen because they have few street trees and higher-than-average rates of asthma among young people. It is believed that the additional trees, especially in these target neighborhoods, will help lower levels of pollutants that cause respiratory conditions and contribute to the overall health of the community.

MillionTreesNYC also relies on New Yorkers to plant and care for trees through citywide planting and stewardship programs, including volunteer planting outings and educational workshops.

By the end of the 2007 planting season, over 30,000 new trees were planted across the City.



ONE DONOR'S STORY...

The Rosenfield family had been looking for a way to honor Millie and Russ Rosenfield's wonderful lives and found that MillionTreesNYC was just the vehicle to do so. They collected contributions from friends and family members to plant trees in J. Hood Wright Park, a place to remember Millie and Russ. Below is an excerpt from the Rosenfield's letter to their donors:



In the congested metropolis with eight million souls... there's a worn patch of asphalt, dirt and grass where our parents and grandparents let us loose to run and play...

This is the location we selected to plant trees to celebrate Millie & Russ' rich and rewarding lives. It's an active place with many happy memories from our childhood...

Due to your very kind support, Millie and Russ' memory and goodness lives on - and come this spring, takes root in a place they loved.

Out-of-School Time



Out-of-School Time (OST) is a comprehensive initiative that unites New York City's youth-serving agencies with community-based organizations to provide every neighborhood with services for young people during non-school hours. This public-private partnership is supported by a generous five-year grant from The Wallace Foundation.

Students participate in activities like art, music, sports and homework help. OST programs provide a safe and healthy environment for children during the crucial after school hours and supports the needs of working families.

The City's Department of Youth and Community Development (DYCD), the lead agency for this initiative, currently operates 650 free OST programs citywide.

More than ten City agencies actively partner with DYCD on the OST initiative, including the Department of Education, Department of Parks & Recreation, New York City Housing Authority, Department of Cultural Affairs, and Department of Health and Mental Hygiene. In addition, the OST initiative works with cultural institutions and the City's three public library systems.

IN THEIR OWN WORDS...

OST has a variety of programs that meet the needs of both parents and students. Below are comments from program beneficiaries:

"My favorite part about OST is Kids Lit - you get to read and ask questions about a book; we're reading Chicken Sunday and it is very good. There are lots of other activities too - gym, dancing, chorus, basketball, and arts and crafts. We choose our favorite three and then we get to do the ones we like."

Yaribel, age 9, OST participant



"Every teenager in NYC should have an OST program like Groundwork in Brooklyn. OST teaches children that they can become anything that they want, and it gives them a way to plan for the future. The staff care about the children and the community."

Valerie McDuffie, parent of an OST participant



Safe Haven



In an effort to serve some of the most chronically homeless individuals in the City, the Department of Homeless Services (DHS), in partnership with the Bowery Resident's Committee (BRC), created the Safe Haven pilot program in 2006.

Launched with a grant from the Betty and Norman F. Levy Foundation, Safe Haven targets unsheltered homeless New Yorkers for whom alternative options have failed or been refused. It provides immediate temporary housing and is meant to be easily accessed by those who have spent a significant amount of time on the streets. Outreach teams who are familiar with street clients make referrals into the program, which applies a "harm reduction" approach to alcohol and substance abuse. All clients receive medical and psychological evaluations upon entering the program and work with case managers to obtain permanent housing.

During its first year of operation, more than two dozen chronically homeless individuals obtained permanent housing from Safe Haven. Based on this success, DHS committed to increasing its portfolio of Safe Haven beds, with a goal to add 500 new Safe Haven beds throughout the City in 2008. The Safe Haven option is a key strategy of DHS in achieving Mayor Bloomberg's goal to end chronic homelessness and reduce street homelessness by two-thirds in 2009.

A SAFE HAVEN SUCCESS STORY...

BRC's Street Homeless Outreach team met Dale, a 58-year-old Vietnam veteran, in 2004 when he had spent eleven years living on the streets of New York City.

Unable to meet the mandates of treatment programs, Dale cycled in and out of treatment centers. After numerous attempts at sobriety, BRC workers realized that traditional methods were not helping Dale overcome his addiction.



In December 2006 Dale entered the new Safe Haven program.

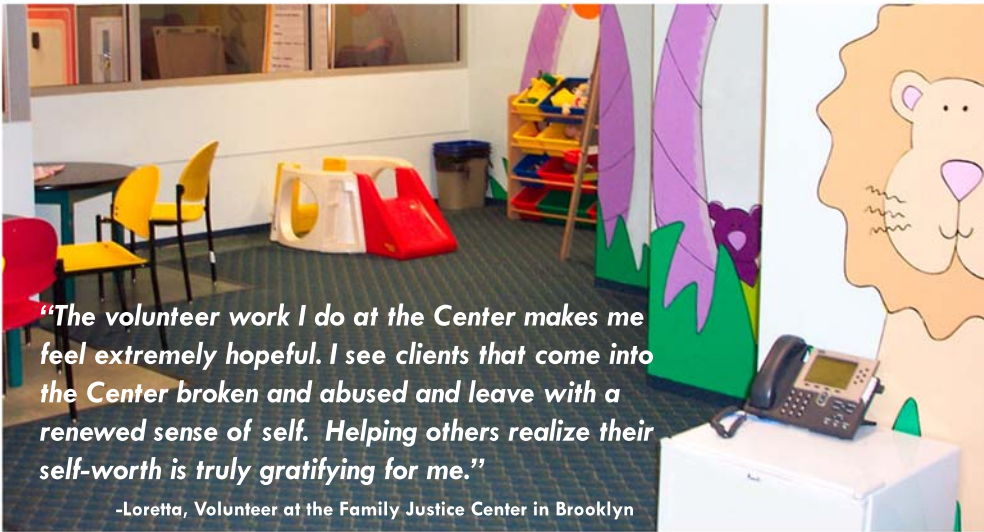
At Safe Haven, Dale worked with his case manager to find permanent housing, reconnect with the Veterans Administration, and regain his health. He also obtained an identification card and activated his Public Assistance benefits. After 128 days at the Safe Haven, Dale moved into a permanent supportive housing residence. These accomplishments are almost unheard of for someone like Dale who had been drug and alcohol dependent and homeless for so many years.

Pictured with Dale (above) are two other clients who obtained housing through the Safe Haven program.



Photo Credits: BRC/Robert Essel photographer

Family Justice Center Initiative



"The volunteer work I do at the Center makes me feel extremely hopeful. I see clients that come into the Center broken and abused and leave with a renewed sense of self. Helping others realize their self-worth is truly gratifying for me."

-Loretta, Volunteer at the Family Justice Center in Brooklyn

The Mayor's Office to Combat Domestic Violence opened the first New York City Family Justice Center (FJC) in Brooklyn in 2005. The mission of the Center is to provide a range of centralized services for domestic violence victims. By December 2007, the Brooklyn Center served over 10,000 victims of domestic violence and their 2,600 children. As a result of such targeted efforts in coordination with the New York Police Department and offices of the District Attorneys, the City has seen a 20 percent reduction in domestic violence crime since 2004.

The FJC model strives to break the cycle of domestic violence by providing essential resources for victims in one location. The Center allows victims to walk in and bring their children to a safe place where they can play while their parent meets with a prosecutor, speaks to a counselor, and applies for housing and financial assistance.

Based on the success of the Center in Brooklyn, Mayor Bloomberg committed to expand the Family Justice Center Initiative by opening new centers in Queens and the Bronx by the end of 2009.

The Mayor's Fund serves as a key vehicle for this unique public-private initiative. In addition to facilitating foundation and individual donor support, proceeds from Fete de Swifty, the Mayor's Fund's annual benefit, were allocated to the Family Justice Center Initiative in 2006 and 2007.

Opportunity NYC

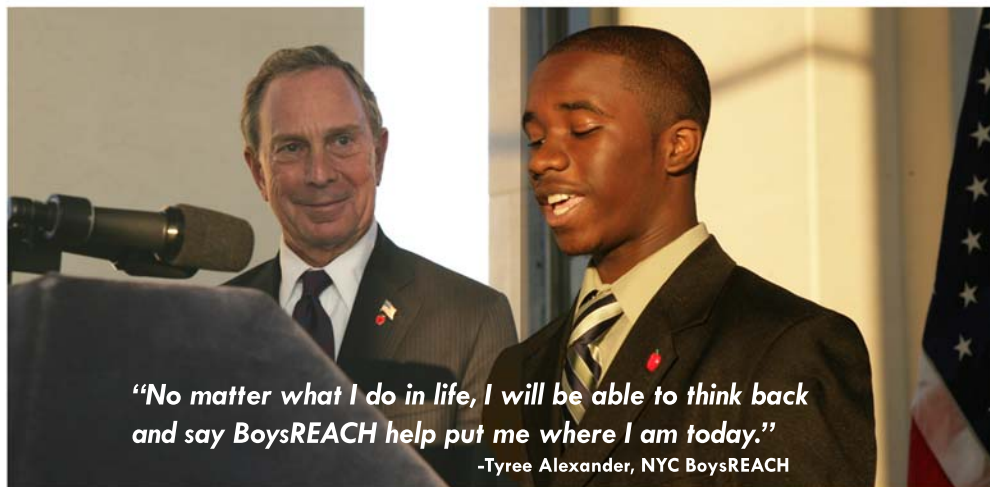
Opportunity NYC, the nation's first conditional cash transfer (CCT) program, is an evidence-based strategy for reducing poverty in New York City. Officially launched by Mayor Bloomberg in September 2007, the initiative provides financial incentives to low-income families to improve education, health and workforce outcomes and consists of three separate pilot programs for children, adults, and families.

Unlike conventional approaches to poverty reduction that focus on social services to create a safety net for those in need, incentive-based strategies increase participation in targeted activities and programs that decrease factors contributing to poverty and long-term dependency. Monetary incentives are awarded through grants provided by major foundation and corporate supporters.

The initiative, in partnership with MDRC and Seedco, is being rigorously evaluated to determine the impact of incentive-based strategies on child, youth, and family outcomes as well as on overall poverty reduction. Evaluation results will help determine whether these strategies are a cost-effective approach in New York City, and will help inform future policy.



NYC GirlsREACH and NYC BoysREACH



NYC GirlsREACH and NYC BoysREACH, a collaboration of the City's Commission on Women's Issues (CWI) and the Department of Youth and Community Development (DYCD), is a unique program designed to teach high school youth the importance of a secondary education.

NYC BoysREACH launched in June 2007 in response to the outstanding success of GirlsREACH, which began in the summer of 2006.

The program revolves around a seven-week summer internship with partnering organizations exposing students to inspirational role models, and providing access to career pathways. Program participants also receive a comprehensive Kaplan SAT and college preparatory course. Students who complete the program leave it with a greater sense of self confidence and the skills needed for success in the future.

The City relies on support from non-profit and private partners to administer this important program, along with many others supported by the Mayor's Fund, and could not serve the needs of New Yorkers without it.

In October 2007, Mayor Bloomberg announced the merger of NYC GirlsREACH and NYC BoysREACH with CAPITAL (Corporate Allies Program of Internships, Training and Leadership) to form the New York City Ladders for Leaders program.

A STUDENT'S PERSPECTIVE...

Tyree Alexander, a member of the NYC BoysREACH class of 2007, was a high school junior who was uncertain of his future. He applied to the NYC BoysREACH program after reading the brochure, and what he found was an irreplaceable experience.

Below is an excerpt from Tyree's address at the NYC GirlsREACH and NYC BoysREACH graduation ceremony:



"I used to believe that the program was preparing us for the real world, but now I realize it gave us a membership to the real world. At our young tender ages, it placed us right in the center of it, where others work a lifetime to reach. We are now all young, educated, experienced, and productive citizens of the work force, thanks to NYC GirlsREACH and NYC BoysREACH."



Ready New York Campaign



The Office of Emergency Management (OEM) launched the *Ready New York* campaign to teach New Yorkers how best to prepare for an emergency. *Ready New York* teaches a universal approach to emergency preparedness based on three guiding principles: knowing the hazards in New York City; making a disaster plan; and stocking emergency supplies.

The campaign includes multilingual publications, public service announcements, multimedia advertising, extensive web content, a speakers' bureau, corporate partnerships, and continuous community outreach.

By December 2007, OEM created eight different *Ready New York* guides to help New Yorkers react appropriately to emergencies and keeps them safe. Two of these new guides focus solely on teaching New York City businesses and children how to prepare for an emergency.

Many of these resources are made possible through private donations that allow for printing and increased distribution.

Third Grade Vision

The Third Grade Vision program was launched by the Department of Health and Mental Hygiene and the Department of Education to help students succeed academically.

The program provides free eye examinations and eyeglasses to students at risk of grade retention throughout the City. It creates a stronger awareness of vision problems among young children in academic and socioeconomic need and offers treatments that will help improve their performance in school.

During the 2006-2007 school year, over 7,500 children received a preliminary basic vision screening and 5,646 students received free eyeglasses through a grant provided by CIT Group. As a result of the examinations, a number of more serious eye conditions were detected and those children were referred to ophthalmologists for further treatment.

This program allowed the New York City Office of School Health to provide vision screening for nearly 14,000 public school students from 2005 through 2007.



See how cool things look.
Don't miss out – wear your glasses
to school each and every day.

Cool has a new look

NYC Health
nyc.gov/health

THE NEW YORK CITY DEPARTMENT OF HEALTH AND MENTAL HYGIENE
DEPARTMENT OF EDUCATION
MICHAEL R. BLOOMBERG, MAYOR • THOMAS R. FRIEDSON, MD, MPH, COMMISSIONER
JOEL I. KLEIN, CHANCELLOR

100% Glasses Support from **CIT**

For more information about vision screening,
call 311 or visit nyc.gov/health

585

COMMUNITY HIGHLIGHTS

Fatherhood Picnic



On Father's Day 2007, a free picnic was held at Keyspan Park in Coney Island to honor New York City dads who take an active role in their children's lives. This event, which featured lunch, games and activities, as well as the chance to watch and

meet the players of the Brooklyn Cyclones, recognized fathers who face significant economic and social hurdles and yet have remained a positive influence in their children's lives. The picnic was the first of a series of events that the New York City Human Resources Administration and the Department of Youth and Community Development are hosting to celebrate the importance of a father figure, as well as provide financial and parenting outreach.

September 11th Commemoration



2007 marked the sixth anniversary of the September 11th attacks on the World Trade Center and the Pentagon. Since 2002, New York City has relied on the generosity and support of the private sector to commemorate these tragic events.

Donations and in-kind support help defray the costs associated with the planning and implementation of the City's observance. This annual commemoration plays an important role in the healing of New York City.

Fete de Swifty



Each fall the Mayor's Fund hosts the Annual Fete de Swifty benefit to raise crucial support for a City program. Since 2006, the event's proceeds have been dedicated to the Family Justice Center Initiative, serving victims of domestic violence. In 2007, Mayor Bloomberg and

Fete Founder Liz Smith welcomed Nicole Kidman and Joe and Ali Torre as Honorary Chairs. Guests enjoyed great music, custom balloon art, and photo ops with some of Madame Tussaud's most popular wax figures.

Prospect Park in Lights



The holiday lighting installation at Grand Army Plaza in Prospect Park gave New Yorkers and visitors one more reason to celebrate winter and the holidays in one of New York's landmark parks. The installation, first launched in 2006 with support from the New York Daily News,

featured energy-efficient lights to illuminate Grand Army Plaza and park features. Through the efforts of the Mayor's Fund, Prospect Park Alliance, the Department of Parks & Recreation, thousands of smiling visitors enjoyed this magnificent public display in 2006, and its return in 2007.

MAYOR'S FUND TEAM

Rob Speyer, Chair, Board of Directors
Megan Sheekey, President
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or visit www.nyc.gov.
