

THE NEW YORK  
COMMUNITY TRUST



# GRANTS

December 2007 NEWSLETTER

Most of the grants described in our newsletter are made possible through the generosity of past donors who established permanent, charitable funds with us during their lifetimes or through their wills. If you would like to learn more about how to do this, please contact our general counsel, Jane Wilton, at 212.686.2563

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This student is one of the 75 out-of-school young people that The Door is preparing for the GED exam—and a better future.

## Media Matters: *Training the next generation of journalists*

**A**lthough conditions have improved in the last decade, the Bronx is still the poorest borough; 54 percent of kids in the South Bronx live in poverty. Through six facilities in the South Bronx, the **Highbridge Community Life Center** works with more than 4,000 people a year, offering adult education, family services, counseling, and job training. Its highly regarded youth program includes after-school and summer education and recreation, counseling, computer literacy training, environmental education, and community service opportunities. It also produces *Highbridge Horizon*, a free bilingual monthly newspaper. Last year, the Center added a year-round journalism program for kids ages 10 to

**The New York Community Media Alliance is made up of more than 100 ethnic and community newspapers. Last year, with Trust support, the agency held workshops on improving business operations and journalistic practices among its members. This year, the Alliance will use a \$30,000 grant to continue to educate reporters and business managers at community papers.**

18. The students learned basic writing, media literacy, and desktop publishing during the school year, and participated in a six-week journalism program over the summer. They also learned about government, the history and meaning of the First Amendment, basic photography, and how to conduct an interview. The young journalists prepared monthly stories for a youth section of *Highbridge Horizon*, including articles on gun violence, police/community relations, and bullying. Over the next two years, Highbridge will use our two-year, **\$100,000** grant to increase the number of youth in the program from 80 to 125 a year. Older teens, ages 15 to 18, will help produce the newspaper, and those with an interest in business will work on increasing circulation and ad revenue.

### Grant Money at Work:

To see articles written by students in the journalism program, go to <http://www.highbridgehorizon.com/kids/>

More than 350 ethnic and community newspapers in New York City provide immigrant communities with City news as well as news from their home countries, but they struggle to remain economically viable and get their reporters access to high-level public officials. The **New York Community Media Alliance** is made up of more than 100 ethnic and community newspapers. Last year, with Trust support, the agency held workshops on improving business operations and journalistic practices among its members. This year, the Alliance will use a **\$30,000** grant to continue to educate reporters and business managers at community papers. Business topics will include “How to Boost Sales,” and “How to Attract Corporate Advertisers.” It will also work with the Office of Emergency Management to ensure that small news-

papers can help get vital information to immigrant communities in the event of a disaster, and it will host follow-up discussions to last year’s workshop on using the Internet to increase readership. Editorial staff will arrange press briefings on topics such as government reform, law enforcement, and homeland security.

### Managing Medicaid:

*Three organizations work to lower New York State’s \$50 billion Medicaid bill*

New York has the largest Medicaid program in the country. Half the cost is covered by the federal government, but the State and counties are each responsible for 25 percent. With a total annual cost of nearly \$50 billion and the highest per capita cost in the nation, the State is looking for ways to limit the growth of Medicaid spending. For three years, with Trust support, New York University Wagner School’s Center for Health and Public Service Research and the United Hospital Fund have been studying Medicaid to learn more about enrollment, utilization, and costs. It found that elders and disabled adults make up 30 percent of enrollees, but account for 70 percent of costs. The most expensive group of patients was disabled adults with chronic diseases and those with histories of mental illness and substance abuse. Wagner also found that 40 percent of patients hospitalized many times had no regular doctor and used emergency rooms for primary care; one-third were homeless; and half were admitted for conditions related to mental illness or substance abuse. Average Medicaid costs for these patients were more than \$40,000 a year. Last year, staff from the Wagner School and the United Hospital Fund began to work with five health care providers, four hospitals, and a home care agency to plan new, cost-efficient models of care for high-cost Medicaid patients. Montefiore and Bellevue Medical Centers have designed promising plans that provide a comprehensive range of services while



Trainees learning computer skills at MS Office skills at Opportunities for a Better Tomorrow.

offering cost savings to the Medicaid program, and the State has asked them to submit proposals. Both hospitals, along with the Wagner School, will receive grants to continue to design and refine innovative Medicaid programs.

- **Montefiore Medical Center** will use a **\$100,000** grant to develop a program in the Bronx.
- **New York City Health and Hospitals Corporation** will use a **\$75,000** grant to develop a program at Bellevue Hospital.
- **New York University Wagner School of Public Service** will use a **\$95,000** grant to support data analysis and technical assistance to the programs at Montefiore and Bellevue.

## Opening the Door to a Better Future

Nearly 200,000 New Yorkers ages 16 to 24 are neither in school nor working. The majority of these young people are African American or Latino, one-third are single mothers, and more than half are young men. Getting

back on track is difficult. General Equivalency Diploma (GED) classes and job training programs require students and trainees to read at an eighth grade level and understand basic math concepts. These prerequisites keep out thousands of young people who left high school performing below the sixth grade reading level and doing even worse in math. Unable to enter GED classes or vocational training programs, these youth are likely to become further alienated. Three grants go to organizations that are working to provide remedial education to out-of-school youth so they can qualify for GED and job training programs.

- **The Door** will use a **\$50,000** grant to expand a pre-GED program for high school dropouts.
- **Opportunities for a Better Tomorrow** will use a **\$50,000** grant to start a pre-GED program for out-of-school youth in Brooklyn.
- **Youth Development Institute** will use a **\$50,000** grant to help New York City non-profits start new pre-GED programs for out-of-school youth.



Along with Restaurant Opportunities Center of New York, youth at The Door participate in nutrition education, cultural exchange, and a public policy project to build awareness of restaurant industry organizing struggles

Welfare rolls in New York City have been slashed, but thousands of single mothers continue to receive temporary public assistance while they participate in workfare programs. While the programs offer women help in the short term, most have little education or training, and the assignments don't prepare them for the kinds of employment that will pay them living wages. As a result of a 2003 lawsuit—*Davila vs. Egglestein*—single parents can use time spent in GED preparation classes, ESL instruction, or community college towards satisfying workfare requirements. But recently, Congress passed legislation that restricts states' flexibility to count education as work, and there is a danger that these changes will undermine *Davila*. The **National Center for Law and Economic Justice** gives legal help to poor people on public assistance. Over the next year, the Center will use our **\$60,000** grant to lead a group of policymakers, advocates, and social service providers that will work with the State Office of Temporary and Disability Assistance and Human Resources Administration to

draft a plan to preserve the rights of single parents to education and training while on transitional public assistance. The group will focus on creating a plan that conforms to federal regulations while preserving the requirements of the 2003 lawsuit. The Center will also monitor the City's implementation of *Davila*, and work with the City to determine whether the emphasis on education and training actually helps young women get good jobs.

### Look for the Label:

*Promoting energy-efficient businesses helps consumers put their money where their values are*

With everyone from Al Gore to Salma Hayek promoting strategies to address climate change, this is a prime time for the renewable energy market. Businesses and consumers alike are buying energy from alternative sources and businesses are off-setting their usage through investments in clean energy. But how can consumers be certain that they're getting what they pay for?

**HomeBase is a program that shifts money to community prevention centers to help families on the verge of homelessness. The program now operates in six neighborhoods—the South Bronx, East Tremont, Bedford-Stuyvesant, Bushwick, East Harlem, and Jamaica.**

The **Center for Resource Solutions** works to increase both demand for and supply of renewable energy and verifies that the energy sold meets strict environmental and consumer protection standards. Its “Green-e” logo is the symbol of the nation’s leading renewable energy certification program, and recognizes companies that buy renewable energy. This year, with our **\$75,000** grant, the Center is expanding its Green-e Marketplace program. It has already streamlined the application process, developed a new Green-e Web site, and applied new logo use policies for product labeling. It will now encourage large energy users to buy and promote their renewable energy purchases; publicize the Green-e program through special events; and begin investigating carbon neutrality claims. It will recruit new companies, develop logo use policies for specific industries, promote the program in the media and at conferences, and conduct annual verifications of participating companies.

### Want to Know More?

These are just a few of the companies who have received the Center for Resource Solutions’ Green-e certification for using renewable energy. For a complete list, visit [www.green-e.org](http://www.green-e.org)



#### **PepsiCo, Inc.**

PepsiCo, Inc. purchases Green-e certified renewable energy certificates from Sterling Planet to offset 100% of the electricity used for its entire US operations.

#### **SC Johnson & Son, Inc.**

S.C. Johnson and Son’s Waxdale facility generates 34% of its electricity using an onsite generator that burns methane captured from a landfill.

#### **Wells Fargo**

Wells Fargo purchases Green-e certified renewable energy certificates from 3Degrees to offset 40% of the electricity used for their entire U.S. operations.

## Stopping Homelessness Before it Starts: *Expanding early intervention programs keeps more people off the street*

Since it started in 1993, the **New York City Department of Homeless Services** (DHS) has spent billions of dollars building and maintaining emergency shelters that housed more than 35,000 people—mainly women and children—on any given day. About two years ago, Mayor Bloomberg announced a plan to reduce homelessness in the City by two-thirds in five years, and DHS began to focus on homelessness prevention. HomeBase is a program that shifts money to community prevention centers to help families on the verge of homelessness. The program now operates in six neighborhoods—the South Bronx, East Tremont, Bedford-Stuyvesant, Bushwick, East Harlem, and Jamaica. Clients include those with a previous shelter stay, a pending application for shelter or an eviction notice, and those living with friends or family members. Staff visit clients in their homes to determine the services needed, which include mediation with family or landlords, money to help pay rent arrears, help getting public benefits, referrals for employment or job training, legal help, and personal counseling. A database is used to monitor services and results and to help the City understand factors that lead to homelessness. So far, the program has helped 7,400 families, including 8,000 children, stay out of shelters. HomeBase is expanding to all community districts and faces two challenges: how to let people know that it is in every community and how to help the thousands more who are not eligible for the program. With our **\$426,000** grant, the Department of Homeless Services will add short-term crisis services to all HomeBase sites for families in need of early or short-term assistance, but who don’t need the full services of HomeBase. It will also fund posters advertising HomeBase.

# Other Grants

## Housing

**Brighton Neighborhood Association, \$40,000**, to monitor zoning proposals and work with tenants in Brighton Beach.

**Chhaya Community Development Corporation, \$40,000**, to educate residents of Queens on housing issues.

**Cypress Hills Local Development Corporation, \$40,000**, to work with tenants in Cypress Hills and organize tenant leaders in citywide housing campaigns.

**East River Development Alliance, \$40,000**, to promote credit unions in Queens.

**Flatbush Development Corporation, \$40,000**, to organize new tenant associations and educate Flatbush residents on housing and financial literacy.

**Harlem Congregations for Community Improvement, \$40,000**, to provide financial literacy training and counseling for French-speaking immigrants in Harlem.

**Housing Conservation Coordinators, \$40,000**, to hold weekly walk-in legal clinics and organize tenants to preserve affordable apartments.

**Lower East Side People's Federal Credit Union, \$40,000**, to provide financial literacy workshops and counseling for credit union members and make loans to low-income cooperatives.

**Neighbors Helping Neighbors, \$40,000**, to hold tenants' rights workshops and organize a community summit on City zoning.

**St. Nicholas Neighborhood Preservation Corporation, \$40,000**, to involve immigrants in tenants associations and hold on-site presentations at blue-collar workplaces.

## Education

**Ifetayo Cultural Arts Facility, \$100,000**, to expand a leadership program for youth in central Brooklyn.

**Neighborhood Family Services Coalition, \$40,000**, to improve New York City's Out-of-School-Time program through research and advocacy.

**New Leaders for New Schools, \$120,000**, to recruit and train public school principals.

**New York City Early Childhood Professional Development Institute, \$171,000**, to recruit and retain early childhood educators.

**New York State Afterschool Network, \$30,000**, to improve State policy affecting after-school programs in New York City.

**The Point Community Development Corporation, \$100,000**, to expand an arts-based leadership program for South Bronx youth.

**Saint Michael Academy, \$180,000**, to improve academic, vocational, and health services in four Catholic high schools for girls.

## Health

**Health Care Without Harm, \$65,000**, to research the dangers of chemicals in health-care products and advocate for safe alternatives.

**New York City AIDS Fund, \$50,000**, for a funding collaborative that makes grants to AIDS advocacy organizations and HIV prevention programs.

**New York Stem Cell Foundation, \$313,000**, to develop two new lines of stem cells with the potential to treat Parkinson's disease.

**New York University, \$85,000**, to improve screening and treatment of depression among students at NYU and Baruch College.

**New York University School of Medicine, \$200,000**, to screen and treat immigrant women for breast cancer.

## Workforce Development

**Center for Economic Opportunity, \$250,000**, for a conditional cash transfer program that gives poor families money for meeting education, health, and employment goals.

**New York City Employment and Training Coalition, \$70,000**, to promote workforce development policies that help poor New Yorkers.



Performers in Mabou Mines production of *Song for New York*.

**New York City Workforce Development Fund, \$85,000**, for a funding collaborative that makes grants to workforce training programs.

#### **Social Services & Welfare**

**Community Service Society of New York, \$75,000**, to produce and distribute a report on the concerns of low-income New Yorkers.

#### **Arts**

**Career Transition for Dancers, \$70,000**, to help retiring dancers plan for second careers.

**DreamYard Project, \$60,000**, to evaluate an arts education program in elementary and middle schools in the Bronx.

**Franklin and Eleanor Roosevelt Institute, \$200,000**, to help the Pare Lorentz Film Center create, distribute, and promote educational films, from a fund for this purpose.

**Heart of Brooklyn Cultural Institutions, \$60,000**, to develop a three- to five-year strategic plan.

**Lehman College Center for the Performing Arts, \$45,000**, for dance and theater performances in the Bronx.

**Mabou Mines Development Foundation, \$75,000**, for an experimental theater.

**Museum of the City of New York, \$50,000**, to renovate the landmark entrance plaza.

**Symphony Space, \$90,000**, for literary and dance programs.

#### **Human Rights**

**Empire State Pride Agenda Foundation, \$50,000**, to advocate for gay marriage in New York State.

#### **Civic Affairs**

**La Fuente, A Tri-State Worker & Community Fund, \$40,000**, to involve immigrants in local civic affairs.

#### **Crime Prevention**

**New Yorkers Against Gun Violence Education Fund, \$60,000**, to reduce the demand for illegal guns in high-crime neighborhoods.

#### **Environment**

**Environmental Health Fund, \$60,000**, for general support of NGOs in developing countries to promote chemical safety.

**Natural Resources Defense Council, \$80,000**, to coordinate a group of environmental organizations working to reduce greenhouse gas emissions from the power sector in the Northeast.

**One Region Fund, \$200,000**, to promote support for important regional transportation issues and transit-accessible development.

**Queens Botanical Garden Society, \$40,000**, to attract visitors to its new green building and sustainable landscapes.

### **Strengthening Nonprofits**

**Columbia University, \$40,000**, to create a national center on oversight and regulation of charities for state attorneys general.

**Community Resource Exchange, \$50,000**, to improve operations at grassroots immigrant organizations.

**Taproot Foundation, \$60,000**, to recruit corporate volunteers to help nonprofits with marketing.

### **Services for the Elderly**

**AARP Foundation, \$75,000**, for a money management program for elders.

**Aging in New York Fund, \$200,000**, for a four-agency program to expand vision rehabilitation services for elders.

**Enrichment Audio Resource Services, \$90,000**, to expand outreach to visually impaired elders.

### **Children, Youth, and Families**

**Advocates for Children of New York, \$120,000**, to monitor the status of disabled students in the reorganized NYC public school system.

**UJA/ Federation of Jewish Philanthropies of New York, \$75,000**, to expand after-school services for autistic children from South Brooklyn.

## **December 2007 GRANTS Newsletter**

The grants described in this issue were approved by The New York Community Trust's governing body at its October 2007 meeting.

For address, phone number, and contact person for each grantee listed, or for more information, please call The Trust's receptionist at 212-686-0010, Extension 0.

*This issue and past Grants Newsletters can be found on our Web site:*  
[www.nycommunitytrust.org](http://www.nycommunitytrust.org)

*If you'd prefer to receive this newsletter by e-mail, please send an e-mail with your name, e-mail address, and "Grants Newsletter" in the subject to [newsletter@nyct-cfi.org](mailto:newsletter@nyct-cfi.org).*

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