A Free Key to the City
Trust Grants Open Museum Doors to Children and Parents
Generous donors like you help us support the nonprofits that make life better for all New Yorkers.

3 QUESTIONS | Robert Edgar

For more than 30 years, our vice president for donor relations has helped people support the places, causes, and nonprofits they care about. Before that, he was a teacher at a boarding school and a director of development for a performing arts center.

You spend your days meeting charitable New Yorkers. What surprises you?
I’m still amazed at the breadth of interests: from bringing food to homebound elderly, to building urban farms, to teaching culinary techniques to low-income high school students. The passion for giving is invigorating.

And what surprises donors about The New York Community Trust?
That we exist to help them support the causes they love. Also, they’re pleased by how much we accomplish through the generosity of generations of donors. As someone said upon seeing our wall filled with donor biographical sketches, “So that’s who runs The Trust!” From our narrowest funds (injured ballet dancers) to broader fields (women and girls) to the broadest of all (for the good of New York City), we’re committed to carrying out donors’ interests.

The Trust recently started the Annual Fund. Why should someone give to it?
Many donor-advisors become interested in our competitive grants program, where the staff chooses from proposals of excellent nonprofits. The Annual Fund is an easy way for donors to pair their gifts with dollars from our permanent funds, given by donors years ago, or even decades ago. Just a few months after the launch of the Annual Fund, donors can already see their contributions at work through several new grants (below).

WHAT’S NEW:
This newsletter highlights some of the 38 grants from our most recent board meeting, totaling $4.3 million. These grants are possible because of our donors. Contact Jane Wilton at 212.686.2563 to learn more.

AVOIDING EMISSIONS: With our $100,000 grant, the Environmental Defense Fund helps the City reduce greenhouse gas emissions. It will make buildings more energy efficient through a program that aims to save consumers money and avoid construction of a costly substation. Above: A Manhattan apartment building releases toxic and climate altering emissions. This grant was made in part by The Trust’s Annual Fund.

A STABLE HOME: Thanks to University Settlement Society of New York’s Project Home, Cassandra and her daughter Gabby (above) still have their apartment. As Cassandra juggled a job and college, she fell behind on rent at the Ingersoll Houses in Fort Greene, Brooklyn. The Society not only helped pay her back rent, but also helped her find a better job. Trust grants since 2012 to the Society have helped hundreds of families avoid housing court and homeless shelters. The most recent grant was made in part from our new Annual Fund.
New York’s sensory-rich museums can stimulate curiosity, boost literacy, and expand the world for young children—but only if they come. Often, though, parents or guardians can’t afford tickets, feel unwelcome, or are unaware of the treasures that await inside.

There’s an answer to this quandary: A nonprofit that provides a free pass for children and their parents to 90 institutions around the City. It’s called Cool Culture.

Danielle Sullivan, a busy single mother in East Harlem, rarely went to museums as a child. But she signed up for the pass at the Head Start preschool of her daughter Madison. They’ve made dozens of trips to museums in Manhattan, Brooklyn, and Queens. Madison’s favorite exhibit: the mannequins and dioramas at the American Museum of Natural History.

“When she was in a stroller she would press her nose to the glass and name the colors she saw,” Sullivan says. “Now she tells me about different types of bears and how they hibernate.”

Now a volunteer with the organization, Sullivan organizes group family outings that dovetail with school curriculums. “I believe you should expose your kids to more than you had,” she says.

Education From All Angles

Three related grants that we just approved:

We’re giving $120,000 to Jumpstart for Young Children to expand reading programs for Bronx children gearing up for kindergarten, and to start workshops to help parents sharpen kids’ reading skills at home. This follows our 2014 grant to help it create a summer reading program before kindergarten. Left: A tutor gives a young girl one-on-one reading instruction.

With $39,000 from The Trust to Bronx County Historical Society, seventh and eighth graders from low-performing Bronx schools will dive deep into local history. Using primary sources at the Museum of Bronx History, they’ll research topics such as the role of the Bronx in the American Revolution.

Staying organized, working with others, and taking on challenges are as important to success in school as academic ability. That’s why we gave Student Success Network-NYC $150,000 to help schools and youth development groups across the City use survey data to improve how they teach problem-solving and social skills.
Making It in New York

Building a profitable small business anywhere is tough, but fierce competition and high overhead make New York especially grueling. The grants on these pages help companies as well as nonprofits streamline and improve operations.

SWEET SUCCESS | Marisa Wu

Four years ago, I started making saltwater taffy for a friend’s shop near the beach in Far Rockaway, Queens. I’d worked in the movie business and at a candy manufacturer, so I combined my production talents and love of sweets. It was love at first pull.

I named the business Salty Road. This taffy is special: My taste-testers (who might be a bit biased) agree it’s creamy like a milkshake, with a salt crystal crunch.

I needed to learn a lot about business, and fast. I took a free class on growing a business, offered by East Williamsburg Valley Industrial Development Corporation (now known as Evergreen: Your North Brooklyn Business Exchange). It connected me with lenders. Now I have a factory near the Brooklyn Navy Yard. We sell to retailers in 25 states and Tokyo.

Now the thorny part: How do I make this business sustainable while providing living wages to workers in a city that’s so expensive?

I’m sending my colleague to Evergreen’s next human resources class. Just as we use only the best ingredients, we want to have the best possible workplace for our staff.

Marisa Wu is principal and founder of Salty Road candy company, Brooklyn.

BOLSTERING BUSINESS: The Trust gave Evergreen $120,000 to help City specialty food manufacturers build their businesses, find the right employees, plan inventory, and more. Right: Marisa Wu and candy maker Benjamin Nelson pulling taffy at her Brooklyn factory. Photo by Amy Wolf/The Trust

Many of our donors made it in New York and gave back to the place that...
Many of our donors made it in New York and gave back to the place that helped launch their success. Join them. Contact Bob Edgar at 212.686.2564.

ON THE BOOKS: Street vendors, repairmen, nannies—roughly half of Queens’ economy is off the books. Immigrant entrepreneurs fuel much of the small business growth, but often lack experience and language skills to enter the official economy by getting licenses and commercial bank accounts. A lack of bank loans and legal contracts stymies their expansion. With $50,000 from The Trust, Queens Economic Development Corporation will offer a 20-part seminar to Hispanic and Chinese immigrants seeking financial skills and English for doing business. The group plans to work with banks to offer $500 bonuses as an incentive to businesses that open accounts. Above: A woman sells mangos on the sidewalk in Jackson Heights, Queens.

“ArtsPool will give us more time to commit to our art. Plus we get back-end expertise that we’ve been seriously lacking.”
— Tamara Jenkins, executive artistic director of the Harbor Lights Theater Company

BEHIND THE CURTAIN: “How many great plays could have been written in the time it takes theater companies to prepare for audits and file IRS paperwork?” asks Ginny Louloudes, director of the Alliance of Resident Theatres/New York. Too many arts organizations are mired in business tasks. With seed funding from The Trust in 2012, the Alliance incubated ArtsPool, a cooperative administrative service. For a modest fee, it provides everything from payroll to bookkeeping to help navigating a thicket of regulations—saving groups time and money (and sanity). Our new grant of $125,000 will help the project become a self-sustaining cooperative enterprise. Above: “Triple Feature,” performed by Chris Giarmo at Big Dance Theater, an ArtsPool client in Brooklyn. Photo by Brad Harris
Donors’ bequests are helping nonprofit groups develop resilience to climate change and provide mental health care to immigrant girls who arrive in the U.S. without a parent. Details about our 38 latest grants at nycommunitytrust.org, where you also can see our new video.

**QUICK VIEW** | A Sampling of New Grants

**BETTER NONPROFITS:** Workers who provide safety-net services to vulnerable New Yorkers are crucial to our City, but they’re among the lowest paid. With $125,000, Fiscal Policy Institute is advocating for better wages, education, and career development of this workforce, made up mostly of women of color. In other grants, charitySTRONG will use $35,000 from The Trust to improve the quality and diversity of nonprofit boards. Meanwhile, a $150,000 grant to the Nonprofit Coordinating Committee of New York supports our New York City Nonprofit Excellence Awards.

**HOLISTIC EDUCATION:** Schools that join with nonprofits to provide a range of emotional, wellness, and academic help for kids are called community schools, and they serve largely poor neighborhoods. The City has announced the creation of more than 125 community schools, yet no one has agreed on how best to define them. With $80,000, NYC Coalition for Educational Justice urges the City to adopt its widely endorsed Community School definition. Above: Parent Felicia Alexander speaks at a rally at City Hall asking schools to include social, emotional, and health services along with rigorous academics, arts, and sports—plus parent engagement.

**MANAGING ANGER:** With $40,000, the Center for Anti-Violence Education is expanding an anger management program for homeless gay young people, and training staff at one agency in every borough to defuse conflict. Above: A participant in the program uses martial arts to control aggression.

**HOUSING DEAL FOR ARTISTS:** With $100,000 from us, chashama provides artists with affordable housing in buildings managed by the Mid-Bronx Senior Citizens Council, and in exchange the artists do community service. Above: A workshop for seniors, led by an artist (center) who gets reduced rent.

**PURGING TOXICS:** With $75,000 from The Trust, Coming Clean organizes communities across the country to pressure dollar stores to stop carrying toxic products. It also calls for improving the safety of chemical manufacturing facilities and strengthening laws protecting agricultural workers from pesticides. Our $75,000 grant to Green Science Policy Institute in Berkeley, California, will push for limits to toxic flame retardants in furniture and baby products. Left: Demonstrators organized by Coming Clean outside a dollar store in New Mexico.

*These grants come from our Henry Phillip Kraft Family Memorial Fund, created to support environmental programs of national and international significance.*
A Stronger Cancer Safety Net

Trust Grants Help in Unexpected Ways

Every day, an average of 47 New York City residents are diagnosed with cancer. It’s our second leading cause of death, killing 34 people daily. For New Yorkers on the edge of poverty or for immigrants without insurance, a diagnosis of cancer can be financially devastating. They often choose between getting treatment or buying food. While being treated, patients need nutritious meals to bolster their immune systems, as well as legal help to figure out insurance options and resolve housing issues. Our new grant of $100,000 to **God’s Love We Deliver** provides special meals to those with cancer. Thanks to caring donors who left bequests to help cancer victims, we’re able to help thousands get the help they need every year.

**MORE THAN MEALS:** Viola, who lives with breast cancer and diabetes, gets specially created meals and a hug from Emmett Findley, who was delivering her food. **Photo by Rommel Demano Photography/God’s Love We Deliver**

37,000 New Yorkers have cancer; 17,000 are diagnosed each year.

Out-of-pocket medical costs, even for the insured, average **$600/month.** With Trust grants totaling **$1,000,000** last year, **Cancer Care** gave **1,450** patients financial assistance. **God’s Love We Deliver** provided individually designed nutritious meals, counseling, and information on nutrition to **1,000** cancer patients. At **Memorial Sloan-Kettering Cancer Center**, **200** immigrant children and adults with cancer were enrolled in insurance plans or received financial aid. **New York Legal Assistance Group** helped **600** cancer patients at **12** hospitals and health centers apply for benefits, appeal claims denied by insurance companies, and resolve debt problems. All thanks to donors like **you**.
After Katherine Park (right) was widowed, she became aware of the isolation of those who outlive family and friends. When she died, she left the bulk of her estate to create a fund in The Trust to assist seniors. Most recently, her fund has been used to make senior centers better by finding out which programs work, and which don’t.

The latest grant from the Katherine Park Fund for the Elderly, $130,000 to Fordham University Graduate School of Social Service, supports researchers as they interview participants and staff at innovative senior centers, along with officials at the Department of Aging, to make sure life is better for this generation of seniors. And generations to come.

What do you love?
Set up a fund to keep your passions alive—forever.

Call Jane Wilton at 212.686.2563