We teamed up with the Heisman Trophy Trust to combine sports and studies.

Lacrosse in Harlem, Squash in the Bronx

FIELDS OF DREAMS: $1.2 million brings athletic enrichment to overlooked neighborhoods.
Photo by Allison Zaucha
THE NEW YORK
COMMUNITY TRUST

The New York Community Trust helps New Yorkers support the nonprofits that make the City, Westchester, and Long Island great places to live, work, and play.

Join us.

WHAT’S NEW:
This newsletter highlights some of the 64 grants, totaling $7.5 million, approved at our October 2017 board meeting. It also features results from past grants—all made possible by the generosity of people like you.

A mother fled violence abroad, but now faces deportation and needs legal help to avoid being separated from her children... A social worker, under pressure to help more clients with more problems, is overwhelmed... A woman wants to keep her nephew out of foster care but lacks money to raise him.

When you give to The Trust’s Annual Fund, we will combine your gift with others—thoughtfully—to support nonprofits that help neighbors like these.

TWO EASY WAYS TO PUT NEW YORKERS IN NEED ON YOUR HOLIDAY LIST

If you don’t have a fund here:
Write a check to Community Funds Inc., with “Annual Fund” in the subject line and send it to 909 Third Avenue, New York, NY 10022. Include your contact information, and let us know if you’d like us to stay in touch.

If you have a donor-advised fund:
Look for the Annual Fund tab on the MyNYCT portal, or call Bob Edgar at (212) 686-2564 and ask him to transfer a specific amount.

CASE STUDY | Our Annual Fund in Action

“‘My nephew Juan was brought to the U.S. when he was three. His parents could no longer care for him, so I took him in. A group called Mobilization for Justice helped me become his legal guardian and get him on a path to citizenship. Now he’s doing well and studying to be an electrician.’”

—Yolanda Tello, the Bronx, seen here with Juan, left, and her daughter
Sports and Academics: A Win-Win
New Heisman Trophy Fund Champions Youth Athletic Groups

Kids playing squash in the Bronx? Mixing soccer with poetry in Harlem? Building boats in Brooklyn? Athletics are good for everyone, but when mixed with academics they can be especially beneficial to young people from poor neighborhoods or those with learning disabilities.

This year, the Heisman Trophy Trust, which awards the famed Heisman Memorial Trophy to the most outstanding player in college football, approached us to help with its charitable giving. Together, we identified effective nonprofits helping New York kids succeed in academics and sports. This fall, in our first round of Heisman grants, we gave $1.2 million to 22 groups in all five boroughs.

Examples: Brooklyn Boatworks engages teens in engineering, navigation, collaboration, and teamwork as young people build and sail wooden boats. With Harlem Lacrosse and Leadership Corporation, high school students learn lacrosse in between studying with tutors and exploring career paths. In the Bronx, CitySquash mentors 200 disadvantaged kids each year, from third grade through college, besides training them to play a game not typically seen in the Bronx.

“Sports are powerful,” says Roderick Jenkins, who oversees youth development grantmaking. “They teach kids skills that are essential off the field: discipline, focus, teamwork, and leadership. They provide mentors, friendship, and a sense of purpose.”

OTHER HEISMAN TROPHY FUND RECIPIENTS

America Scores New York uses volunteers in Harlem to combine soccer, poetry, and schoolwork.

Beat the Streets Wrestling trains students for matches and provides college prep and life skills workshops.

Bridge Golf Foundation brings together science, tech, engineering, and math with learning to play golf in Harlem.

GOAL: Young players read a book about soccer before game time at a literacy day run by South Bronx United Academy, one of the 22 nonprofits we’re supporting with Heisman Trophy Fund. Photo by Amanda Berg
As a generation of New York nonprofit leaders retires, the sector faces a shortage of successors trained in management, financial planning, and communication.

We’re changing that. In 2015, we created the New York Community Trust Leadership Fellows program at the Center for Nonprofit Strategy and Management at Baruch College’s Marxe School of Public and International Affairs. We’ve given $1.39 million so far and helped 168 mid-career professionals. The success stories are inspiring. Here are three examples.

“This fellowship pushed me out of my comfort zone.

Sure enough, our board of directors invited me to apply to be the next leader of the Girl Scouts of Greater New York. I paused, doubting my capabilities.

Then I realized that my selection in The Trust Leadership Fellowship and my commitment made me ready to advance.

As I went through the interview process while going to the fellowship class every week, I grew more confident. The fellowship was a key factor in my decision to apply for—and accept—the CEO position.”

Meridith Maskara
Spring ’17

Former: Chief Operating Officer, Girl Scouts of Greater New York, Manhattan
Promoted to: Chief Executive Officer, Girl Scouts of Greater New York
“It is my mission to support the creative genius of people of color. The Trust Leadership Fellows program helped get me to a place where I do that on a national scale.

My independent project as a fellow was succession planning, so I could become the director of programming at Harlem Stage. It gave me the time and resources to create a smart work plan for my department.

This also laid the foundation for what I do today: developing hip-hop programming at the Kennedy Center.”

— Anthony Fortenberry

Spring ‘15

Former: Director of Nursing, Callen-Lorde Community Health Center, Manhattan
Currently: Chief Nursing Officer, Callen-Lorde

“I believe in the power of nurses. With a shortage of primary care medical providers, nurses are critical. Since my promotion at the health center, I’ve increased the number of nurses and given them more responsibilities.

I draw on the practical exercises I learned during The Trust Fellowship, such as recording and reviewing my presentations to improve my communication skills.

The financial planning lessons are invaluable now... I certainly didn’t learn budgeting and fundraising in nursing school.”

— Simone Eccleston

Spring ‘15

Former: Assistant Director of Programming at Harlem Stage
Currently: Director of Hip Hop Culture and Contemporary Music, John F. Kennedy Center for the Performing Arts, Washington, D.C.
New technologies are crucial if New York City is to meet its goal of reducing greenhouse gas emissions 80 percent by the year 2050. But how do we get there?

A nationwide competition is helping us find a path to sustainability. Tech start-ups submit innovative technologies as they compete for $50,000 prizes plus space in a business incubator and guidance from experts.

For these fledgling enterprises, winning could be the difference between struggling to be noticed and having a real impact.

Called the Urban Future Competition and housed at NYU’s Tandon School of Engineering, it started last year with two $25,000 prizes. This year, thanks in part to $100,000 from The Trust, NYU will expand the effort, awarding three and doubling the prize purse.

The Trust’s support will fund two prizes, one focused on improving the power grid and the other on city systems, such as emergency response.

Last year’s winner for improving urban life went to a start-up creating an online marketplace for energy-efficient windows. The prize for creating a better energy grid went to a business that allows industrial users to monitor energy usage.

“These prizes will showcase cutting-edge approaches to helping the City meet its sustainability goals,” says Arturo Garcia-Costas, who oversees The Trust’s environmental efforts. “Can you imagine a future where we can spray photovoltaic cells onto nearly every surface, and where quiet, clean electric vehicles take us everywhere?”

Without help, only one in ten start-ups survive past the tenth year. In our sustainable business incubator, nine out of ten succeed.”

—Pat Sapinsley, managing director, Cleantech Initiatives, Urban Future Lab
Nonprofit Power: Staff of City nonprofits learn in an Advocacy Institute training class on the fundamentals of changing legislation.

New Yorkers want fair laws, safe streets, consumer protections, and more, but they need help taking action. Two of our recent grants are responding:

Getting Bills Passed

Job seekers were spending thousands of dollars to find jobs through employment agencies, only to be scammed. New Immigrant Community Empowerment, a Queens nonprofit, wanted tougher regulation of these agencies, but it needed guidance to navigate Albany.

The community group sought help from the Advocacy Institute, a group that trains other nonprofits to fight for change. With the Institute’s support, the Queens nonprofit worked to get a bill passed in the State Legislature. Now it is illegal for employment agencies to charge low-wage workers fees before placing them in jobs.

The Trust just gave $100,000 to the Advocacy Institute to help more organizations build relationships with elected officials and move legislation.

Training Citizens for Life

Meanwhile, in our public schools, Generation Citizen, another nonprofit, provides students with the knowledge they need to participate in a democracy. Our $300,000 grant is giving public school teachers resources to start “Action Civics” in middle and high school classrooms.

The program doesn’t just teach classroom lessons, it helps students identify problems, build public support, speak at public forums, and use the media to get things done.

Students have introduced legislation to update New York’s health education curriculum about opioid addiction. They’ve also pressed for a City Council bill to require school cafeterias to publicize health inspection scores.

CIVICS IN ACTION

The Ins and Outs of Making Change

Grants help students and nonprofits work with government to improve life in New York

Getting Involved on Long Island:

Our Long Island division is bringing together funders to back a range of civic efforts, from getting out the vote to encouraging residents to get involved in their communities. The Long Island Civic Engagement Fund has raised $1 million for its work. To join, visit LICF.org.

Civics Crisis: Half of American adults believe the Civil War happened before the Revolution, and only 31 percent of Americans can name all three branches of government, according to a survey by The Atlantic magazine. Still courtesy of Channel One News.
I think I was born to be an engineer. I love the power that comes with developing solutions to real world problems.

—Diana Mendez

His family fortune was stolen by the Nazis. She had to flee Castro’s Cuba. Together, they rebuilt their lives in America.

Robert Lands and Graziella Cabrera Lands wanted their new home country to remain competitive, and so they created a fund in The Trust for science and technology scholarships.

Last year, we awarded $300,000 from the Lands-Cabrera Fund to Rocking the Boat in the Bronx, which introduces young people to engineering through building boats, among other activities.

With this gift, the group gave scholarships to 26 young people, including Diana Mendez, left, currently a senior at the University of Wisconsin-Madison majoring in civil and environmental engineering.

What do you believe in? Set up a fund to keep your passions alive—forever.
Contact Jane Wilton at (212) 686-2563 or info@nyct-cfi.org