ANNUAL REPORT TO THE COMMUNITY

2019

United Way of New York City
A LETTER FROM LEADERSHIP

Friends,

Thank you for being incredible supporters and partners of United Way of New York City, and for making a tremendous impact in 2019. This year was a year of information, education, and the continued transformation for our organization, as we shed light on some of the major challenges our community faces surrounding food insecurity, access to books and quality education, stable housing, and basic needs. We hosted the Self-Sufficiency Summit, bringing together expert panelists to discuss their thoughts, insights, and suggestions for impact regarding the struggles of the hidden poor, our Board of Directors completed Project Transformation—an affirmation and personal commitment by donors to drive scalable impact through significant multi-year investments, we recognized our million dollar roundtable members—donors who each made a one million dollar investment in our work, and our Community Impact team took the year to review, assess, reflect, and ensure that our programmatic work is making an impact. As we continue to transform our organization, share critical information with our partners, and dispel common myths about the financial stability for many in our City, together, with your help we are driving our neighbors progress along the path toward self-sufficiency—making New York City stronger, healthier, financially secure, and creating opportunities for every New Yorker to succeed.

In the pages that follow, we invite you to experience the impact you have created. For your commitment, compassion, and contribution, we are beyond grateful. Thank you, and we look forward to our continued work together.

DONALD F. DONAHUE
Board Co-Chair

MICHAEL J. SCHMIDTBERGER
Board Co-Chair

SHEENA WRIGHT
President & CEO
ABOUT UNITED WAY OF NEW YORK CITY
UNITED WAY OF NEW YORK CITY IS A NONPROFIT ORGANIZATION DEDICATED TO HELPING LOW-INCOME NEW YORKERS MAKE ENDS MEET AND LEAD SELF-SUFFICIENT LIVES.

Working in the poorest communities we ensure that individuals and families are never one paycheck away from hunger or homelessness, that children can dare to dream and build a future for themselves, and that cross-sector partners can collaborate to provide the resources and infrastructure necessary to support community needs.

We believe that when all New Yorkers have a fair chance to succeed, our City succeeds too.

**Our Mission:** To help mobilize our communities to break down barriers and build opportunities that improve the lives of low-income New Yorkers for the benefit of all.

**Our Vision:** We envision caring communities where all individuals and families have access to quality education and the opportunity to lead healthy and financially secure lives. And to accomplish that we must shift mindsets, practices, and policies in neighborhoods of concentrated poverty—and Citywide—to implement and scale what works.

As an organization we know that education, health, and financial stability serve as the foundation for an equal opportunity in life and that’s why we have set a long-term goal to help New Yorkers make meaningful and measurable progress toward achieving self-sufficiency—the ability to have enough income to cover the costs of basic needs without public or private assistance.
AS LIVING EXPENSES GROW FASTER THAN WAGES, MORE AND MORE FAMILIES ARE STRUGGLING TO MAKE ENDS MEET.

2 in 5 working-age households—that’s 905,000—lack enough income to pay for necessities: rent, food, healthcare, childcare, and taxes. That means that roughly 2.5 million New Yorkers are struggling to cover the basics, yet only one third of that number are considered poor according to the Federal Official Poverty Measure. As a result, a large and diverse group of individuals and families in New York City are experiencing economic distress and are routinely overlooked and undercounted. Many of these hidden poor find they earn too much money to qualify for most supports, but are still struggling to afford basic needs. To make matters even worse, their efforts are exacerbated by the reality that housing, healthcare, and other living costs are rising faster than wages in New York City.

To bring light to this critical issue in our community, United Way of New York City, in collaboration with the Women’s Center for Education and Career Advancement, City Harvest, and The New York Community Trust unveiled the **2019 New York City Self-Sufficiency Standard**. This standard defines the amount of income necessary to meet the basic needs of New York City families, differentiated by family type and where they live, and measures income adequacy based on basic needs costs, plus taxes, and tax credits—without public or private assistance.
What did the report find?

• **Costs are rising faster than wages:** Since 2000, costs have risen 87%, but wages only 31%.

• **Working does not guarantee income adequacy:** 84% of households below the self-sufficiency standard have at least one working adult.

• **Struggling to achieve self-sufficiency spans across all ages:** There are 2.5 million people not making ends meet, with nearly 25% of them falling into every age group 25-34, 35-44, 45-54, 55-64.

• **Households with children have a greater risk of not meeting their basic needs:** The presence of children—especially young children—in a household almost doubles the likelihood of having inadequate income. The combination of being a woman, having children, and solo-parenting is associated with the highest rates of income inadequacy, particularly for single mothers of color.

What did we do with the information?

• **Hosted a Summit:** In April, we hosted the Self-Sufficiency Summit at Victoria Borge Hall. Expert panelists from Policy Link, Women’s Center for Education and Career Advancement, Office of the Brooklyn Borough President, United Way of New York City, The Clark Foundation, New York Immigration Coalition, JP Morgan & Chase, and Crain’s New York Business gathered to discuss their thoughts, observations, and pivotal information and data from the study.

• **Created Policy Recommendations:** We led a group of expert volunteers to synthesize the data and create recommendations for policy makers advocating for our cause. Read more about this incredible collaboration on page 14.

• **Encouraged Legislation:** These recommendations would impact an increased income, reduce major non-discretionary costs, reach a broad audience inclusive of traditionally marginalized populations, advance coordinated and interconnected solutions, and activate legislation and public support.

What’s next?

We need to address the immediate crises that are impacting families, to ensure a roof over their heads and food on the tables, and we need to work to build long-term solutions that will break the cycle of poverty, and keep people on the path of self-sufficiency for generations to come.

To read the full report, engage with our interactive maps, and review the policy recommendations, please visit our website [https://unitedwaynyc.org/the-need/](https://unitedwaynyc.org/the-need/)
IN ORDER TO BE A VOICE FOR OUR MOST-VULNERABLE NEIGHBORS AND HELP THEM ACHIEVE SELF-SUFFICIENCY, UNITED WAY OF NEW YORK CITY HAS A PROCESS TO BRING CHANGE-MAKERS TO THE TABLE TO CREATE AND DELIVER STRATEGIES THAT WORK.

And since we know that moving individuals and families from poverty to prosperity is no easy task, we bring corporate, government, foundation, and nonprofit partners together to carry out our collective impact approach known as the 4 D’s.

The 4 D’s provide the infrastructure for stakeholders to:

- **Diagnose** the root cause of community challenges
- **Design** actionable plans to solve those challenges
- **Deploy** resources to execute and carry out the plan
- **Drive** systems and policy change—just like the recommendations that came out of the Self-Sufficiency Standard
WE STARTED THE 4 D’S IN THE SOUTH BRONX, IN THE POOREST CONGRESSIONAL DISTRICT IN THE COUNTRY. WHAT WE FOUND WAS ASTONISHING.

9/10 children were not reading at grade-level  

FAMILIES did not have the basic needs FOR A STABLE HOME  

SCHOOLS AND COMMUNITIES WERE UNDER RESOURCED

What did this mean? Our City was facing a two-part crisis: adults who couldn’t make ends meet, unable to afford basic necessities, and children who were struggling to succeed in school, caused by the challenges at home, the lack of resources in the communities where they lived, and fewer opportunities for them in school and life.

As a result, we developed our Two-Generation Approach that looks at families as a unit and addresses immediate and long-term needs in the areas of education, health, and financial stability. This approach would help increase literacy skills for children—building access to a quality education, helping students achieve grade-level reading, and providing the necessary tools and resources to succeed in school and grow into future college and careers. At the same time, we would ensure that caregivers are skilled workers and can provide shelter, food, and health benefits to their families and that they were equipped to be their children’s first teacher.
IN RESPONSE TO LOOKING AT FAMILIES AS A UNIT, WE CREATED PROGRAMS THAT WHEN USED INDIVIDUALLY ADDRESS FAMILIES’ IMMEDIATE CRISSES—ACCESS TO FOOD, RENTAL ASSISTANCE, EDUCATION SUPPORT, AND OTHER BASIC NEEDS, BUT WHEN THE PROGRAMS ARE USED IN CONJUNCTION WITH ONE ANOTHER, THEY WORK TO SOLVE THE BIG PICTURE—GETTING LOW-INCOME NEW YORKERS PROGRESSING TOWARD SELF-SUFFICIENCY, AND DISRUPTING THE CYCLE OF POVERTY.

ReadNYC helps improve grade-level reading by third grade for children living in some of the most-challenged communities, while at the same time empowering their parents and caregivers to provide stable housing, healthy food, and needed health benefits. In addition, ReadNYC works directly with teachers and principals to nurture an equity mindset and provide resources to help children succeed.

EducateNYC works in 45 elementary, middle, and high schools across the City to help youth reach the goal of on-time graduation, while preparing them for college or a career.

FeedNYC strengthens the capacity of our City-wide network of emergency food providers (food pantries and soup kitchens), helps distribute grocery items—including fresh, healthy foods, and prepares and serves meals to underserved neighborhoods, ensuring that food is distributed where the greatest need lies.
BenefitsAccessNYC addresses the immediate crisis so that families can work with UWNYC to create long-term solutions, by connecting families with critical assistance that is essential to becoming self-sufficient.

StrengthenNYC is UWNYC’s capacity building strategy, which undergirds and supports all Community Impact initiatives. The capacity building team provides internal and external resources and expertise so that funded programs can deliver high-quality results and achieve meaningful outcomes, and ensures community-based organizations are stable, strong, and well-positioned to sustain their efforts.

WorkNYC aspires to be an employer-driven program that will help work-insecure New Yorkers access workforce development opportunities to build skills specific to high-growth industries that offer career pathways and higher income levels. Check back for progress on this initiative!

You can see the outcomes of our programs and hear from people whose lives we have impacted, beginning on page 14, and visit: https://unitedwaynyc.org/programs
## Our Impact

This year, United Way of New York City directly impacted the lives of more than:

<table>
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<th>626 Students</th>
<th>207 Parents</th>
<th>23 Educators</th>
<th>6,700 Households</th>
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Supported an additional:

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<th>18,120 STUDENTS</th>
<th>44 Schools</th>
<th>186,608 Pantry Clients</th>
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Referred:

10,779 households to critical crisis intervention and basic needs services

Partnered with:

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<th>14 Foundations</th>
<th>6 Government Partners</th>
<th>497 Corporate Partners</th>
<th>732 Individual &amp; Major Gift Donors</th>
<th>500 NONPROFITS</th>
<th>1,000s of corporate employees</th>
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Coordinated, managed, and distributed:

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<th>180 Volunteer Projects</th>
<th>3,178 Volunteers</th>
<th>8,776 Hours</th>
<th>10,730 Snack Packs</th>
<th>1,383 Literacy Kits</th>
<th>3,101 Hygiene Kits</th>
<th>1,186 Cold Weather Kits</th>
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3rd grade test results show that across all 5 ReadNYC schools, **48% of students are reading at or above grade-level reading** since 2015. ReadNYC schools have increased ELA proficiency by **207%** compared to **118%** for non-ReadNYC schools in the same district, and only **70%** for all other NYC schools.

Distributed more than **1,400 literacy kits** to ReadNYC students.

Served **4.2 million meals** across **360 emergency food providers**.

Read and discussed more than **20 culturally relevant texts** with Once Upon a Summer participants.

Distributed nearly **320,000 pounds** of fresh, local produce to **60 emergency food providers**.

With the help of our community partners, distributed **$8.5 million** to **360 food providers across the City**.

Processed more than **866,000 pantry visits** for nearly **187,000 clients across 221 food pantries using Plentiful**.

**3,200 volunteers** in **180 projects** contributed over **8,525 hours** of volunteer service.

Engaged **3,200 volunteers** across the City, helping get **10,000 struggling New Yorkers** on the path to self-sufficiency.

Awarded more than **$100K through Seed Grants** to support innovative food access and nutrition education programs.

**Once Upon a Summer** rising 1st graders completely avoided summer learning loss and increased reading proficiency from **32.5%** to **37.2%** throughout the **4 weeks**.

Served more than **10,730 healthy snacks** to low-income students and pantry clients.

**3,000 students** in career readiness or STEM activities engaged more than **3,000 students** with crisis intervention and basic needs supports, helping get them on the path to self-sufficiency.
STORIES OF SUCCESS

AT UNITED WAY OF NEW YORK CITY, OUR PURPOSE IS TO HELP LOW-INCOME NEW YORKERS MAKE MEASURABLE AND MEANINGFUL PROGRESS TOWARD SELF-SUFFICIENCY.

To fulfill that purpose we work to convene communities and sectors around a shared agenda for learning and impact, and we strive to change policies and systems that will help low-income New Yorkers. It’s no easy task. But seeing the success from just a few of the many we help, makes it all worth it. In the following pages, you will get a glimpse into the impact you help create, and see the progress our New York neighbors are making toward achieving self-sufficiency.

Collaborating to Fuel Self-Sufficiency

Since 2000, every four years, United Way of New York City, and it’s partners from the University of Washington, Women’s Center for Education and Career Advancement, City Harvest, and the NY Community Trust come together to publish the Self-Sufficiency Standard report—a detailed analysis of what income is necessary to live in New York City neighborhoods, and what it costs to be able to afford the basics, broken down by family composition.

This report is critical to shining a light on a tremendous population in our City—the 905,000 households who are overlooked and undercounted. These are our families, friends, co-workers, and neighbors who struggle to afford the basics, but are above the Official Poverty Measure.

For the 2018 report, United Way of New York City took a greater investment into the issues, outcomes, and process. With a goal to raise awareness of the issues and strategically make recommendations and potential policy changes, UWNYC knew they needed to create a plan to bring subject matter experts together to create the best advocacy recommendations.

Using our extensive list of Community Based Organizations, United Way searched for expert policy makers, with extensive knowledge in community challenges surrounding basic needs and self-sufficiency, who were in our City, and had deep roots to the community. These experts came together to form working groups for each major topic discussed in the report: food, childcare, healthcare and housing.

By creating these groups, UWNYC helped generate interest and support of the report, and in turn created champions of the work. United Way supported each working group with the framework and direction for each meeting, collected and provided feedback, and served as the backbone, bringing additional experts to our table to do what they do best—synthesize data, and create recommendations to change policy.

United Way listened to people closest to the community’s challenges, engaged those who wanted to get involved, figured out the role that they could each play, and helped move our City closer to a solution. United Way of New York City doesn’t own this information. We served as part of this great collaboration. But if it wasn’t for United Way, we wouldn’t have so many people involved, so many expert opinions being shared, and so many thoughts being taken into consideration. This working group process is now serving as a model for community collaboration and success. And, in the first year since the report was launched, we have been able to build awareness around a critical issue, have the data to consider what is happening in our community, and empower change makers to talk about challenges in our City.
FeedNYC Empowering Providers, Expanding Services
West Harlem Group Assistance Inc. (WHGA) is a community development organization on a mission to strengthen the economic vitality of Harlem. One of their programs, Communities for Healthy Food, has been providing Harlem residents with client-choice pantry service, nutrition education, on-site Supplemental Nutrition Assistance Program (SNAP, formerly known as food stamps) benefits enrollment, and has a goal to address issues of diet-related disease.

As a recipient of United Way of New York City’s Hunger Prevention and Nutrition Assistance Program (HPNAP) Grant, WHGA was thrilled to be able to purchase fresh and frozen produce to provide balanced and nutritious food package to clients.

Each month, WHGA serves more than 5,000 clients, but the limitation of their pantry size only allowed them to bring six people inside at a time—making it a slow process to meet the demand. Through their personal relationship with United Way’s HPNAP team and attending a HPNAP workshop, the pantry learned about the Plentiful App—a free, mobile reservation and communication tool for food pantries and clients.

"With Plentiful, we can now service 20-30 people at once," said Antaeus Turns-Ashcraft, Communities for Healthy Food advocate. "The line complaints have reduced tremendously, and people are able to move inside much more quickly. Through Plentiful we have all the client information and can easily search for clients and verify family sizes."

Clients love Plentiful too! The messaging feature allows the pantry to communicate quickly with their clients, and can translate into nine different languages. With the funding WHGA receives from United Way, they can purchase fresh produce, and with Plentiful they can alert clients when fresh produce and other perishable items are available outside of the regular pantry operating time. "For someone who needs food, getting a message that there is extra food available outside of pantry times is like a surprise gift and something clients love," said Turns-Ashcroft.

The relationship with United Way of New York City was instrumental in growing the capacity of WHGA and allowed them to service up to five times as many clients during a visit. "If we hadn’t partnered with United Way of New York City, perhaps we could have found a solution to our service problem, but it would have been much harder and taken much longer," said Turns-Ashcroft. "Now our pantry runs smoothly and operates more effectively."

ReadNYC: Living Up to Full Potential
"The support through Equity Scholars has impacted my practice, myself, and my students in empowering ways," shared Kelly Jo. "I had to acknowledge and dispel the myths about students and families that simply are not true. Myths that students from the Bronx have parents that don’t care, that all fathers are in prison, and kids are unmotivated. Acknowledging this allowed me to drop my savior complex and see these kids for who they are as individuals and to have nothing but the highest expectations for each of them.

As part of United Way of New York City’s ReadNYC program, we ensure that teachers are equipped with the resources and support they need to teach students facing so many challenges. Barber has been receiving coaching support from ReadNYC through the Equity Scholars Program, run by one of our partners.
“The support through Equity scholars has impacted my practice, myself, and my students in empowering ways,” shared Barber. “I had to acknowledge and dispel the myths that students from the Bronx have parents that don’t care, that all fathers are in prison, and kids are unmotivated. I had to drop my savior complex and see these kids for who they are as individuals.”

The coaching also helped Barber trust her students more. Teachers need to talk less, and let their kids talk more. Through the Equity Scholars Program, Barber learned that in order for kids to make progress they must feel empowered. As a result, Barber created her classroom library by areas of interest instead of reading level. “I strive to have a library in which my kids see themselves reflected,” shared Barber. “This work has made my students’ interest in both reading and writing increase. Every year since working with equity scholars my students learn to identify themselves as readers by finding books that they truly love, books that leave them thirsty for the next book.”

When asked how the support from ReadNYC has impacted her classroom, Barber replied, “My work with equity scholars has empowered both myself and my students to live up to our full potential as humans and learners.”

**Inspiring Families through Reading**

Reina is the proud mom of two beautiful children, Sofia, a seven-year-old second grader, and Johan, five years old and in Kindergarten. Reina’s family lives in the South Bronx, and is struggling to make ends meet, even though Reina’s husband works six days a week as an electrician. Reina’s first language is not English. For a while, Reina was working for a cleaning agency, but if the kids were sick or school was closed, it was difficult for her to find childcare, and the family decided it was best for her children if she stayed home. She is dedicated to her children, their education, and even volunteers at their school.

Understanding how critical it is for her children to have a good education, Reina does all she can to make sure they have the tools and resources they need to learn. But, with finances being tight, money was needed to pay rent and buy groceries. Books became a luxury they just couldn’t afford.

Thankfully, ReadNYC is partnered with Dolly Parton’s Imagination Library that provides families with free books delivered to their home helping to build their at-home libraries and encourage a love for reading! Reina was able to sign up both Sofia and Johan for the program and now they each receive one book per month, at no cost to the family.

“My kids get so excited when the box arrives,” shared Reina. “To have their name on something, to own their books, is really special.”

Receiving these books is creating a love of reading, expanding vocabulary, allowing mom and her children to read together each day, and even helping Reina expand her knowledge of the English language.

“For me, it’s important that all children in our community are helped by this program,” said Reina. “If our children learn more and are more advanced in reading, then they become more intelligent children, their vocabulary is enriched, and they arrive at school with a reading-level perhaps much higher than other schools in other places.”

“As a mom, it’s important to me that my children are reading above grade-level. They are having fun while learning, and it helps develop them to expand their knowledge of everything, not just the books.”
Most importantly, programs like this are helping low-income children gain access to opportunities, and putting them on the path to success. A few books each month are doing more than just building an at-home library, they are building a future community. And Reina has seen this first hand as her son entered school and this program at the same time.

“The program is helping Johan be a better student, brother, son, and eventually a better person. In the future, he will contribute to his community and become a good professional, all because his mind is full of so much more knowledge,” Reina stated.

**BenefitsAccessNYC: Preventing Crisis for our Neighbors in Need**

Food Support Connections (FSC) is a program of United Way of New York City’s BenefitsAccessNYC Initiative that helps connect hungry New Yorkers to healthy food. And through grant funding and partnerships it refers, screens, and submits applications for SNAP assistance.

One of our FSC partners is Hunger Free NYC, a division of Hunger Free America. It is through this program that we met Lorena, a 72-year-old, single, and retired woman. Living on her fixed income, Lorena has struggled to put food on her table. Her finances only allowed her to pay for rent, utility bills, and medical expenses with little to spare. For many years Lorena depended on eating potatoes and rice, because it was the most inexpensive food and it lasted the longest. Eating fresh fruits and vegetables, meats, and other critically nutritious foods was just not an option with her financial constraints.

One day while Lorena was out for a walk in the neighborhood she came across a Hunger Free NYC benefits specialist at a community based organization. Her curiosity intrigued her to start a conversation, and it was then that she learned about the SNAP program. To her pleasant surprise, once she was screened she was eligible to receive $192 per month. Lorena was so grateful and immediately applied for SNAP benefits. Within 30 days of the application, she was approved and began receiving the monthly benefit. Lorena now has the funding she so desperately needed to purchase fresh, healthy foods for herself, and as an additional resource knows she can visit local food pantries and soup kitchens. Lorena is now enjoying retirement much more than before, and received the help she needed to continue on her path toward self-sufficiency.
WE KNEW THAT OUR PROGRAMMATIC WORK WOULD BE MORE SUCCESSFUL IF WE DID IT IN PARTNERSHIP, BECAUSE THE MORE EFFECTIVE OUR COLLABORATIONS, THE MORE IMPACTFUL COMMUNITY INITIATIVES WE CAN CREATE.

United Way of New York City serves as the convener for these collaborations, bringing together the players in business, government, foundations, and nonprofits to achieve success. If not for UWWNYC, it’s long-standing history as a change-maker, and its unique position at the intersection of these sectors, achieving self-sufficiency would be nothing more than a dream for many New Yorkers. We are so grateful to the partners who have joined with us to make these dreams become reality.

We know it takes a village, and it’s why UWWNYC leads collaborations to rally around community initiatives, ensure that nonprofits are strong and adaptive, and align partners who commit to shared goals, activities, and learnings.

“IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER.”

—An African Proverb
At United Way of New York City, (UWNYC) we believe that greater impact is possible when we work together. Our Engagement Networks—comprised of volunteer leaders—are groups of passionate individuals, who join forces to advocate, volunteer, and generously donate to make an impact in our community.

**TOCQUEVILLE SOCIETY**

The Tocqueville Society recognizes local philanthropists who are committed to social change through their outstanding community service and financial support—with each member contributing $10,000 or more annually. With nearly 400 societies spanning across the United States and Europe, the members of Tocqueville have raised more than $514 million to support their local communities. Here in New York City, we have nearly 370 Tocqueville Society members that through their experiences, abilities, and ambitions effectively impact New Yorkers in need.

Here are a few highlights from our 2018-2019 Tocqueville Society:

- In August, members attended a site tour of PS 49, a ReadNYC school in the South Bronx. Being in the school, seeing students, and chatting with educators, gave members the opportunity to see their investments at work.

- In November, Canadian Imperial Bank of Commerce (CIBC) held a breakfast, led by Shawn Bieber, Manager Director & Head of U.S. Capital Markets, CIBC, with more than 35 managing directors, and BMO Financial Group held a luncheon hosted by CEO, Darryl White, that gathered nearly 35 managing directors. Both events served as a way to bring together employees who choose to make a significant investment with UWNYC, and provided an opportunity for potential Tocqueville members to learn more about the society and their impact.

- The first-ever Tocqueville volunteer family day took place in February at UWNYC. Families—representing UPS, Brown Brothers Harriman, and BMO—got to work packing 125 winter kits for ReadNYC and EducateNYC students who are in transitional housing and often miss school when the weather gets cold because they don’t have proper cold-weather clothing. Kits included a scarf, hat, gloves, hand warmers, chapstick, and an encouraging note written by our volunteers!

**Meet a Member: David Alessio**

David Alessio, his wife, Vinay, and their two daughters Devin (28) and Taylor (26) are committed to giving back to our City. Both Vinay and David grew up in the boroughs of New York City and work in financial services—David, at the Canadian Imperial Bank of Commerce (CIBC) and Vinay at Oppenheimer.

“I contributed to United Way for a number of years through a campaign at work,” shared David. “After spending a day of service at a food pantry with my summer interns, led by UWNYC, I was impressed. At dinner that evening, I told my family about my experience that day and that I wanted to become more involved.”

After the event, David was approached by a colleague about increasing his commitment to United Way, and invited him to a number of Tocqueville Society events, which encouraged David to increase his contribution through the CIBC workplace campaign. He has never looked back.

“When an opportunity to join the Tocqueville Society cabinet presented itself,” said David. “I was glad to help United Way make a difference.” David assists by encouraging peers to get involved and support UWNYC.

“I want to contribute any way I can, and the staff is always there to help. I really enjoy attending quarterly meetings and visiting with major gift donors. If you’re thinking about making a contribution to United Way, I encourage you to reach out, visit one of the programs or partner programs, and most of all, get involved.”
WOMEN UNITED
United Way of New York City’s Women United is a network of community-driven women dedicated to making a difference in the lives of struggling New Yorkers. Part of a global movement 70,000 women strong, this network spans 165 communities and six countries, where these talented females advocate, fundraise, and volunteer to solve issues facing their city’s most-pressing needs. In our community, we have more than 800 members, who invest $1,000 or more into our City annually, and more than 15% of members generously invest more than $10,000 each, on an annual basis.

Women United has been a visionary partner of ReadNYC since its inception in 2013—providing the seed investment to launch the initiative, and continues to fuel the program’s success. Together, our Women United group leverages resources, deepens and grows extraordinary outcomes, and drives change for elementary and early childhood education programs impacting thousands of children, their families, teachers, and schools. To date, Women United members have raised more than $6 million for ReadNYC!

And of course our Women United network is more than just fundraisers. Here are some highlights of their impact and involvement from the past year:

- Members and friends supported ReadNYC students in Mott Haven by participating in a beautification project at the Mitchell Community Center, where they painted canvas book cover art, spruced up a third grade classroom, and organized books at the center’s library.

- JP Morgan Chase CFO and United Way of New York City Board Member, Jenn Piepszak along with Sheena Wright, CEO of United Way of New York City, shared their personal leadership journeys to nearly 100 women at a fireside chat this spring.

- Held the inaugural Corporate Women’s Breakfast, hosted by National Grid—an exciting opportunity that gathered more than 75 attendees to celebrate and learn from corporate women’s employee resource groups from across multiple industries including retail, finance, utilities, construction, and real estate.

- Launched our Women United Rising Star Event, hosted by Bloomingdale’s. This event was an opportunity for engagement, networking, and growth for the younger Women United members, and included a fashion mentoring program by Bloomingdale’s stylists. Bloomingdale’s gifted 10% of the proceeds to UWNYC.

- Partnered with Lafayette148 New York as the official Fashion Sponsor of our Power of Women Luncheon—outfitting each of our honorees to look and feel fabulous on their special day!

Meet a Member: Bernice Clark
Bernice Clark is the Chief Marketing Officer for the New York Economic Development Corporation, a dedicated member of United Way of New York City’s Board of Directors, and an active member of Women United. Bernice first got involved with United Way of New York City through her former employer helping fundraise for the company’s annual workplace campaign.

“I was so impressed with what UWNYC was about—the breadth of their role to bring together a broad spectrum of stakeholders, from corporate, government, and nonprofit to solve NYC’s community challenges,” she says. “The work aligns with my personal philanthropic goals to make a difference and give back.”

Bernice enjoyed learning more about ReadNYC through a board meeting in the Bronx and hearing a parent of a ReadNYC student speak of the challenges and successes of her child, at a Women United luncheon. She
was able to hear first hand about the impact ReadNYC has not only on the child, but on the parent—gaining confidence to help their children learn to read, and often to learn themselves.

“I enjoy being part of a strong network of women—Women United—and working together to support the ReadNYC initiatives,” she says. “It has allowed me to meet more people, expand my network personally and professionally, raise money, and impact New York.”

Bernice is an advocate for our work and often encourages others to get involved. “Being a part of the UWNYC community and partnering with other NYC leaders is very rewarding,” said Bernice. “I encourage others to get involved because UWNYC is a force-multiplier to change and improve lives, while providing an opportunity to broaden your own wealth of relationships in New York City and the greater United Way network.”

YOUNG LEADERS COUNCIL

The Young Leaders Council (YLC) brings the passion and philanthropic power of young professionals together to transform New York City. The YLC provides robust opportunities to connect community-driven 20- and 30-somethings who are eager to lead their peers, fundraise, and advocate on behalf of low-income New Yorkers.

As United Way of New York City works to engage the next generation of givers, we saw tremendous growth for the YLC. Here are some highlights from 2019:

• Hosted a record-breaking Moonlight Masquerade event in January that raised more than $70,000, with 300+ guests
• Recruited new members making this the largest year for the YLC with 478 members
• Led a fitness fundraising event at Barry’s Bootcamp
• Led an all-committee meeting to bring together the most engaged members for a night of networking, collaboration, and impact

Meet a Member: Sarah Mattison

Sarah Mattison is an Audit Manager for Deloitte, and a member of United Way of New York City’s Young Leaders Council (YLC) Executive Committee. Sarah first got involved with the YLC through work, when Deloitte hosted the Deloitte Networking Nights. Volunteering to plan the logistics of the event, Sarah had an opportunity to meet with UWNYC staff, and she has been an incredible volunteer ever since!

“United Way of New York City is a great community organization that offers different aspects for involvement from volunteering and fundraising, to meeting new people and giving back,” she says. “I’ve had an opportunity to make some great friends along the way, as everyone in YLC is highly motivated, genuine, and enthusiastic about our City.”

The YLC helps members engage and grow both personally and professionally. “Personally, being a member of YLC has helped me grow my network, friends, and exposed me to volunteer for things I would never be involved in,” expressed Sarah. “Professionally, I’ve gained access to fantastic leaders within my company, and serving as the face of the campaign has elevated my presence. It makes me proud of the work I do for the campaign, for Deloitte, and for the partnership with United Way of New York City.”

If you’re looking to get involved in our City and aren’t sure where to start, Sarah has some words of wisdom. “My best advice for other young professionals? Come to events! Take the opportunities you are being offered—volunteer, fundraise, network! The YLC is really friendly and welcoming, which makes joining a new group easy and fun!”

—Sarah Mattison, Audit Manager, Deloitte
OUR PARTNERSHIP WITH THE NFL

FOR NEARLY 50 YEARS, THE NFL AND UNITED WAY HAVE BEEN WORKING TOGETHER TO TACKLE COMMUNITIES’ TOUGHEST CHALLENGES AND HAVE FORGED THE LONGEST RUNNING COLLABORATION IN HISTORY BETWEEN A SPORTS LEAGUE AND NONPROFIT.

Here in New York City, our partnership with the New York Giants and New York Jets has spanned nearly 30 years, and is celebrated each year at our Gridiron Gala—an event bringing together football, philanthropy, and the business community to raise funds in support of United Way of New York City. Since its inception, the Gridiron Gala has raised nearly $35 million to support United Way of New York City’s initiatives for education, health, financial stability, and the progress toward self-sufficiency for NYC children and families.

You can read more about this year’s Gridiron Gala on page 29.
Being active in community involvement is something both the New York Jets and New York Giants weave into the teams’ DNA and they’re proud to partner with United Way of New York City on a variety of initiatives including:

- **Hometown Huddle**: an annual hands-on volunteer project with players and local community programs

- **Character Playbook**: an innovative, digital learning experience that uses evidence-based strategies to educate students on how to cultivate and maintain healthy relationships during their critical middle school years. In 2016, United Way of New York City teamed up with the New York Giants, supported by Verizon, to launch Character Playbook across New York City schools. In the 2018-19 school year, 2,895 students were trained across 41 schools, and completed 4,733 hours of learning.

- **Tix for Kids**: a charitable ticket turn-back program, created by the New York Jets in 2003, for season ticket holders to donate their tickets to underprivileged children, allowing them to experience the excitement of the NFL first hand.

“Partnering with United Way of New York City provides an incredible opportunity for our players and our organization to give back to our local community. With programs like Tix for Kids we can even get our fans in on the action—providing our community’s kids with new experiences and the inspiration they need to succeed.”

—Jesse Linder, Senior Director, Community Relations, New York Jets

“The New York Giants admire United Way of New York City for their daily heroic work to unify the efforts of numerous corporations, nonprofits, and government agencies in support of our community. Our organization and players have greatly benefited from their guidance and leadership over several decades, and it is our pleasure to stand by their side in service to our great City.”

—Allison Stangeby, Vice President of Community & Corporate Relations, New York Giants
CORPORATE PARTNERS

UNITED WAY OF NEW YORK CITY PARTNERS WITH COMPANIES OF ALL SIZES TO WORK HAND IN HAND BUILDING, EXECUTING, AND FULFILLING CORPORATE SOCIAL RESPONSIBILITY (CSR) GOALS.

Simultaneously, corporate partners’ financial and volunteer support helps fuel the work of United Way of New York City—critically supporting our most-vulnerable neighbors as they move along the path to self-sufficiency.

CORPORATE CITIZENSHIP PROGRAM

Our Corporate Citizenship Program serves as a way to recognize our corporate partners, and provides companies with ways to achieve their business and philanthropic goals—connecting them with United Way’s prominent brand, offering networking, employee engagement and sponsorship opportunities, and providing them with one-on-one resources to help customize a CSR plan that works for their specific business needs. Thank you to all of our 2019 Corporate Citizenship Program Partners. See the full list on page 38.

CORPORATE ENGAGEMENT CABINET

United Way of New York City’s Corporate Engagement Cabinet, formerly the Campaign Cabinet, started in 2017 as a way to engage and deepen workplace partnerships year-round. Executives from corporations, volunteer to serve as ambassadors for their company’s internal workplace campaign, and often lend a hand to other companies interested in getting started with their own campaign! This diverse group of volunteer leaders helps to develop and implement strategies for fundraising, cultivates and engages employees to get involved, and helps plan and execute workplace events. As a result, revenue increased across the campaign and nearly 70% of cabinet members’ companies increased workplace activities, leadership donations, volunteer efforts, or engagement network participation. Thank you to our volunteers who elevate UWNYC’s mission.

LOANED EXECUTIVE LEADERSHIP PROGRAM

Another great way for companies to engage is through our Loaned Executive Leadership Program. Loaned Executives (LEs) are employees of our Corporate Partners, borrowed by United Way during peak campaign season. From August to December, LEs assist in running workplace campaigns. Guided by UWNYC staff, they collaborate with company contacts, plan and execute engaging activities and events, and help fundraise.

 Participating in the program is an incredible professional development opportunity—building critical skills in sales, project management, relationship building and public speaking—and it helps to develop leadership potential, providing increased visibility for a company’s support of the community, while strengthening relationships with other companies and organizations.

"I loved everything about the LE program and still miss it to this day. I was happy to be involved in any capacity as no contribution or task was too small towards the mission statement. Whether it was a campaign, tabling, or volunteer event, my goal was to represent UWNYC well. I was educated and humbled, and left the LE program a better person both professionally and spiritually."

—Ernie, Loaned Executive, Brown Brothers Harriman

"Being an LE was a truly rewarding experience, supporting communities while building corporate relationships. Being a National Grid LE is one of the highlights of my career, one of my proudest accomplishments, and has made me a lifetime UWNYC champion."

—Terry, Loaned Executive, National Grid

This past year our Loaned Executives added nearly 900 hours to UWNYC’s capacity, facilitated 45 corporate campaign events, led 192 volunteers through 648 hours, and supported 7 internal strategic projects.
WORKPLACE GIVING

Workplace campaigns are the most popular way for companies to partner with United Way of New York City and support the community where employees live, work, and play. Running a United Way of New York City Workplace Campaign is a great way to foster team building, provide an opportunity for employees to give back to their community, and meet your company’s philanthropic goals. This partnership enables companies to provide employees with year-round volunteer and engagement opportunities that compliment their contributions to the campaign.

Here are just a few of the tremendous ways corporations partner with United Way throughout the year, and the impact they make in our City!

This year, Facebook and UWNYC joined forces to engage employees in the community and provide them with professional development opportunities, along with fun, City-exclusive events—like training camp with the NY Giants. The partnership also helped strengthen and connect the New York City nonprofit community with events like Boost Your Cause—that brought together more than 200 nonprofits and NYC political leaders for training to help leverage their social platforms to communicate, fundraise and meet their organization’s objectives—while empowering nonprofit leaders to optimize their presence on Facebook and Instagram.

In 2019, Assurant became a supporter of ReadNYC’s summer immersive literacy program, Once Upon A Summer (OUS), with a three-year grant from the Assurant Foundation totaling $75,000. Their commitment and dedication to the stability of the program and the importance to the planning process is a true reflection on their incredible partnership and investment in our work.

BMO Capital Markets significantly increased their giving to United Way of New York City due in large part to their increased participation in UWNYC’s Tocqueville Society. BMO Financial Group CEO, Darryl White, and BMO Capital Markets CEO, Dan Barclay, traveled from Toronto to support the local NYC campaign leading to amazing opportunities for donors to connect directly to the work and feel inspired to join our Major Giving group, the Tocqueville Society. We could not be more grateful to all the individuals and the BMO Capital Markets team for this incredible growth.

In the Fall of 2018, Fidelis Care expanded their United Way partnership in New York State to include United Way of New York City’s community in an effort to reach more of their employees across NYC’s five boroughs. By utilizing United Way’s expansive network to leverage best practices, Fidelis’ inaugural United Way of New York City campaign resulted in a 50% participation rate among their employees. Committed to providing quality healthcare, Fidelis provides affordable health insurance coverage for more than 1.7 million children and adults of all ages and at all stages of life, and believes strongly in supporting United Way of New York City’s self-sufficiency mission to help New Yorkers meet basic needs.

UPS, the UPS Foundation, and their employees are committed to impacting our City and are active year-round in a variety of activities and committees. This year, UPS once again served as the exclusive logistics sponsor of UWNYC’s Holiday Toy Drive, raised nearly $1 million through their annual workplace campaign, and have employees serving as volunteer leaders offering their time and talents to our Tocqueville Cabinet, Corporate Engagement Cabinet, Young Leaders Council Executive Committee, and Women United Luncheon Host Committee. In May, United Way of New York City was thrilled to recognize this incredible partnership by honoring George Brooks, UPS President of the Americas at our 26th Annual Gridiron Gala!
GOVERNMENT

United Way of New York City is working to ensure that we are not just assisting people today, but helping set policies to change the way our communities operate in the future. We do that by working closely with a variety of government agencies such as the NY State Department of Health, NYC Department of Education, NYC Office of Community Schools, NY State Assembly, NY State Office of Temporary and Disability Assistance, and a variety of health and human services organizations.

Our Government partners serve as a critical financial investor into the work of United Way of New York City. One partner in particular is the New York State Department of Health—which began addressing the nutritional needs of food-insecure New Yorkers in 1984.

United Way of New York City was an original partner for this innovative and pioneering state-level solution to the growing hunger problem, and has held a contract with the NYS Department of Health to administer this critical program known as Hunger Prevention and Nutrition Assistance Program (HPNAP) since inception. HPNAP’s purpose is to provide healthy food for hungry people and UWNYC has developed innovative responses to connect food insecure New Yorkers with nutritious, culturally appropriate foods.

Some highlights from our partnership include:

- Developed a wholesale purchasing program to minimize cost and maximize options for nutritious foods
- Established a 15% produce requirement, to have emergency food providers spend 15% of grant funds on fresh produce
- Partnered with New York State and regional farmers on Local Produce Link, a farm to food pantry program that brings in an additional 320,000 pounds of high quality, fresh fruits and vegetables to more than 60 food pantries across our City

Through this incredible relationship between government and nonprofit, we have set high nutrition and food safety standards and combined innovative food purchasing and distribution models to safeguard the health of New Yorkers who struggle to afford enough healthy food.
FOUNDATIONS

Foundations help fund United Way of New York City’s core work and key programs, allowing us to create lasting impact and help move New Yorkers along the path to self-sufficiency. Our foundation partners provide investments through traditional funding and innovative ideas to create successes for our City.

Foundation partners align with our ideas, beliefs, and strategies to help bring our struggling New Yorkers onto the path of self-sufficiency. One of those partners is the Bill and Melinda Gates Foundation, who believes that “the path out of poverty begins when the next generation can access quality healthcare and a great education.” It is one of the many reasons that this year the Bill and Melinda Gates Foundation provided a grant of $100,000 to invest in the infrastructure and capacity of United Way of New York City—ensuring that our organization can continue to serve as a convener, rallying together all sectors of society, and bringing change-makers to the table to create and deliver strategies that work for our struggling neighbors.

NONPROFITS

United Way of New York City supports individuals, families, and communities all across the five boroughs of NYC. With more than 8.5 million residents and 300 square miles in our City, UWNYC relies on our network of community based organizations (CBOs) to be on the ground all across our community to help achieve our goals. We partner with more than 500 nonprofits which allows us to develop and deploy viable, human-centric, and real-time solutions that have the voice of the community. Our partners help us implement solutions, course correct when necessary, and provide us with critical feedback to bring meaningful and long-term changes to the communities we serve. In return, our corporate partners and engagement networks offer their time and talents to serve our CBOs at a variety of volunteer projects.

A great example of the relationship between United Way of New York City and community nonprofits is through our partnership with the Children’s Health Fund (CHF). Activating the health and wellness component of ReadNYC, we partnered with CHF to expand their Healthy and Ready to Learn initiative across our ReadNYC schools in Mott Haven. This initiative helps provide our schools and families with the resources they need to support their students’ health and well-being by offering a website full of resources addressing topics like chronic absenteeism, health barriers that can limit learning, and supporting a positive school environment. In addition to the online resource guide, the initiative trains principals, guidance counselors, parent coordinators and expanded day directors on community health referrals, data-driven attendance interventions, and trauma-sensitive school environments.

“The ReadNYC program has cultivated an engaged community across multiple Mott Haven elementary schools. As a result, Children’s Health Fund has been able to work alongside United Way of New York City to build meaningful and collaborative relationships with principals, school staff, and families in an effort to promote programs that support both health and education outcomes for students.”

—Emanuela Acquafredda, Assistant Director, Healthy and Ready to Learn Initiative, Children Health Fund
ENGAGING OUR PARTNERS THROUGH SIGNATURE EVENTS

THROUGHOUT THE YEAR, UNITED WAY OF NEW YORK CITY HOSTS SIGNATURE EVENTS THAT SERVE AS AN OPPORTUNITY TO RALLY OUR COMMUNITY, EDUCATE OTHERS ON OUR WORK, AND ENGAGE WITH THOSE INTERESTED IN JOINING US ON OUR MISSION!
13TH ANNUAL POWER OF WOMEN TO MAKE A DIFFERENCE LUNCHEON

In March, we hosted our 13th Annual Power of Women to Make a Difference Luncheon—celebrating the true spirit of women’s leadership and honoring three powerful females who make an impact at home, at work, and across our City, by empowering other women to stand up, speak up, and make their mark. Congratulations to this year’s honorees, Erika Irish-Brown, Goldman Sachs, Tonya Robinson, KPMG, and Gena Smith, LVMH. With the help of our honorees and more than 550 guests who came together in celebration we raised nearly $1.1 million for our ReadNYC program and the empowerment of children and their families toward self-sufficiency.

26TH ANNUAL GRIDIRON GALA

In New York City, our partnership with the New York Giants and New York Jets is celebrated each year at our Gridiron Gala—bringing together football, philanthropy, and the business community. In 2019, our 26th Annual Gridiron Gala raised $1.4 million. We proudly presented Michael Thomas, New York Giants, Avery Williamson, New York Jets, George Brooks, UPS, Laurie Mahon, CIBC Capital Markets, and Donald Hong, UA3, with awards for their dedication to the New York City community. The MVP award was accepted by Stephen J. Dannhauser for being a champion of diversity & inclusion in business and the workplace, an advocate for early childhood education, a mentor for young professionals, and an all around humanitarian. Since its inception, the Gridiron Gala has raised nearly $35 million to support United Way of New York City.

YOUNG LEADERS COUNCIL MOONLIGHT MASQUERADE

In January, the Young Leaders Council (YLC) held their Moonlight Masquerade at the Jane Hotel! Young Leaders from across the City rallied with United Way of New York City (UWNYC) to promote our organization’s mission and together raised more than $77,000 to support our programs for education, health, and financial stability. That evening, more than 300 guests danced the night away and enjoyed fantastic entertainment by the charming Ben Nemzer, one of Monday Night Magic’s star magicians. Attendees also took time to celebrate those who make our work possible: our event’s honorees, James Herbert and DTCC, our YLC Member of the Year, Sarah Mattison, the Moonlight Masquerade Host Committee, the YLC Executive Committee and sub-committees, Willkie Farr & Gallagher LLP, National Grid, Express, and Facebook.

RIDE UNITED

On May 5th, United Way of New York City’s RIDE UNITED team hit the road on two wheels for the TD Five Boro Bike Tour! Our team’s 70 riders, joined nearly 32,000 cyclists as we rode 40 miles across 5 boroughs. Ride United raised an incredible $80,000 to support United Way of New York City and the 2.5 million New Yorkers who can’t make ends meet, find their path to self-sufficiency. The generosity of each rider and their personal networks power the work of UWNYC, enable families and teachers to receive valuable education supports, provide access to critical and life-saving benefits while they are in crisis, and advance literacy skills for children. Thank you to Brown Brothers Harriman, Hearst, PwC, and UPS for partnering with us on the ride!
“Co-chairing the Events + Activities Committee is one of my favorite parts of being at UWNYC. We all work so hard on the mission of UWNYC, that it feels great to organize FUN events for staff, like our holiday party, summer fun day, and Halloween event, where everyone can relax and enjoy being together. The team at UWNYC is a great group of people and one of the best things about working here.”

—Emily Rowland-Kain  
Senior Manager, Community Building

“I love being a member of this UWNYC family because, besides the great work we’re doing to support New Yorkers, it’s a great opportunity to work each day with some pretty remarkable leaders and visionaries in all areas as well as having the chance to support and uplift many future leaders in within the organization.”

—Victor Millsap  
Vice President, Information Technology Services

“I have the kindest colleagues and volunteers I could ever hope for—I feel lucky every day that we raise critical funds for important work alongside true champions who care so much about creating a better community for every New Yorker to thrive. The work isn’t easy, but it’s so good to know we’re all in it together!”

—Meaghan Brown  
Senior Vice President & Chief Development Officer

“I deeply appreciate and respect our mission and find that my values are well aligned with our work. Everyone at UWNYC is super dedicated and extremely smart! We believe that every New Yorker should be able to thrive in this amazing city that we love!”

—Marielys Divanne  
Vice President, Education
“The team at UWNYC is my family away from home. Working with them is fun and rewarding. Together we know that we can be impactful and help New Yorkers achieve self-sufficiency.”

— Rucha Gadre
Director, Benefits Access

“I love being a member of the UWNYC team, because I’m able to balance the seriousness of our mission and work we do, with having fun and being silly with co-workers.”

— Sylvia Pong
Director, Nutrition Programs, FeedNYC

“I love being a part of such a great team that’s always looking for new opportunities to have fun together. The TD Five Boro Bike Tour was an amazing experience to bring together donors and staff for such a unique fundraiser. I enjoyed working with co-workers at UWNYC to make sure all our Ride United participants had a great experience from beginning to end.”

— Shana VanValkenburg
Director, Corporate Engagement

“I like being a member of the UWNYC team because I get to work with people who are passionate about our mission and impacting our City.”

— Madelyn Chapman
Vice President, Office of the President & CEO
TOTAL REVENUE $53,775,397

Supporting Cost:
Management and General: ($5,148,697)
Fundraising: ($4,408,704)
($9,557,401).

TOTAL AVAILABLE TO BE INVESTED IN THE COMMUNITY $44,217,996

OUR DOLLARS AT WORK

REVENUE

Grants and Contracts $28,182,895
Special Events and Other $3,832,060
Workplace Campaigns and Individual Giving $21,759,442

TOTAL REVENUE $53,775,397

Supporting Cost:
Management and General: ($5,148,697)
Fundraising: ($4,408,704)
($9,557,401).

TOTAL AVAILABLE TO BE INVESTED IN THE COMMUNITY $44,217,996
DOLLARS INVESTED IN THE COMMUNITY

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*TOTAL INVESTED IN THE COMMUNITY .......... $46,568,606
TOTAL NET ASSETS ................................ $6,420,115

*Amount invested includes work from multi-year commitments raised in previous years
THANK YOU’S

OUR VOLUNTEER LEADERS

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ROBYN ZIVIC
CIBC World Markets Corp

MILLION DOLLAR ROUNDTABLE MEMBER
ANONYMOUS

ROBERT AND BARBARA FRIEDMAN
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MICHAEL J. SCHMIDTBERGER & MARGARET SUNG

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BRAD ROTHBAUM
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MARIANNE AND BRENDA DOUGHER
ELLIS DUNKUM
GLENN D. GIBSON
WILLIAM GRIGGS

JEAN CLAUDE GRUFFAT

DIPTI GULATI

HAMILTON E. JAMES

JOHN AND TERRY MAXWELL

JESSICA AND ANISH MELWANI

DEBIE AND BOB MULLEN

C THOMAS RICHARDSON

ALAN SCHNITZER

TODD SCHWARTZ

STEVEN SWARTZ

DAVID TURNER

KARYN TWARONITE

BRIAN VAN ELSLANDER

MAROA VELEZ AND THOMAS VURNO

ROBYN ZIVIC

CHAIRMAN’S CIRCLE $49,000 – 25,000*
DONALD ALMEIDA

PENELOPE P. AND JOHN H. BIGGS

KAREN BOYKIN-TOWNS

ANDREW BREGENZER

CHARLES BROWN

MICHAEL CAPATIDES

CAROLINE CHENG

MICHAEL CIPPOLETTI

MARIANNE AND ROBERT COOPER

DAN DIFILIPPO

ALLISSA EAST

JON & LAURIE EWING

NANCY B. FELDMAN

CHRISTINE FENSKE

ERIC FORNELL

RICHARD FUCHS

TRACEY GAVEN-BRIDGMAN

KATHRYN GEORGE

SAMUEL GONZALEZ

SUMMER HINTON

GEORGE & JEANNIE IRISH

CHRISTINE JAMES

SALVADOR KIM

KENNETH KITKOWSKI

LARRY KLANE

JEFFREY & ANGELA KOTTKAMP

TOM KUSHNER

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MARK LANSPA

JOHN AND MICHELE LAWTON

CHRISTOPHER JAMES

SAMUEL KIM

KENNETH KITKOWSKI

LARRY KLANE

PETER AND LAUREN PARDO

BRIAN E. PASTUSZENSKI

GARY PRICE

JEAN ROBISON-COX

STEPHEN O’HEARN

MARK PALLONE

JOSHUA B. MASON

LVMH Moët Hennessy

LOUIS VUITTON INC.

TED MOUDIS

ROBERT W. MULLEN

STO Building Group

JENNIFER PIEPSZAK

JPMorgan Chase & Co.

BRAD A. ROTHBAUM

BMO Capital Markets

LEADERSHIP CIRCLE: $24,999 – 10,000*
SCOTT ADAMS

DAVID AND VINAY ALESSIO

MICHAEL ALIX

EARNEST ALLEN

KEVIN MCQUILKIN

JEFFREY MESKIN

TED MOUDIS

PATRICIA MULVANEY

CHRISTOPHER O’HARA

STEPHEN O’HEARN

MARK PALLONE

JOSHUA B. MASON

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TED MOUDIS

ROBERT W. MULLEN

STO Building Group

JENNIFER PIEPSZAK

JPMorgan Chase & Co.

BRAD A. ROTHBAUM

BMO Capital Markets
# Thank You's

## Common Leaders

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<tr>
<th>Role</th>
<th>Name</th>
<th>Company</th>
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<tbody>
<tr>
<td>Co-chairs</td>
<td>Joseph A. Cabrera</td>
<td>Colliers International</td>
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<tr>
<td></td>
<td>Mimi Cheng</td>
<td>CIBC</td>
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<td>Laura James</td>
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<td>Toby Ososky Baer</td>
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<td>Secretary</td>
<td>Laura Frattaroli</td>
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<tr>
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<td>Owen Brady</td>
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## Gridiron Gala Host Committee

### Co-chairs
- Joseph A. Cabrera (Colliers International)
- Mimi Cheng (CIBC)
- Laura James (UPS-East Region)
- Robert W. Mullen (Structure Tone)
- Brad A. Rothbaum (BMO Capital Markets Corp)
- Robert J. Ancona (American Express)
- Toby Ososky Baer (American Express)

### Chair
- Sydney Cowles (Colliers International)

### Members
- KIM BRENnan (CBRE)
- Madison Brown (New York Jets)
- Jennifer Conley (New York Football Giants)
- John P. Connelly (Sidney Austin LLP)
- Howard Cross (Cushman & Wakefield)
- James K. Donaghy (Structure Tone)
- Louis J. Esposito (The Durst Organization)
- Jay Epstein (BMO Capital Markets Corp)
- Robert L. Friedman (The Blackstone Group LP)
- Kim Hanson (BMO Financial Group)
- Crissy Hathaway (Ted Moudis Associates)
- Lauren Israel (CIBC Capital Markets)
- Jesse Linder (New York Jets)
- John C. Mcginley (JPMorgan Chase & Co)
- J. Ethan Medley (New York Football Giants)
- Ted Moudis (AIA)
- Michael P. Neary (Structure Tone)
- Lou Novikas (Hearst)
- Michael Plavin (KPMG)
- Al Ronci (Willis Towers Watson)
- Thomas J. Webb (Skanska USA Building, Inc.)

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- Andrew Petitto (DTCC)
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- Rachel Rothman (Hearst Magazines)
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KAREN TILLSON
Bloomingdale’s

HOLLY WASHINGTON
New York State Department of Economic Development, Division of Minority and Women’s Business Development

ROBYN ZIVIC
CIBC
## OUR CORPORATE CITIZENSHIP PROGRAM

### $500K +
- BMO Capital Markets
- Brown Brothers Harriman

### $250 – 499K
- AMEX
- BNY Mellon
- CIBC World Markets Corp./New York
- Hearst
- JPMorgan Chase & Co.
- Lbrands
- NBCUniversal
- PricewaterhouseCoopers LLP
- Starbucks Coffee Company
- TD Securities (USA)
- The Guardian Life Insurance Company
- Alliant Insurance Services, Inc.
- Assurant
- AT&T Corporation
- Colliers International
- Consolidated Edison
- Cushman & Wakefield
- Ernst & Young
- Facebook
- FedEx Corporation
- Irma T. Hirschl Trust
- Jennison Associates LLC
- KPMG
- Latham & Watkins
- Raymond James & Associates
- Structure Tone
- Suntrust Bank
- Target Corporation
- The Depository Trust & Clearing Corporation
- Weil, Gotshal & Manges LLP

### $100 – 249K
- Bank of America
- Blackstone
- CBRE
- Centene Corporation
- Defenders
- Deutsche Bank Americas Foundation
- Driscoll Foods
- Express
- Galileo Global Securities, LLC
- Goodwin Procter LLP
- IBM
- Jones Lang Lasalle Americas
- LVMH Moët Hennessy Louis Vuitton Inc.
- Ameriprise Financial Corporation
- Boudreaux
- Evergy
- General Electric
- Great West Life & Health Insurance Company
- Hanes
- MetLife
- Panera Bread
- Pharmacyclics
- Principal Financial Group
- Procter & Gamble
- JPMorgan Chase & Co.
- Lbrands
- NBCUniversal
- PricewaterhouseCoopers LLP
- Starbucks Coffee Company
- TD Securities (USA)
- The Guardian Life Insurance Company

### $25 – 49K
- Amazon.com Services, Inc.
- Baker Tilly Virchow Krause, LLP
- Chubb
- Citigroup
- Commonwealth Partners
- Costco Wholesale Corporation
- Defenders
- Deutsche Bank Americas Foundation
- Driscoll Foods
- Express
- Galileo Global Securities, LLC
- Goodwin Procter LLP
- IBM
- Jones Lang Lasalle Americas
- LVMH Moët Hennessy Louis Vuitton Inc.
- Macro Consultants
- Made Good
- Momentum World Wide
- Mr. Bubbles
- New York University
- News Corp
- Pfizer
- Principal Financial Group
- Saks Incorporated
- Scholastic, Inc.
- Sidley Austin LLP
- Skanska
- United Way of New York City
- US Bank
- Verizon Corporation
- Willis Towers Watson
$10 – 24K

AFD CONTACT FURNITURE INC.
BLACK ENTERTAINMENT TELEVISION
BLANK ROME LLP
BLOOMBERG LP
BROADRIDGE INTERNATIONAL GROUP, LTD.
CASSIN & CASSIN, LLP
CITY NATIONAL BANK
CLEARPOOL GROUP
CLUNE CONSTRUCTION
COMCAST CORPORATION
CROSS NY
DELTA AIR LINES
DIGITAS
DIXON HUGHES GOODMAN LLP
E-J ELECTRIC INSTALLATION CO.
EDEN II SCHOOL FOR AUTISTIC CHILDREN INC.
EMPIRE ARCHITECTURAL METAL CORP.
FABIANI COHEN & HALLS, LLP
FENERGO
FIFTH THIRD BANK
FOREST ELECTRIC CORP
GENSLER
GOLDMAN SACHS
ICON INTERIORS, INC.
JACOBSON & COMPANY, INC.
JAMES & HELEN CABRERA MEMORIAL
JOHN GALLIN & SONS, INC.
KNOLL
LAFAYETTE 148, INC.
LOEB & LOEB LLP
LOUIS VUITTON
M BOOTH & ASSOCIATES
MAYER BROWN, LLP
MCGARRY BOWEN, LLC
MEEHAN CONSULTING GROUP, INC.
MICROSOFT
MILBANK LLP
MIRANDA PARTNERS LLC
MOET HENNESSY USA
NATIONAL FUTURES ASSOCIATION
NEW YORK-PRESBYTERIAN HOSPITAL
NFL FOUNDATION
NORTHEASTERN MUTUAL
P.E. STONE, INC.
PERRIGO
PLAZA CONSTRUCTION LLC
PNC BANK
RHONDA & STRATTON HEATH CHARITABLE FUND
RICHARD L. HOFFMAN & ASSOCIATES, INC.
ROPES & GRAY LLP
SANTANDER BANK
SCOTIABANK
SERVICE NOW
SHOPRUNNER
SIGNATURE BANK
SIONIC ADVISORS
SJP
SKADDER, ARPS, SLATE, MEAGHER & FLOM LLP
SRS ENTERPRISE, INC.
TEC SYSTEMS, INC.
TED MOUDIS & ASSOCIATES
THE DONAHUE / ANDERER FAMILY FUND
THE DONALDSON ORGANIZATION
THE DURST ORGANIZATION
THE EDUCATION TRUST - NEW YORK
THE FULLCRUM GROUP
THOMSON REUTERS
TISHMAN SPEYER PROPERTIES
UNITY ELECTRIC CO., INC.
USAA REAL ESTATE COMPANY
WEBSTER BANK
WILLKIE FARR & GALLAGHER LLP

–$10

21ST CENTURY FOX
ABCO PEERLESS SPRINKLER CORP.
ABM BUSINESS & INDUSTRY
ACCUENT LLC
ACOUSTICAL INTERIORS, INC.
ACDC ELECTRICAL CORPORATION
ADP
ADVANCED WORKPLACE ASSOCIATES
AETNA, INC.
ALLIED UNIVERSAL
ALLSTATE
ALTRUM
AMAZONSMILE
AMERICAN GIRL BRANDS, LLC
AMSTERDAM NURSING HOME CORPORATION
ANHEUSER-BUSCH
ANTHEM, INC.
APL LOGISTICS
ARCHER & GREINER PC
ARCHIGRAFIKA
ARENSON OFFICE FURNISHINGS
ARTEMIS CONSULTING, INC.
ASD ARCHITECTS
ASTOR SERVICES FOR CHILDREN & FAMILIES
ATHENE USA
AVAWA
B&G INTERNATIONAL INC.
BAIN
BANK OF HOPE
BARRIER FREE LIVING, INC.
BENCOR DENTAL
BERGER-GROSS CHARITY FUND
BEST BUY COMPANY, INC.
BETH ISRAEL HEALTHCARE SYSTEM
BISSELL
BND
BLACK & VEATCH
BLACKROCK FINANCIAL MANAGEMENT, INC.
BLOCK INSTITUTE
BLUE RIDGE CHARITABLE TRUST
BOTTOMLINE TECHNOLOGIES, INC.
BOYS & GIRLS CLUB/ MADISON SQUARE
BOYS CLUB OF NEW YORK, INC.
BRAIFORM ENTERPRISES INC.
BRONX CHARTER SCHOOL FOR THE ARTS
BRONX CARE HEALTH SYSTEM
BROOKDALE UNIVERSITY HOSPITAL AND
BROOKFIELD OFFICE PROPERTIES
BROOKLYN CENTER FOR THE INDEPENDENCE OF BROOKLYN HOSPITAL CENTER
BURNS & MCDONNELL
CALVARY HOSPITAL
CANON BUSINESS PRODUCT SERVICES
CATHOLIC GUARDIAN SOCIETY & HOME BUREAU
CBS
CELTIC BUILDING SUPPLIES
CENTER FOR FAMILY SUPPORT
CERTIFIED MOVING & STORAGE CO., LLC
CESSINA AIRCRAFT COMPANY
CFC
CFS ENGINEERING PC
CIGNA/CONNECTICUT GENERAL INSURANCE CORP
CIROCCO & OZZIMO INC.
CITIZENS BANK
CLIFFORD DIAS, PE, PC
CLOVERLAND LANDSCAPE CO., INC.
CMC/NYC GIVES - EARTH SHARE CAMPAIGN
COSA COLA CORP
COHEN & COMPANY
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<td>MENORAH HOME AND HOSPITAL</td>
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RATINGS

BETTER BUSINESS BUREAU
MEETS STANDARDS
ACCREDITED

CHARITY NAVIGATOR
3-STAR RATING
84.22/100
100% FOR ACCOUNTABILITY & TRANSPARENCY;
77.69% FOR FINANCIAL

GUIDESTAR
GOLD SEAL FOR TRANSPARENCY