



**NEW YORK CITY COUNCIL  
COMMITTEES ON FINANCE  
AND YOUTH SERVICES**

**FISCAL YEAR 2018 PRELIMINARY BUDGET**

**BILL CHONG  
COMMISSIONER**

**MARCH 6, 2017**

Good afternoon Chairwoman Ferreras-Copeland, Chairman Eugene and members of the Finance and Youth Services Committee. I'm Bill Chong, Commissioner of the Department of Youth and Community Development. I'm joined by Andre White, Associate Commissioner, Youth Workforce Development, and Jagdeen Phanor, Assistant Commissioner, Bureau of Budget and Finance. Thank you for the opportunity to testify today on DYCD's Fiscal Year 2018 Preliminary Budget.

With additional investments included in our preliminary budget, Mayor de Blasio has demonstrated yet again, his unwavering commitment to youth, families and communities. These new investments will build on the growth of DYCD's budget, which has risen by 81% since the Mayor took office. Over the past few years, it has been extremely gratifying for DYCD and its contracted community based organizations to reach tens of thousands more youth and adults through our programs. Practically every one of our program areas, from COMPASS and School's Out NYC after school programs, Beacon and Cornerstone community centers, the Summer Youth Employment Program, and Runaway and Homeless Youth shelter beds, has seen increased investment under Mayor de Blasio. Quite simply, our growth has been remarkable!

We are very thankful that through the years, the City Council has been a strong supporter and champion of the Summer Youth Employment Program. In 2016, the Council's support for SYEP was very robust. We especially want to thank Speaker Melissa Mark-Viverito, Chairwoman Ferreras-Copeland, Chairman Eugene, Council Member Williams and the Progressive Caucus. Working together, the Mayor and the City Council significantly increased the baselined City funding for SYEP, greatly stabilizing program planning and creating more certainty on the number of jobs available.

Not only did the Council support increased summer jobs funding last year, you provided more work opportunities than ever before. In 2016, 233 youth worked in 27 Council offices, gaining invaluable experience working in government with an elected official. Thank you for being an SYEP employer!

DYCD was also appreciative of the Council's vital support for another year of the Work, Learn and Grow program. Over 6,000 participants have enrolled in the program, to build on their SYEP experience, working up to 25 weeks in the 2016 to 2017 school year.

In order to continue expanding job opportunities for young people, the Fiscal Year 2018 preliminary budget invests \$9.3 million into the Summer Youth Employment Program to provide another 5,000 job slots. This additional funding rises to \$10.6 million in Fiscal Year 2019, and \$11.9 million in Fiscal Year 2020, to account for the cost of the increasing State minimum wage. In total, the Administration is committed to supporting 65,000 SYEP slots in Fiscal Year 2018. Since Mayor de Blasio took office, a total of 30,000 slots have been added.

Last summer, DYCD's Summer Youth Employment Program was the largest in its history. A record 60,113 participants were employed at over 10,000 worksites. We increased the diversity of job placements again, exposing young people to more careers and industries than before. The percentage of private sector worksites has steadily increased since 2014, when it was 28%; in 2015 it was 35%; and in 2016 it was 40%.

Examples of the different industries where youth worked last summer include financial services, technology, real estate, fashion, government agencies, hospitals, summer camps, nonprofits, small businesses, law firms, museums, sports enterprises and retail. With the support of the Center for Youth Employment, the City increased the number of Ladders for Leaders internships by 48%, from 1,035 to 1,538. Summer jobs for vulnerable youth who are homeless, court-involved or in foster care increased by 47%, from 2,078 to 3,050.

As a city agency committed to continuous improvement, DYCD enhances the Summer Youth Employment Program each year based on the valuable feedback we receive from worksites, participants, and providers. For example, in 2010, DYCD revamped the entire program, by creating four program options – Younger Youth, Older Youth, Vulnerable Youth and Ladders for Leaders – to better meet the needs and interests of the City's diverse youth population.

DYCD has been a national leader in using technology to streamline program operations and participants' experiences in a summer jobs program. New York City is the only city in the nation with a comprehensive database system that includes online participant and worksite applications, an electronic payroll card system, and direct deposit options for participant wages. Based on our innovations, Newark, Chicago, Washington DC and other cities are striving to adopt the best practices pioneered by DYCD. Additional program innovations that support increased financial literacy includes the ability to use direct deposit with the same bank account for more than one summer and opportunities to open new bank accounts. SYEP's financial empowerment program has expanded direct deposit use by 200%, contributing to 30% of last year's SYEP participants being banked.

Through the expansion of Ladders for Leaders and SYEP's Private Sector Jobs Campaign, DYCD has addressed requests from providers, employers and participants for a wider range of job opportunities for youth and the ability to interview potential SYEP hires. As an outgrowth of the Campaign, employers are able to specify skills and experience youth need beyond the SYEP application criteria, leading to better job matching. As I mentioned earlier, 40% of SYEP worksites last summer were in the private sector, a 12% increase from the 28% in the summer of 2014. Thousands of additional youth are being exposed to careers and sectors they may have never considered.

While these examples reflect DYCD's improvements and innovations to the Summer Youth Employment Program over the years, we are committed to working with key stakeholders to improve the program even further, and exploring ways to do so.

As part of the City's continued investment in youth employment opportunities, Mayor de Blasio and Speaker Melissa Mark-Viverito commissioned the Youth Employment Task Force to assess the key areas for growth and improvement in SYEP and Work, Learn and Grow.

Through research, analysis and conversations with dozens of stakeholders, the Task Force is developing a set of proposals that will provide a clear direction for the future of these programs, and recommendations on how they can evolve and be enhanced.

The final report is still being edited and reviewed, and we expect that it will be released shortly. I am confident that the final recommendations will help shape the future of these programs for many years to come, giving them renewed purpose, a more meaningful connection to students and schools, a more robust infrastructure in city government and even stronger partnerships with the private sector.

I would like to thank Chairman Eugene, Chairwoman Ferreras-Copeland and Council Member Matteo for their leadership on this Task Force and for working with us to plan for the growth and evolution of these programs for future generations of participants.

When additional funding was added for Beacons in the Fiscal Year 2017 Executive budget, it marked the first increase in nearly a generation. Launched under Mayor Dinkins, Beacons have a solid 25-year track record of providing core youth and adult programming while strengthening communities. I am excited that the Fiscal Year 2018 preliminary budget solidifies the Beacon program even further, by adding funding for new Beacon sites. The new sites will expand the reach of our comprehensive school-based community centers to thousands of additional New Yorkers in the boroughs with the highest numbers of young people, and in underserved schools and communities.

DYCD's COMPASS and SONYC afterschool programs continue to be very popular and successful in meeting the needs of youth and families. As of last Tuesday, February 28<sup>th</sup>, 119,428 youth were enrolled in COMPASS programs. Compared to last year, we did not exceed this figure until the end of March. For SONYC programs, we have surpassed our Fiscal Year 2017 target, with 64,620 middle school youth enrolled as of the end of February; this represents 2,610 more youth than at the same time last year. The Preliminary Budget adds \$15 million dollars for 22,800 slots for SONYC summer programs, allowing us to serve the same number of youth as last year. Across all of our middle school summer programs, which include SONYC, Beacon and Cornerstone, we expect to serve nearly 40,000 youth this summer.

In Fiscal Year 2017, DYCD is glad to have administered an increase in adult literacy programs. We thank the City Council and Council Member Menchaca for working with the Mayor to increase funding. Improving one's English literacy skills is a key strategy that fosters greater economic security and social and civic engagement.

DYCD's adult literacy programs support community-based organizations that provide instruction in Adult Basic Education, High School Equivalency and English for Speakers of Other Languages. Due to the increased funding, DYCD's adult literacy programs are projected to serve 5,388 more students in Fiscal Year 2017, for a projected total of 13,061 students. A portion of the increased funding is also being used to strengthen program capacity and quality so that students can achieve better learning outcomes. For example, community based literacy providers were able to attend increased professional development trainings offered by the Literacy Assistance Center, which is DYCD's literacy technical assistance provider.

In addition to expanding our programs with the increased investments of the past few years, we have also been working on various strategies to better integrate programs and coordinate services locally. DYCD is committed to maximizing its investments, and we want to ensure that New Yorkers can benefit from the full continuum of DYCD funded programs that exist in a neighborhood. To advance our program integration vision, we are rolling out DYCD Connect, a component of the first major upgrade to DYCD's information and technology systems in over 20 years.

DYCD Connect creates a single portal for DYCD staff, community based organizations and technical assistance providers to track program participants; track program evaluation and monitoring; and enable providers to request capacity building support. DYCD Connect streamlines our existing data systems, by combining multiple reporting databases while creating a data set that offers increased ability to analyze program impacts and outcomes by both providers and DYCD. This will greatly assist with future decision making on the design and investment of DYCD programs.

As you have heard in my testimony today, DYCD is in a very strong position. We are reaching more youth and families than ever before, with quality programs that improve lives and create opportunities to advance socioeconomically. The Mayor and I are very excited about DYCD's accomplishments over the past 3 years, as well as the future of our agency and its programs. We look forward to working with the City Council to continue supporting New York City's youth, families and communities.

Thank you again for the chance to testify today. We are ready to answer any questions.



Testimony of

Grant Cowles  
Senior Policy and Advocacy Associate for Youth Justice

Presented to the  
New York City Council  
Committee on Finance and Committee on Youth Services

***Oversight:***  
***New York City Fiscal Year 2018 Preliminary Budget***

March 6, 2017

Good afternoon. My name is Grant Cowles and I am the Senior Policy and Advocacy Associate for Youth Justice at Citizens' Committee for Children (CCC). CCC is a 73-year-old independent, multi-issue child advocacy organization dedicated to ensuring every New York child is healthy, housed, educated and safe. I would like to thank City Council Finance Chair Julissa Ferreras-Copeland and City Council Youth Services Chair Mathieu Eugene, as well as all of the members of the City Council Finance and Youth Services Committees for holding today's oversight hearing on the City Fiscal Year 2018 Preliminary Budget. CCC appreciates the opportunity to testify on the Preliminary Budget's impact on youth services.

CCC is grateful for the City Council's longstanding commitment to youth services. The Council has been a steadfast ally and partner with regard to protecting and expanding the programs that provide youth with positive social, academic, and work opportunities that ultimately contribute to incalculable benefits for the youth throughout their lives and for the city. This past year, thousands of additional children and youth were able to participate in summer camp programs, elementary after-school programs, the Summer Youth Employment Program and Work, Learn & Grow, because of your commitment to the next generation of New York City's leaders. The investments the City Council has put into youth services have paid back in hundreds of thousands of youth and adults who have benefitted from these programs and who now form a foundation of our city's workforce and communities. Our gratitude cannot be overstated.

We also appreciate the investments Mayor de Blasio and DYCD Commissioner Chong have made in youth services over the past three years, including expanding the middle school after-school program, increasing capacity in SYEP, increasing the rate for Beacon community centers, and expanding the number and hours of NYCHA Cornerstone Community Centers.

We were also pleased to see that the City's Fiscal Year 2018 Preliminary Budget proposed important investments in youth services. Notably, these proposals include adding \$6.2 million to create 10 new Beacon Community Centers and adding \$9.32 million to add 5,000 SYEP slots. We were also pleased to see that the Preliminary Budget attempts to proactively resolve the summer camp problem we have faced the prior two years by partially restoring the funding (\$15 million) for 22,800 middle school students to attend summer camp programs this summer. While we are grateful that this partial restoration will eliminate the anxiety many families faced by not knowing whether they will have access to a summer program and will enable providers to plan ahead for this summer, it is important to note that this funding is not baselined.

CCC hopes to see additional investments and restorations in youth services in the upcoming Executive Budget. CCC respectfully submits the following recommendations for the upcoming Fiscal Year:

**1) Increase Funding for Human Services Providers by 12%**

**CCC urges the administration to address the years of underfunding of human services contracts by increasing funding by 12% to raise salaries, support reasonable fringe benefits, and cover existing under-funding of OTPS.** We also ask the City Council to join the nonprofit and human services community in our efforts to urge the administration to make this investment.

The underfunding of human service contracts impacts youth service programs as they struggle to hire and keep qualified staff while also trying to afford the costs of operating a quality program. This increase will begin to address longstanding financial shortcomings and provide relief for staff and programs that are operating on threadbare budgets.

On average, government contracts pay only about 80 percent of the true program delivery costs for these human services providers. Sixty percent of mid-sized nonprofit human services organizations are in financial distress, meaning they have no more than three months of cash reserves. The City cannot continue to underpay its contractors and expect them to continue to provide high quality programs, when they are operating on a budget deficit. Providing high quality youth services to NYC's youth and families will require the administration to increase funding for nonprofit providers by at least 12%.

## **2) Restore and Baseline all Funding for Summer Camp Programs for Middle School Students**

**While CCC appreciates the Administration's proposal to add \$15 million to partially restore summer programming for 22,800 middle school students this summer, we hope to see these summer programs fully funded and baselined in the Executive Budget.**

CCC appreciates the City Council's staunch support for summer camp programs in the past. Indeed, the City Council's steadfast leadership in fighting for funding for these programs enabled thousands of middle school students to have a safe and stimulating summer experience the past two summers.

Summer programs for middle schoolers are particularly beneficial because they provide positive programming during times when a student may otherwise be unsupervised or in a non-structured environment during the out-of-school summer period. Summer camps also allow parents the opportunity to work and take care of necessary obligations without either taking time off to watch their children, finding or paying for supervision, or leaving their children unsupervised.

Including this funding in the Preliminary Budget allows families to adequately anticipate and plan to utilize these programs instead of having to wait until the last minute to find out if there will be summer programming at all. The providers can likewise begin to plan and arrange for these programs, including hiring staff and performing timely background checks, all of which enhances the ultimate quality of the summer programs. CCC is grateful that we will not need to work with the City Council and our colleagues in the Campaign for Children to organize countless rallies on this issue this year.

CCC strongly believes that there is no reason for these summer programs to be funded for only one year. Prior to this SONYC summer camp issue that arose two years ago, summer programming was always considered a component of the after-school model in New York City. It is critical that we return to this original "out of school time" model.



CCC urges the administration to baseline the \$15 million for the 22,800 middle school summer program slots. In addition, we urge the administration to fully restore and baseline summer camp programming for all middle school students in the upcoming Executive Budget.

3) **Restore, Baseline and Expand Elementary After-School Programs and Increase the Rate**

While the administration and DYCD made a tremendous effort to expand middle school after-school programs, there is still a large need to serve more elementary school children. **We urge the administration to restore the \$16 million of one-year funding for elementary after-school programs from the FY17 Adopted Budget and add funding for at least 10,000 more elementary school children. Furthermore, we urge the administration to ensure all elementary after-school programs are funded at the same rate and that the rate for all elementary after-school programs be increased.**

CCC appreciates the City Council's commitment and support for elementary after-school programs. The Council's leadership enabled 9,000 elementary school students to participate in COMPASS after-school programming this year. Specifically, in the FY2017 adopted budget, the City Council restored \$8 million and the Administration added \$8 million, all for just one year. Unfortunately, the Preliminary Budget did not include this funding so again we urge the administration to restore the \$16 million in the upcoming Executive Budget. **We also urge the administration to build on this investment and the successful middle school expansion by adding at least 10,000 additional elementary after-school slots next year.**

After-school programming enables parents to work while their children are safe and participating in academically and developmentally appropriate activities. This is particularly critical for elementary school aged children who are too young to care for themselves.

In addition, there are still two different rates for elementary after-school programs, whereby those programs that had been previously funded by the City Council (before they were baselined at the end of the Bloomberg administration) are funded at a lower rate. These programs are not required to have an educational coordinator. **We urge the administration to finally rectify this inequality by adding \$8.8 million so all elementary after-school programs can be funded at the same rate and then increase the rate for all elementary after-school programs.**

4) **Continue to Expand the Summer Youth Employment Program (SYEP) and Work, Learn & Grow and Ensure Rates Address the Minimum Wage Increase**

CCC is pleased that the Preliminary Budget proposes to add \$9.32 million for SYEP, which according to the administration would enable an additional 5,000 youth to participate in SYEP (for a total of 65,000). Unfortunately, this increase does not account for the January 2017 minimum wage increase: to serve 65,000 youth this summer at the higher minimum wage, we need an additional \$16.2 million for SYEP. **We urge the administration to ensure that in the Executive Budget, the funding for SYEP addresses the minimum wage increase.**

CCC was a member of the recent Task Force on SYEP and hopes to see a plan soon that will enable SYEP to grow to meet the needs of at least 100,000 youth in a time frame that is workable for the providers. SYEP provides youth with a paid job during the summer period. This benefits youth in many ways, including providing the youth with compensation, basic personal finance skills, workplace experience, vocational skills, career planning opportunities, professional interactions with adults, resume building, and potentially beginning long-term employment with the employer. It also benefits the participating businesses and organizations, as they gain workers who may become full-time staff at low financial risk.

Last summer, after the SYEP lottery was completed, nearly 80,000 youth who applied for SYEP were denied participation due to lack of available capacity. CCC believes that there must be enough capacity for all youth to participate in this valuable program, and not merely those lucky enough to win the lottery. We are nonetheless supportive of the Preliminary Budget proposal to add 5,000 more slots for this summer and look forward to working with the Council, the Administration, DYCD, the providers and the advocates to ensure SYEP can continue to grow in future years.

CCC also appreciates the City Council creating Work, Learn, & Grow as an important component for providing job experience and opportunities to more New York City youth during the school year. **CCC recommends that the \$11 million investment in Work, Learn, Grow be restored, baselined, and increased to address the January 2017 minimum wage increase.**

#### **5) Continue to Strengthen the Runaway and Homeless Youth (RHY) System**

The RHY system provides safe and developmentally appropriate shelter to some of the City's most vulnerable youth ages 16-21. CCC appreciates the administration's investment and commitment to increasing Runaway and Homeless Youth (RHY) shelter beds. We also appreciate the administration's plans, mentioned in DHS's 90-day review, to better coordinate services and placements for youth in the RHY system and to make the LINC program available to youth in the RHY system. These are all steps in the right direction, to better meet the needs of these youth.

The State Executive Budget currently includes proposed language that would increase the number of days youth can stay in RHY facilities, and provide counties with the option to expand RHY eligibility to youth up to age 24. Unfortunately, the state budget does not propose adding any resources to address either of these increases in demand. Given that young adults in NYC can benefit tremendously from a shelter system tailored to their developmental needs, if the State budget is adopted in April with the expansion in eligibility, **we urge DSS, DYCD, the Mayor's Office and the City Council to work collaboratively with advocates to invest in creating RHY-type facilities tailored to serve youth ages 21-24.**

#### **6) Restore and Baseline City Council Initiatives**

The City Council's leadership and commitment to youth services has been tremendous; the consistent support has been instrumental to the successes seen through the many highly regarded programs and the tens of thousands of youth who have benefitted.

We are especially appreciative of the programs and services that the City Council funded last year, many of which the Council has a long history of supporting. We hope to see these programs restored and baselined in the upcoming Executive Budget so that there is no need for the annual budget dance.

**With regard to Youth Services, the Council initiatives we hope to see restored and baselined include:**

- **\$5.425 million for the After-School Enrichment Initiative.**
- **\$250,000 for Anti-Violence Youth Programs.**
- **\$11.22 million total for Cultural After-School Adventure (CASA).**
- **\$500,000 for Civic Education in New York City Schools.**
- **\$1.2 million total for Big Brothers Big Sisters of New York City.**
- **\$1.2 million total for Sports Training and Role models for Success Initiative (STARS).**
- **\$400,000 for the Student Voter Registration Day Initiative.**
- **\$2.1 million for the NYC Youth Build Project Initiative.**

In conclusion, we greatly appreciate the City Council's commitment to protecting, supporting, and championing youth services in New York City, as these services provide the support and opportunities that often provide the tangible difference for a youth's long-term success. We are thankful for the Administration also making several key investments in youth services this year, but hope that the Executive Budget can build upon the worthwhile investments in all these youth services programs with fully restored and baselined funding.

Thank you for the opportunity to testify.



**The Children's Aid Society**

[www.childrensaidsociety.org](http://www.childrensaidsociety.org)

**Testimony of Keyla Espinal Antigua, Assistant Director of Public Policy, Children's Aid  
Oversight Hearing on Preliminary FY 18 Budget  
Committee on Youth Services jointly with the Committee on Finance, New York City Council  
Monday, March 6, 2017**

Good Afternoon. I am Keyla Espinal Antigua, the assistant director of public policy at Children's Aid. I would like to thank Chair Julissa Ferreras-Copeland, Chair Mathieu Eugene and the members of the Finance and Youth Services Committee for the opportunity to give testimony on the Mayor's preliminary budget for FY 2018 and its effect on critical youth services programs.

For more than 160 years, Children's Aid has been committed to ensuring that there are no boundaries to the aspirations of young people, and no limits to their potential. We are leading a comprehensive counterattack on the obstacles that threaten kids' achievements in school and in life. Success and strong well-being are contingent upon positive outcomes in four life domains: education, health and wellness, social-emotional development, and family stabilization. At Children's Aid, we are teachers and social workers, coaches and health care providers. We know what it takes to ensure children grow up strong and healthy, and ready to thrive in school and life.

We have also constructed a continuum of services, positioned every step of the way throughout childhood that builds well-being and prepares young people to succeed at every level of education and every milestone of life. Today our over 2,000 full and part time staff members empower nearly 50,000 children, youth and their families through our network of more than 50 locations including early childhood education centers, public schools, community centers and community health clinics in four New York City neighborhoods – Harlem, Washington Heights, the South Bronx and the north shore of Staten Island.

As an agency that committed to advocacy and advancing policies that dismantle the underlying factors connected to poverty, we are a member of many coalitions and we partner with government on multiple initiatives. For example, Children's Aid is a member of the Campaign for Children, New York City Youth Alliance, the Campaign for Summer Jobs and also a member of the Restore Opportunity Now coalition.

After school and summer programs play an essential role in keeping children engaged and safe during non-school hours in addition to being a critical support for working families. New York City's SONYC & COMPASS initiatives have been a model of what an afterschool system can and should look like to serve children, youth and families with high-quality programs. The program's shared emphasis on academic skills enhancement, cultural enrichment, sports, recreation, community engagement, and leadership development offer children the best of both the youth development and education worlds.

**For the 2016-2017 school year, Children's Aid will serve just over 2,500 young people in after school programs across 15 DYCD-funded sites in elementary and middle schools, and community centers in our targeted communities.** To ensure that high quality services are provided, we employ more than

160 full and part time employees. All Children's Aid after school program sites include a full-time site director who, among other things, ensures that the program site is safe and organized in accordance with all City and State regulations, that highly-qualified staff have been recruited, hired and screened in accordance with all DYCD, DOE and DOHMH requirements, that youth and family have been enrolled and oriented to the program, and that the program is being planned and delivered with the necessary partnerships, materials and other resources to ensure quality.

Our part-time employees are youth workers who are often local college or high school students; to education coordinators who are certified teachers who provide tutoring and support the planning of the youth workers; and community educators from other local community-based organizations that specialize in leadership development, sports, the arts, etc., are essential to our program quality and design. Many of these employees are from the community or have graduated from the very program in which they're working.

All of our after school programs are structured to include time for literacy enrichment, science, technology, engineering, and math (also known as STEM) activities, arts and self-expression, fitness and nutrition, social emotional skill development and youth leadership experiences. We also have specific activities and programming for parents with the goal of aligning all of the important adults in a child's life to support their academic and social and emotional growth. Additionally, we have found ways to provide opportunities for our youth to learn skills that can be used in future careers.

To continue to support quality extended day programming across the city, Children's Aid is asking that the City make the following investments in these critical services:

#### **Increase of 12% on all City human services contracts**

We are calling for immediate investment in **the nonprofit sector, a sector that serves 2.5 million clients a year, employs 180,000 people and is an essential part of what makes New York the great city it is.** This would stop the closure of essential services that make New York a safe, diverse, and inclusive sanctuary for all. To ensure New York is able to respond to policies that impact all of us, we ask the City Council to urge the Mayor to include support for a 12% across-the-board increase in your budget response and sustain the organizations and programs serving communities across the city. Besides the recent 2.5% cost-of-living adjustment and wage floor increase, our sector has seen no increase in almost 10 years. Yet our costs increase each year. We have leveraged state and federal funding as well as philanthropic support, however our sector is at a breaking point and nonprofits, large and small can no longer carry the deficit of our city contracts.

**Children's Aid's FY 17 currently has 115 government contracts and 73 of those contracts or 63% are through the city. Our government contracts total \$60 million or nearly only half of our \$124.7 million, annual budget. In FY 16, we had a \$12.5 million deficit on our city contracts, which is 10% of our annual budget.** Without this investment, we will not be able to provide critical interventions, promote well-being, and most alarmingly, will not be able to provide the services essential to protecting and developing the potential of New York's next leaders and advocates.

#### **Baseline SONYC Summer Slots**

We were truly thankful that the Mayor's FY 2018 Preliminary Budget included \$15 million for SONYC middle summer programs for nearly 22,800 middle school students. Children's Aid currently operates SONYC programs at **six sites across Washington Heights, East Harlem, and the Bronx, serving over 550 students during the summer.**

The children and families we serve thrive with year-round, consistent support. These summer slots give middle schoolers access to two-months of critical programs and services. All of our summer programs are structured to include time for fun and engaging youth leadership experiences, literacy enrichment, science, technology, engineering, and math (STEM) activities, arts and self-expression, fitness and nutrition, and social emotional skill development. These programs get results that pay off all-year. For many of our families who are juggling multiple jobs, these programs also provide reliable care.

**Recommendation:** Baseline the \$15 million added in the Preliminary Budget for summer programs for 22,800 middle school students. Restore and baseline full funding so all 34,000 SONYC middle school participants can have summer programming.

#### **COMPASS Elementary Restoration**

The Mayor's Preliminary budget did not include funding for the 3,400 COMPASS elementary slots that were covered by City Council discretionary funding in FY 2017. Furthermore, we are concerned about the rate differential between the slots. Currently, the city's COMPASS elementary school programs are funded at \$3,200 per student, which includes funds for summer programming but the elementary programs funded through the City Council's discretionary process (based on when they were awarded a contract) are funded at \$2,800 per student. We want to make sure that all programs are funded at the same rate to ensure that they have the resources to provide the highest quality program for children. **Children's Aid provides elementary afterschool to over 135 children with this funding.**

**Recommendation:** We urge that \$16 million for COMPASS Elementary slots be restored in addition to an increase in capacity. Also, we request an additional \$8.8 million to ensure that all elementary COMPASS after-school slots funded by the City Council are paid at the \$3,200 rate.

#### **Summer Youth Employment Program (SYEP)**

We commend the New York City Council for their commitment to the Summer Youth Employment Program (SYEP) in FY 2017. **In summer 2016, 60,113 youth took part in SYEP.** While we acknowledge the demand still outnumbers the supply, with 139,916 applicants in summer 2016, the program has effectively hit a limit. Also, increased funding to SYEP made late in the budget season, while vital to expanding SYEP in the past, also stretched provider capacity. Until we can add more providers to the system, we should not add further funds to SYEP, beyond a minimum wage increase for currently baselined slots

**Last year, Children's Aid received nearly 8,000 applications for the 2,400 slots that we were contracted for in the Bronx and Manhattan.** Thus, we know all too well the supply and demand challenges as it relates to the providing SYEP slots, which provide an opportunity for youth to develop job readiness skills. In the summer 2016, 812 of our SYEP youth were placed in Children's Aid summer programs allowing them an opportunity to be trained in youth development and obtain some job readiness skills. However, we also want our youth to have job experiences that are also outside out of the nonprofit space and encourage the city to work with DYCD and other providers to build stronger partnerships with small and large corporate businesses in the city.

**Recommendation:** Maintain the \$78.02 million in baselined funds for SYEP and allocate \$16.2 million to cover the minimum wage increase. Additionally, we ask that the city work with DYCD and providers to build stronger partnerships with small and large corporate businesses in the city to expand the pool of summer jobs for youth.

Children's Aid sincerely thanks the City Council for their vigorous support of after school and summer programs. These opportunities are of extreme importance to our agency, our children, youth and our families. It is the right and moral thing to do to ensure that our children and families in communities with limited resources have the best opportunity available to realize their full potential.

Thank you again for the opportunity to testify before you today on this very important issue.



**Testimony by Jesse Laymon,  
Policy Director of the New York City Employment and Training Coalition (NYCETC)**

**Before the New York City Council Committees on Youth Services and Finance  
Honorable Mathieu Eugene, Chair, Committee on Youth Services  
Honorable Julissa Ferreras-Copeland, Chair, Committee on Finance  
At the FY 2017 Executive Budget Hearing**

**March 6, 2017**

Good afternoon and thank you for holding this hearing and inviting us to testify on the 2017 City Budget, and in particular on the City can do more to invest in our opportunity youth.

My name is Jesse Laymon, Policy Director for the New York City Employment and Training Coalition (NYCETC). NYCETC is an association representing the expertise of over 180 community-based organizations (CBOs), educational institutions, and labor unions that annually provide job training and employment services to more than 800,000 New Yorkers, including public assistance recipients, unemployed workers, low-wage workers, opportunity youth, individuals involved with the criminal justice system, immigrants, veterans, the homeless, the elderly, and individuals with disabilities. The Coalition is the only citywide association exclusively focused on workforce development and has played a key role bringing together the city's workforce community for over 20 years, advancing policy priorities, convening to share information and best practices. The Coalition has a responsibility to give voice on what makes sense to our community to government, policy makers, researchers, the media and funders.

With regard to the Mayor's preliminary budget for youth programs, principally funded through the Department of Youth and Community Development, we offer the following key points of testimony:



- **Career Pathways** – We ask that DYCD budget be considered in the context of the City’s blueprint for workforce development, Career Pathways. As it relates to DYCD, that would principally mean increasing funding for bridge programs.
- **Bridge Programs** - We ask that a greater priority is placed on the Career Pathways promise of \$60 million in funding for bridge programs by FY 2020. In order for the City to be on track to meet this goal, this year’s budget should include a total of approximately \$30 million across City agencies. However, the preliminary budget includes only \$6.4 million, without any of that funding covered by the DYCD budget. We recommend that new bridge programs be funded through DYCD to contribute towards this cross-agency target.
- **SYEP** – We support the Mayor’s investment of \$78.02 million in City Tax Levy for 65,000 slots and would support adding sufficient funds to cover minimum wage increases
- **Programs for youth who are out of school and out of work (opportunity youth)**  
– We support increasing funding over the preliminary budgeted amount for programs that benefit opportunity youth between the ages of 16 and 24. A wide variety of programs would fit this description, including Young Adult Internship Programs (YAIP). To similarly benefit this cohort, we also re-iterate our call for an increase in bridge programming.
- **Increase of 12% on all City human services contracts** – The many non-profit and contracting organizations which provide services to the City’s youth cannot continue to sustainably provide these vital and high-quality programs unless the costs of doing business in New York (including competitive salaries, rent, supplies, etc) are factored in to the City’s contracts.

Thank you for taking our concerns into consideration, and we look forward to working with the City Council to make sure that the needs of New York City’s youth are addressed through this and future City budgets.



70 West 36<sup>th</sup> Street, 5<sup>th</sup> Floor, New York, NY 10018-8007

Phone: (212) 967-0322 Fax: (212) 967-0792

[www.unhny.org](http://www.unhny.org)

**Testimony of United Neighborhood Houses  
Before the New York City Council  
Committee on Youth  
Honorable Mathieu Eugene, Chair  
And Committee on Finance  
Honorable Julissa Ferreras-Copeland, Chair  
On Youth Services in the FY 2018 Preliminary Budget**

**Presented by Gregory Brender and Andrea Bowen**

**March 6, 2017**

Good afternoon Chair Eugene and Chair Ferreras-Copeland and members of the New York City Council Committees on Youth and Finance for the opportunity to testify. I am here on behalf of United Neighborhood Houses, New York City's federation of settlement houses and community centers. Rooted in the history and values of the settlement house movement begun over 100 years ago, UNH promotes and strengthens the neighborhood-based, multiservice approach to improving the lives of New Yorkers in need and the communities in which they live. UNH's membership includes 37 organizations employing 10,000 people at more than 600 sites across the five boroughs to provide high quality services and activities to over 500,000 New Yorkers each year. Settlement houses provide a broad range of services including early childhood education, after-school programs, youth employment programs, adult literacy, workforce development, legal services, and services for older adults.

UNH has worked with the City Council to preserve and expand core services for youth. We are grateful for this partnership which has led to significant victories for youth including an historic level of funding for the Summer Youth Employment Program, the restoration of summer programs for middle school students, and the expansion of after-school programs for middle school students. This year, we hope to work with you to achieve the following goals:

- Fully restore and baseline funding for every after-school slot to have a summer component;
- Continue expansion of after-school programs for underserved elementary school students;
- Support the Mayor's proposal for baselined funding for 65,000 jobs through the Summer Youth Employment Program (SYEP);
- Expand programs that connect Out of School Out of Work youth to education and employment;

- Increase investment in all City human services contracts by 12% to address the longstanding underfunding of human services programs.

### **Middle School Summer Programs**

After-school and summer programs are essential both as youth development programs and as a key work support for families when working parents need a safe space for children and youth after the school bell rings. After-school and summer programs provide the recreational activities and homework help that strengthen young people's education. After-school programs typically include summer programs as part of their model both because parents need care for their children when schools are closed and because keeping kids active and engaged is the most effective strategy for combating summer learning loss. In fact, it has only been in the last two years that the City has funded after-school programs without a summer component.

This year, the Preliminary Budget includes one-year \$15 million in FY18 only to fund 22,800 SONYC summer slots. This is \$2.5 million less than was provided in the FY17 Adopted Budget, which funded approximately 26,000 summer slots, and \$5.3 million less than funding provided in the FY16 Adopted Budget, which allowed for approximately 31,000 youth to have a summer program. Moreover, because the funding is not baselined, the summer component for 34,000 SONYC after-school slots will be eliminated in the FY 19 budget.

In the chart below, you can see summer programs lost over time and the funding necessary to ensure OSONYC programs open over time.

Fiscal Year	SONYC Summer Slots Without a Summer Component	Additional Funding Needed to Include a Summer Component for Every Slot
FY16	3,000	-----
FY17	5,000	-----
FY18	8,200	\$5.3 million
FY19	34,000	\$20.3 million

As you know, summer programs begin typically only days after the budget is adopted. This does not allow time for providers to do necessary prep work including hiring staff, clearing staff through background checks, securing space, and enrolling children. Therefore, we urge the City Council to work with the Mayor to include an additional \$5.3 million and baseline \$20.3 million for SONYC summer programs in the Executive Budget.

## **After-School Programs for Elementary School Students**

After-School programs are essential for many elementary school students. Working parents whose jobs do not end when the school bell rings at 3:00 need quality affordable options for their children. Unfortunately, service gaps remain and a survey of after-school programs conducted by Campaign for Children found that a staggering 88% of programs for elementary school students had children on waiting lists.

Last year, the City Council invested funding to support after-school programs for 9,000 children. These included 3,400 slots which the City Council has supported for three consecutive years and an expansion of 5,600 slots. UNH urges the City to restore funding for all 9,000 slots and continue this expansion by creating 10,000 new slots to meet unmet demand.

We also urge the City to address funding disparities between after-school programs. COMPASS After-School programs serving 2,200 children are funded at a lower per child rate than all other COMPASS slots. While most COMPASS programs receive \$3,200 per child, a minority of programs receive \$2,080 per child. The distinction is based not on whether the program has a higher cost or different requirements, but whether they were funded by the City Council in FY13. Programs funded at a lower rate often go without education directors or cut back on arts and music programs. UNH urges the City to invest \$8.8 million to equalize rates for all COMPASS elementary school programs.

## **Youth Employment**

For seventeen years, UNH has led the Campaign for Summer Jobs (CSJ) which advocates for the Summer Youth Employment Program (SYEP). We have included in depth testimony from CSJ with this testimony.

## **Human Services Funding**

In December, UNH joined over 200 organizations in a letter to Mayor de Blasio calling for a 12% across the board increase in human services contracts. This investment is needed now more than ever. New York's community infrastructure—its settlement houses and community-based organizations—is the only thing that can ensure our City can be the sanctuary it needs to be to protect New Yorkers against policies aimed at our communities.

Youth serving programs, as well as programs serving other vulnerable populations including older adults, adult learners, immigrants, and young children, are struggling to meet expenses with contract rates that have stayed stagnant for years as expenses have risen. The persistent underfunding of contracts has a direct impact on the quality of services provided and leads to programs that utilize philanthropic dollars just to keep the doors open instead of providing the innovative enriching programs that we know are best able to support New York City's youth.

We therefore urge the City Council to include in its response to the Preliminary Budget a request that the administration include funding for a 12% across the board increase to human services contracts.

We thank you for the opportunity to testify and are happy to take any questions.

# THE CAMPAIGN FOR SUMMER JOBS

C/o United Neighborhood Houses (UNH), 70 W. 36<sup>th</sup> St, 5<sup>th</sup> Fl, New York, NY 10018  
Tel. 212-967-0322 ext 324; abowen@unhny.org

---

## Testimony of the Campaign for Summer Jobs

Before the New York City Council Committees on Youth Services and Finance

Honorable Mathieu Eugene, Chair, Committee on Youth Services

Honorable Julissa Ferreras-Copeland, Chair, Committee on Finance

At the FY 2018 Preliminary Budget Hearing

March 6, 2017

Thank you, Chairs Eugene and Ferreras-Copeland, for the opportunity to testify. The Campaign for Summer Jobs (CSJ) is a 17-year-old coalition of nearly 100 community-based social service and advocacy organizations, convened by United Neighborhood Houses, which advocates for programmatic improvements and expanded capacity for New York's Summer Youth Employment Program (SYEP).

CSJ asks that the City make the following investments:

- **SYEP** – support the Mayor's investment of \$78.02 million in City Tax Levy for 65,000 slots and add \$16.2 million to cover minimum wage increases
- **Programs for youth who are out of school and out of work (OSOW)** – increase funding for programs that benefit OSOW 16 to 24-year-olds. A complete list of funding possibilities for this population is in formation, but one item includes maintaining and expanding the Young Adult Internship Program Plus (YAIP Plus) for \$3 million.
- **Work, Learn, and Grow** – add 250 slots for OSOW youth, make the program truly year-round, and baseline, for \$53.7 million in FY18.
- **Increase of 12% on all City human services contracts**

Four years ago, CSJ called upon the City to fund 100,000 Summer Youth Employment Program slots by FY19. We estimate that 100,000 jobs represents demand for the program based on both the number of young people who apply and the number of those accepted who actually participate in the program. We have long been supporters of building program capacity to meet demand. However, this can only happen if we build infrastructure to support providers in expanding the program, which requires multiple steps, including, but not limited to: ensuring that CBO providers

are added to the system, greater government action in securing worksites for youth, increasing funding for administrative costs, and changing other program details.

Last year's increase from 54,263 to 60,113 job slots strained the capacity of providers. Late additions to the number of youth served forces providers to work intensely long hours, sometimes turning to volunteer labor to enroll enough of the late-addition youth, sacrificing the well-being of Community-Based Organization (CBO) staff. Late budget season additions to SYEP also leave CBOs working with less funding than is sustainable in order to place youth in meaningful jobs.

While it has been heartening to see SYEP expand over the last several years with the City Council's strong support, it is clear that the current SYEP system is reaching a limit on what it can fulfill.

The Preliminary Budget baselines funding for the Summer Youth Employment Program at 65,000 slots. UNH's analysis is that 65,000 slots represent a maximum capacity of the current SYEP system without the aforementioned improvements to the program's infrastructure.

This achievement presents an historic opportunity for the City to invest more deeply in OSOW youth. There are 140,302 OSOW youth between 16 and 24 in New York City, but in FY16, there were fewer than 7,000 slots in City-funded programs that specifically targeted these young people for connection to education and work opportunities. UNH proposes a package of programs that have proven impactful in serving these populations, and/or are evidence-based approaches for successfully working with OSOW youth. UNH is working to finalize a package of programs—larger than the list below—to benefit this population. As costs are calculated for that larger package, the items below represent a starting point for how to strengthen services for OSOW youth, a population which is difficult to serve and incredibly underserved.

Campaign for Summer Jobs urges the City to take the following actions:

**Summer Youth Employment Program (SYEP) – Maintain \$78.02 million of baselined funds, provide for minimum wage increases in Executive Budget at \$16.2 million**

60,113 youth took part in SYEP in the summer of 2016. While demand remains high for the program, with 139,916 applicants in summer 2016, the program has effectively hit a limit. Additions to SYEP made late in budget season, while vital to expanding SYEP in the past, also stretched provider capacity to levels of great stress. Until we can add more providers to the system, we should not add further funds to SYEP, beyond a minimum wage increase for currently baselined slots.

**Young Adult Internship Program Plus (YAIP Plus) – Maintain and expand services at \$3 million**

YAIP is a well-evaluated program that offers 14 weeks of orientation to attainment of an internship and a paid internship, and then 9 months of follow-up services, including further job placement and educational opportunities. While YAIP is geared toward OSOW youth who are most job-ready, YAIP *Plus* is directed toward OSOW youth who are currently or previously in foster care or juvenile justice systems. Fourteen CBOs offer YAIP, and two offer YAIP Plus. The system can expand accordingly: continue YAIP Plus, which was funded by ACS in FY17 for one year, and add an extra provider to that system. YAIP Plus should also be extended to youth involved in Department of Probation services.

**Workforce Innovation and Opportunity Action Out-of-School Youth (WIOA OSY) – Funding for extra supportive services for existing contracts**

WIOA OSY funds 14 CBOs to fund career development, including the attainment of a credential in a growing industry; industry-contextualized educational programming for youth lacking optimal academic skills (also known as bridge programming); job attachment services; mentoring; and supportive services, including transportation, childcare, dependent care, and housing. More funding can increase the quality of services, by allowing staff more funded time to work with program participants (e.g., instructional time for educational components, counseling, and other supportive services).

**Work, Learn, and Grow – Baseline and fund for FY18, with 250 slots for OSOW youth, at \$52.7 million**

Work, Learn, and Grow (WLG) was piloted in FY16 with \$16.2 million and allowed more than 6,000 youth who had taken part in the previous summer's SYEP to engage in employment activities during the school year. Younger youth (14 and 15) engage in workforce preparation (workshops, job shadowing), while older youth (16-24) simply work at a private employer. Wages are paid by the City. The program was flat-funded in the FY17 Adopted Budget.

UNH urges the City to baseline the program at a funding level that would make it truly year-round (ensuring that youth can stay with an employer throughout the course of a year), while also creating an OSOW option with funding for wraparound services. This funding total would also increase the funding for providers' administrative costs, as regards the younger youth program.

### **Increase of 12% on all City human services contracts**

Underfunding of city contracts is a youth employment issue. In 2016, the Human Resources Administration (HRA) released RFPs for workforce programs, YouthPathways, CareerCompass, and CareerAdvance, that were funded at price points too low to be viable for settlement houses and other organizations with well-established credibility in their community. Accordingly, many of these organizations did not apply. The Campaign for Summer Jobs echoes human service providers and advocacy organizations in asking the Mayor to fund an increase of 12% on all City human services contracts.

We look forward to working with the City to build the strongest possible system of employment for young people, especially OSOW youth, who have long been underserved.

We thank you for your time, and encourage you to contact us for further questions: Andrea Bowen, United Neighborhood Houses, [abowen@unhny.org](mailto:abowen@unhny.org), (212) 967-0322 ext 324.



March 6, 2017  
PowerPlay NYC  
*Empowering Girls Through Play*



Vivian Santora, President & CEO  
Kate Bancks, Strategic Partnerships and External Affairs Director

### **Youth Services: Oversight**

Good morning and hello. My name is Kate Bancks, Strategic Partnerships and External Affairs Director at PowerPlay NYC. I'd like to begin by thanking Chairman Eugene and the rest of the Council committee members for taking time today to hear our testimony and for their crucial leadership and support of our work in youth development.

PowerPlay NYC advances the lives of girls in New York City, helping them grow physically, emotionally and academically stronger. We create opportunities for girls age 6-21 by partnering with schools and community based organizations to conduct after-school and summer programs that emphasize physical fitness and education. Using sports as our hook, we build girls' confidence and resiliency from the inside-out and create safe spaces where girls learn from each other and from strong female role models.

Our work focuses on young women of color living in poverty who are among NYC's most vulnerable populations. PowerPlay programming is offered in all five boroughs of New York City and is concentrated in low-income, underserved communities and in Title 1-funded public schools. 98% of our participants are girls of color and over 90% receive free lunch in school. PowerPlay fills a critical service gap for young women of color in NYC, who face structural barriers limiting their access to valuable resources and making them particularly vulnerable. Our programs for girls and young women help to fill the gap through a continuum of services beginning with girls as young as six and intensifying as girls mature. We believe that NYC's young women are a valuable source of talent and leadership; in order to thrive, they need safe spaces to be active, think creatively, and talk about issues that affect them.

PowerPlay has a proven track record as a leading youth development organization in NYC. For the third consecutive year, PowerPlay has been selected as the lead organization of the STARS Citywide Girls Initiative. This spring, we will host the third annual STARS Citywide Girls Leadership Summit for over 500 young women. PowerPlay serves over 1,800 girls and young women through three central youth programs: the STARS Series After-School Program, the Rising STARS Leadership Academy, and the SuperSTARS Leadership Academy.

The City Council has previously discussed the need for more programming for the city's most vulnerable youth population. We are grateful the City Council

acknowledges the importance of prioritizing opportunities for girls and we are here to highlight the ways in which our organization's programs, particularly the STARS Citywide Girls Initiative, can serve as an example for programs city-wide.

***STARS Citywide Girls Initiative – funded by DYCD since FY2015***

Women of color have higher levels of unemployment, are concentrated in low-paying jobs and earn less for doing the same work. We know girls and women are the keys to creating lasting change in our communities; and when we support them, they will in turn uplift their families and communities. Therefore, in order for NYC to thrive, we must recognize girls' strengths, create safe spaces for them to prosper and develop them as leaders.

PowerPlay is the lead agency in The Sports Training and Role-models for Success (STARS) Citywide Girls Initiative, funded at \$1.2 million by the City Council, which offers the City of New York a unique opportunity to support the healthy development of thousands of girls and young women of color. The STARS Initiative is a collaboration of nine leading NYC nonprofits helping girls and young women of color overcome barriers to success, gain access to high-quality out-of-school activities, and develop as leaders in their communities. The nine partners—Girls Write Now, Groundswell, Lower Eastside Girls Club, PowerPlay NYC, Row New York, Sadie Nash Leadership Project, The Armory Foundation, Figure Skating in Harlem and Girls for Gender Equity—all leaders in the out-of-school time space, are collectively serving more than 4,000 girls this year, deepening programming and, on April 12, 2017, hosting the third annual STARS Citywide Girls Summit - a day-long conference where over 500 girls from all five boroughs will participate in workshops and conversations about identity, college access and preparedness, and what it means to be a girl and a leader. With the support of the New York City Council, the STARS Citywide Girls Initiative is developing the life and leadership skills of NYC girls through after-school and summer sports, academic enhancement, STEM, college prep and the arts.

In 2017, STARS is seeking enhancement to \$1.7 million, and funds will be used to expand and address girls' needs in the immigrant youth community and explore avenues in programming to address topics like violence in relationships, health, trauma and social activism. Moreover STARS will use the additional funds to strengthen and enhance programming to reach girls and young women in the LGBTQ communities and develop outreach methods to include parents and guardians.

In its first year funded at \$1.1 million with seven members, the Initiative created over 1,400 new after-school and summer program slots for girls and young women across NYC, allowing the non-profits to serve more girls and serve them better. In

the Initiative's second year, STARS expanded to nine members, funded at \$1.2 million, and together 4,000 girls were served throughout all 51 City Council districts. In its third year, the Initiative is seeking renewed and enhanced funding to \$1.7 million to deepen and expand programming to address girls' needs in the vulnerable immigrant youth community and explore avenues in programming to address topics like violence in relationships, health, trauma and social activism. STARS anticipates over 600 middle and high school girls and young women to attend its third annual Youth Summit, the Initiative's culminating event, which will offer a full day of speakers and seminars in career awareness, college access and leadership development through activism and attendees will receive training in critical writing, art as community building and essential life skills. Students should come away with increased knowledge of career fields and the high school and college application process, increased motivation to do well in school to maximize their opportunities and new, robust networks of strong and supportive girls and young women. The students will draft a set of recommendations for a young women's leadership agenda to present to the City Council. For example last year the young women recommended funding for school-based clubs focusing on gender equality and female empowerment. The STARS CGI Summit is an empowering and inspiring event created with the purpose of connecting girls from across NYC whom share similar experiences and giving them a voice to affect change.

On behalf of PowerPlay NYC, the STARS Citywide Girls Initiative thanks Council Member Eugene and the Council Members in attendance for your ongoing support and collaboration. We encourage the City Council to continue to fund organizations who serve girls and young women where they receive the resources and tools they need to succeed in school, work and life.

PowerPlay NYC and STARS are meeting a variety of needs of thousands of vulnerable girls and young women across all five boroughs - particularly girls of color - and these achievements would not have been possible without your strategic input and collaboration.



**STARS Citywide Girls Initiative**  
**Program Update February 17, 2017**

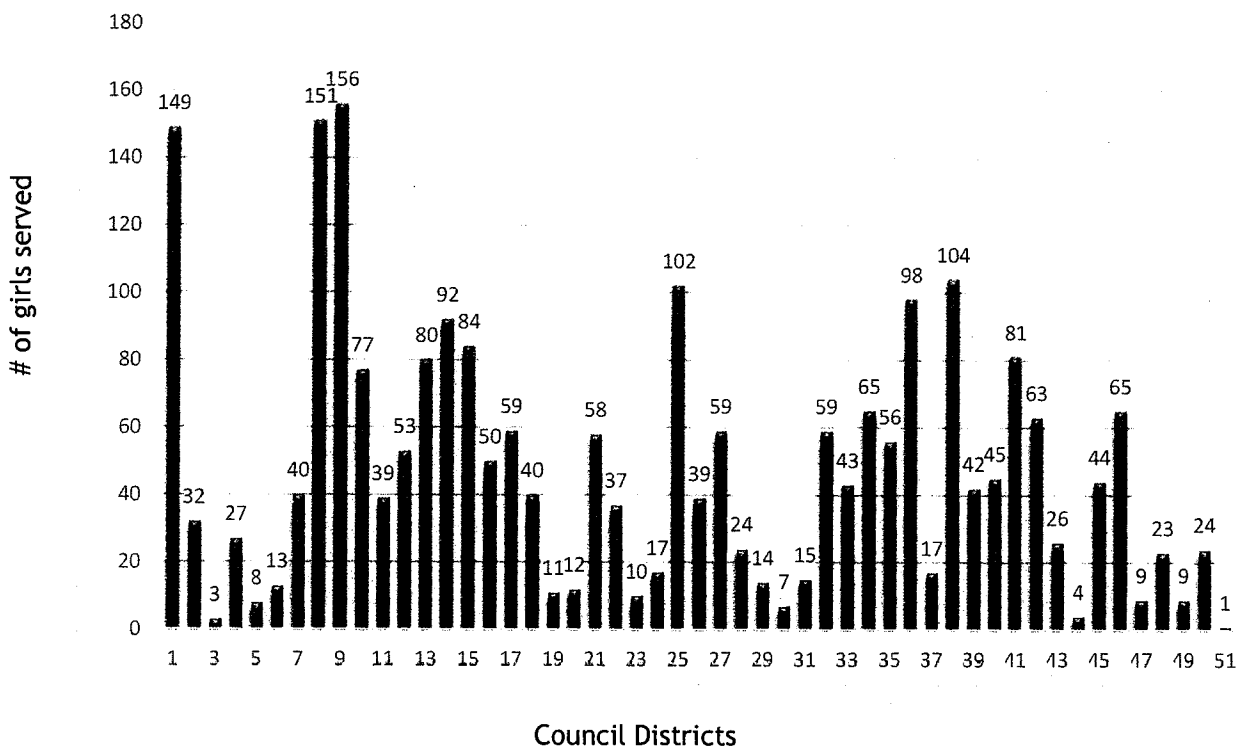


## STARS Citywide Girls Initiative Program Update February 17, 2017

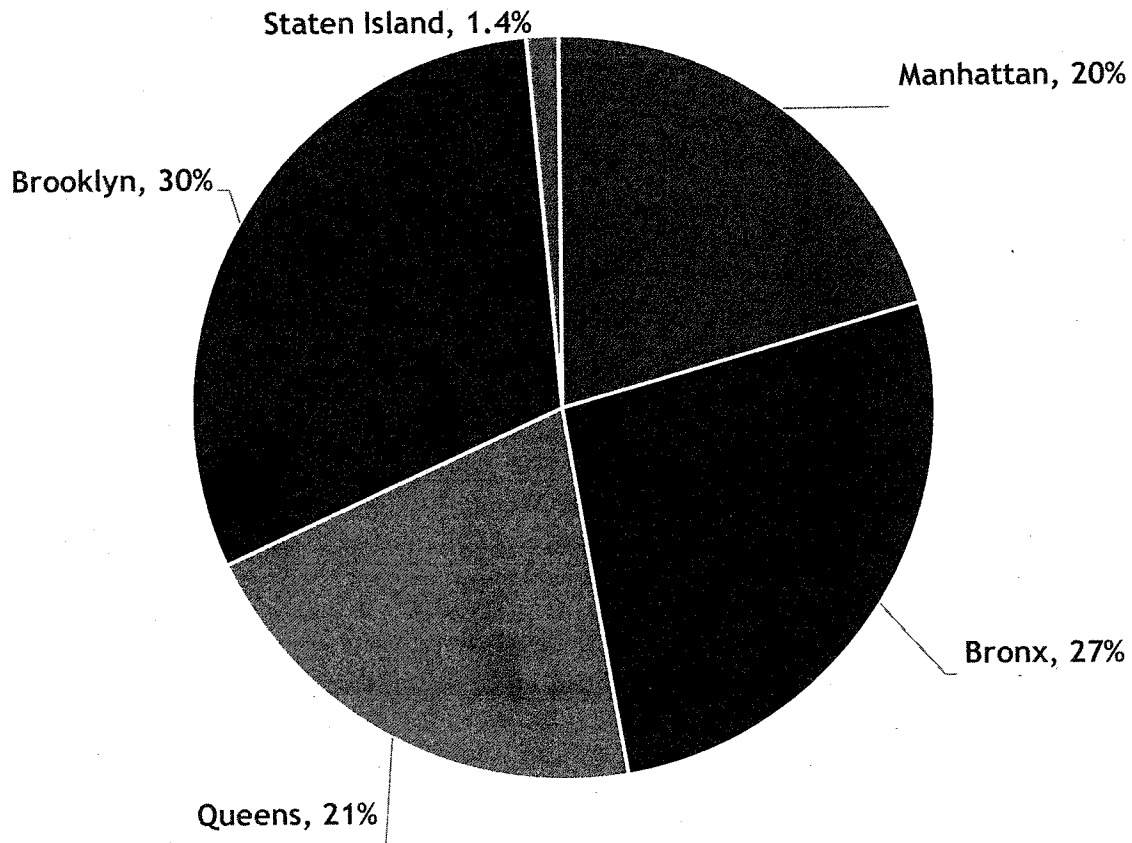
**The Sports Training and Role-models for Success (STARS) Citywide Girls Initiative**, funded at \$1.2 million by the New York City Council, offers the City of New York a unique opportunity to support the healthy development of thousands of girls and young women of color in 2017.

**Mission:** the STARS Initiative is a collaboration of nine leading NYC nonprofits helping girls and young women of color overcome barriers to success, gain access to high-quality out-of-school activities, and develop as leaders in their communities. The nine partners—Girls Write Now, Groundswell, Lower Eastside Girls Club, PowerPlay NYC, Row New York, Sadie Nash Leadership Project, The Armory Foundation, Figure Skating in Harlem and Girls for Gender Equity—all leaders in the out-of-school time space, will collectively serve more than 4,000 girls this year, deepen programming and, in April 2017, host the third annual STARS Citywide Girls Summit - a day-long conference where over 500 girls from all five boroughs will participate in workshops and conversations about identity, college access and preparedness, and what it means to be a girl and a leader. With the support of the New York City Council, the STARS Citywide Girls Initiative will develop the life and leadership skills of NYC girls through after-school and summer sports, academic enhancement, STEM, college prep and the arts.

**Total Girls Served in 2016-17 by Council District as of Feb. 15, 2017**



Total % Girls Served by Borough in 2016-17 as of Feb. 15, 2017



#### PowerPlay NYC

PowerPlay envisions a world where all girls grow up to become empowered leaders, with the skills and self-efficacy to achieve their dreams. We are committed to equal access to opportunities and resources in health, education and social/emotional growth for all girls and young women, particularly for girls living in communities of concentrated poverty.

Using sports as our hook, we build girls' confidence and resiliency from the inside-out and create safe spaces where girls learn from each other and from strong female role models. We do this by providing girls and young women innovative, high-quality programs. We develop, maintain and attract a skilled, adaptable and diverse workforce by providing opportunities for staff to feel valued and engaged to ensure superior service delivery to our girls.

The STARS Citywide Girls Initiative is changing the scope of PowerPlay's service delivery for sports and education programs for girls throughout the city. PowerPlay has grown significantly in the past few years, which is

reflected across all levels of our organization and programs. Since 2014, we have experienced a 300% increase in the number of girls we serve. In 2014 we served 560 girls; by 2015 we served 1,130 girls, and in 2016 we served over 1,800 girls and young women, a 35% increase over last year. In 2017 we anticipate serving over 2,000 girls and young women across NYC. Our services are offered through three central programs:

**SuperSTARS Summer Leadership Academy (SSLA)**

The SuperSTARS Young Women's Leadership Academy (SSLA) is a high-impact leadership development program for 50 young women who attend Title 1 public high schools in NYC. SSLA prepares girls for college and the workforce through a structured, girl-centered approach focused on three key areas: (1) health and wellness, (2) college access, and (3) career/life skills development. In addition, SSLA features a financial literacy curriculum and a project-based entrepreneurship program. The Academy kicks off with a four-week intensive summer session where girls participate in a variety of sports, develop workplace and life skills and become immersed in the college process. After the four-week intensive, girls participate in a two-week internship in August at corporations, law offices and nonprofits around the city.

- **The College and Career Mentoring Program** allows 45 of our SSLA alum to be mentored by a professional at Google or Wells Fargo over a ten-month period. The mentors meet with participants monthly and help ensure the girls are on track towards college success and career readiness. This year, we anticipate volunteer mentors will spend a total of 920 hours with our young women as they prepare for successful futures.
- **The Peer Mentor Program** allows 30 of our SSLA alum to serve as assistant coaches for the younger girls in our STARS Series After-School Program. Our youth coaches facilitate discussion and sports activities alongside our adult coaches, helping to deliver our curriculum, fulfill their service learning goals, and grow as mentors and leaders in their communities. In recognition of their commitment, peer mentors receive a small stipend at the completion of their service.
- **The Youth Leadership Council** allows 15 of our SSLA alum to research and develop policy recommendations for New York City administration officials. This 12-month program is administered by NYC Service and requires that girls meet monthly to discuss and develop their proposals. Girls give back to their communities as engaged citizens and fulfill their school's service learning requirements.

- **The College Tours Series** allows SSLA participants and alum to visit different local and regional colleges and learn about scholarship opportunities. In FY16, through a grant from the NYS Higher Education Services Corporation, PowerPlay NYC was able to organize visits to thirteen colleges and universities.

#### **Rising STARS Leadership Academy**

The Rising STARS Leadership Academy is a six-week summer program which provides 35 middle school girls the opportunity to learn and participate in a variety of sports, develop life skills for success, and engage in health and wellness learning.

#### **STARS Series After-School Program**

Our STARS Series After-School Program provides elementary and middle school girls with the opportunity to learn fundamental skills in a variety of sports and participate in healthy living and life skills activities aimed at developing girls' social-emotional learning. This school year (2016-17), our STARS Series operates at 50 sites serving over 1,000 girls from NYC's most underserved communities, concentrated in Brooklyn, Queens and the Bronx.

#### **Girl Power Days**

PowerPlay's Girl Power Days provides up to 100 girls half or full-day sports clinics with educational workshops on topics including nutrition, goal-setting, and gender equity. Our work thrives on effective partnerships across sectors, linking non-profits and the private sector. We engage various external stakeholders who support and serve our mission to help them achieve their employee engagement goals. Our Spring schedule includes Girl Power Days taking place on March 18, April 22, May 6 and May 20.

#### **Civic Engagement in 2016**

We are proud to report PowerPlay's involvement in the passage of Introductions 1128-1, 1123-A, and 1122-A to provide free menstrual products in all NYC public schools, prisons, and shelters. Our staff and Leadership Academy girls, who felt strongly about the issue, participated in round table discussions facilitated by Council Member Julissa Ferreras-Copeland, and supported Council Member Ferreras-Copeland at rallies. Some of our girls spoke with Lisa de Bode, a journalist formerly with Al Jazeera who was covering the movement, to give her further insight into NYC public schools and access to products from the perspective of students in the Bronx. Lineyah Mitchell, an Academy alum and recent high school graduate, testified at Council Hearings and made a statement at the press conference about the issue.

#### **STARS Citywide Girls Youth Summit - April 12, 2017**

*Location: High School of Fashion, Chelsea*



The nine STARS Citywide Girls Initiative partners will come together on April 12 to host this day-long conference for girls in NYC. This gathering will be a day of fun and inspiration, a culminating event for the Initiative in FY17. It is designed around the theme *Leadership Through Activism*, and will include workshops designed to encourage the girls to meet one another and get thinking about big decisions and choices in their lives and communities. They'll also draft recommendations on issues they feel strongly about as young women leaders to present to the City Council.

- We expect more than 500 girls will be in attendance for the third consecutive year
- Workshop topics include but are not limited to: Leadership, Empowerment, College Readiness, Career Exploration, and Civic Engagement
- Expected outcomes include: Increased knowledge of career fields and the process to apply to college, increased academic enthusiasm and motivation to do well in school to maximize their opportunities, increased feelings of self-efficacy, and a new network of strong and supportive females.

**STARS**  
Citywide Girls

**3rd Annual  
Girls Leadership  
Summit**

**FREE**

**April 12 | 9:30AM - 3PM**

**WHERE**  
High School of Fashion Industries - Chelsea  
225 W 24th St, New York, NY 10011

**RSVP**  
[bit.ly/STARSummitnyc](http://bit.ly/STARSummitnyc)

## Meet Our Young Leaders from the STARS Citywide Girls Initiative

### *Nuzhat Wahid – PowerPlay NYC*

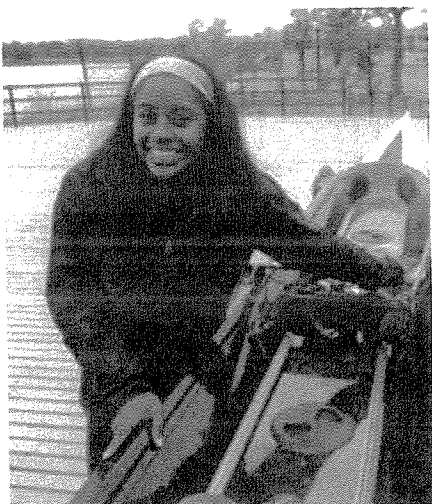
*"Throughout the years, I've always had ideas that I wanted to see come to life. Perhaps my peers would have seen these ideas as pointless, perhaps some would have seen them as brilliant and creative, nonetheless, I'd never know. Being outspoken and taking the initiative to start new things or expressing a simple opinion were things alien to me, as such, the majority of my thoughts or ideas dwelled between the confines of my mind. However, this year, that began to change.*



*Over the course of the summer of 2016 I participated in PowerPlay's Leadership Academy, a sports based youth development and college readiness program designed to empower and encourage young girls. I hesitated to sign up for the program guessing that it would prevent me from staying within my comfort zones, but coincidentally, during the program it was only when experiencing new things that were often outside of my comfort zone, that I grew to develop a sense of confidence in myself. I began to be more outspoken and took the authority to lead and encourage others when I could.*

*It was through the skills that I learned in PowerPlay, that I finally took the initiative to make my own club, amusingly enough, that being Musical Theatre in my local high school, which would have never been something my past self would step near. Thank you PowerPlay for playing this crucial part in my life!"*

### *Aleeyah Marrero - Row New York*



*"Rowing is about growing up as an athlete, and as a person...Those strangers sitting in your bow and stern will become your family; they will be a part of your life in more ways than one. You will spend every day with those people by your side. The comfort you will take in the knowledge of knowing they will always have*

*your back is something I can't prepare you for.*

*Working hard for something you don't care for is called stress. Working hard for something you love is called passion. Rowing will become your passion. It will seep through your skin and take home in your bones. It will grow with every stroke. That passion won't diminish with time. It will grow every day. With every stroke, that passion inside will burn brighter. It will be the strength you have when you can no longer feel your muscles. Those coaches breathing down your neck to pull harder or sit up taller will support you through any wake. They will always stand next to you and continue to push you past your limits. Their job is to make you push past your boundaries and improve every day. They will provide endless opportunities. They will give you chances you never knew were possible."*

***Maya Moore – The Armory Foundation***

*"Armory College Prep has been my haven for the past four and a half years. My life changed in the most profound way. The staff helped me achieve a dream: earning a full ride to Guilford College. I am proud to say that my first semester grades were a perfect 4.0 GPA. My creative writing and theater talent which was identified at Armory College Prep has been cultivated at Guilford. I have also grown through the summer and winter break internships I engaged in at the Armory."*



***Jessica Richards – Figure Skating in Harlem***

*"It's been six years since I was that scared, trembling girl who laced up her skates for the first time, who loved sunlight and warm weather. And*

*I've learned something important: that what remains constant for me is the warmth that comes over me when I skate. For me, warmth means home. Figure Skating in Harlem has given me a home and I can find it anywhere there's a pair of skates and a sheet of ice. In that home I've found strength, sisterhood, and community. I've found confidence, fearlessness, and the knowledge that I can do anything I put my mind to, even if I'm nervous at first. Doors have been opened for me. But most importantly, Figure Skating in Harlem is a home—a family—that will always be with me. And it's knowing this that allows me to fearlessly embark on my next journey."*

***Nyasiah Colon – Girls Write Now***



*"Four years ago, I began writing to escape the isolation I experienced in middle school due to bullying and my lack of self-esteem. My first short story was entitled "Scarlet Haired Beauty." The lead character was everything I hoped to be — strong, confident and smart. Little did I know, she would lead me on a journey to Girls Write Now where I have found community, friendship, and leadership. I submitted Scarlet with my Girls Write Now mentee application and was offered the opportunity to interview for the program. Shortly thereafter I accepted a space in the Digital Media Mentoring Program that changed my life."*

*Girls Write Now's Digital Media Mentoring Program has taught me to transform my words into digital art. Over the last four years I've been introduced to coding, podcasting (e.g. sound editing), and video editing. The program also shaped my career path and has been a huge help during the college application process. The Girls Write Now team organizes partnerships and experiences at publishing and technology companies in New York City. In addition, I was a Posse finalist, and I am currently applying to universities that have art and technology programs to continue learning what I started at Girls Write Now. It is my goal to become a game designer.*

*Girls Write Now isn't just a writing program; it's a community. My mentors have been wonderful, creative partners who are generous with their time and talents. My fellow mentees are smart, funny and super creative.*

*I am grateful for the Girls Write Now community for helping me find my voice and for teaching me that I am leadership material. I am strong, smart*

*and growing in confidence. I am Scarlet Haired Beauty, and I will always and forever be a part of the Girls Write Now family."*

***Wisdom Dewberry – Lower East Side Girls Club***



*"My name is Wisdom Dewberry. I am 15 years old and I have been attending programming and events at the Lower Eastside Girls Club for almost six years. The most important lesson I've learned through the Girls Club has been to speak up for myself. Just in the past few weeks I attended The Women's March on Washington with our GALA (Girls as Activists, Leaders, and Advocates) Program and the Rally Against Hate in New York City, where I spoke up alongside millions of others fighting for women's*

*rights. I am truly finding my voice through activism thanks to the Girls Club."*

***Tanya Gumbs – Girls for Gender Equity***

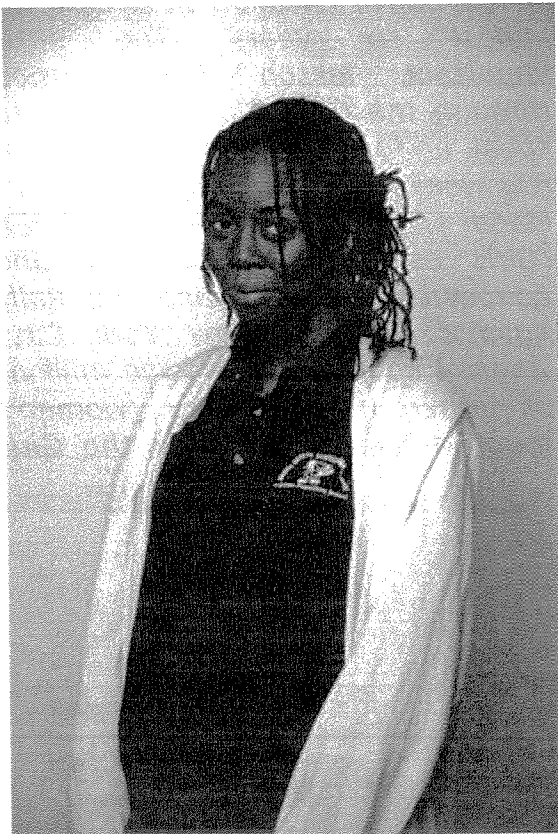
*"Going with Girls for Gender Equity on the D.C. trip to visit the National Museum of African American History, really opened my eyes to things I hadn't been aware of and advanced my knowledge on some things I had already known. Seeing Emmet Tills' memorial had me in tears not only because of how they tortured and brutally murdered him but because in 2017 a police officer or a non-colored person could actually kill a person of color and get away with it. It was emotional for me being in D.C. because of the current president and*



*the decisions he makes every day--these not only impact me but the people around me. However, being there also gave me more of a push to keep fighting and advocating for the underserved and under-represented*

communities. I know that I am not alone and I have the strength of my ancestors behind me. Also, I'm truly grateful to GGE for giving me the opportunity to have the chance to go because there are many who haven't gone and maybe won't have the chance to."

*Zenab Louche – Sadie Nash Leadership Project*



"My name is Zenab and I am a Nasher. I live in Ocean Hill in Brooklyn and I am 17 years old. I am currently a senior at Bronx Health Sciences High School going to college next year. I'm really excited about that new transition in my life. I am also at ease knowing that i have the support of Sadie Nash behind me.

I first joined the Sadie Nash family during the summer of 2016 in the Summer Institute program. I didn't know what I expected but it sure wasn't 6 weeks of forming sisterhood bonds, engaging classes on the magic of loving yourself, learning about sweatshops and labor conditions around the world, classes about leadership, Power Identity and Privilege, workshops about gender roles and LGBTQ discrimination... I even participated in an anti-slut

shaming protest at Grand Central station. I went into the program thinking I already knew who I was but came out enlightened and empowered and with a lot more friends.

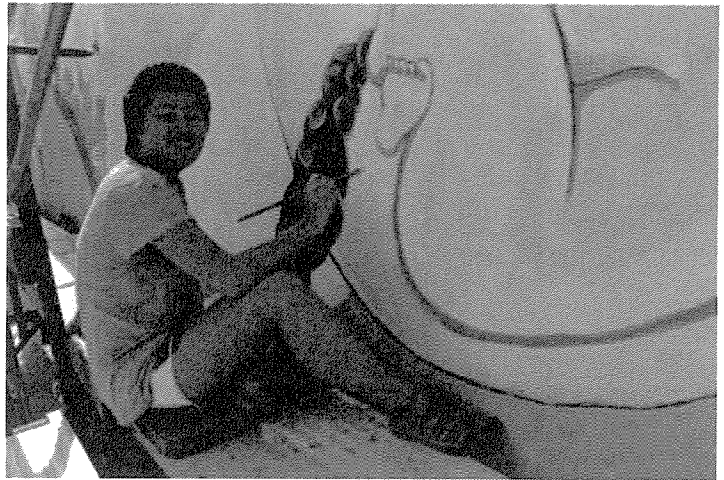
Eventually the summer ended but I didn't want my Sadie Nash experience to end so I applied to two of their other after school program: CAP and Nash U. CAP which stands for Community Action Placement is a job training and internship placement program that taught me professional skills. I can now finally say I have a resume and will start my internship in January - I'm hoping to work in Ancient Song Doula, a reproductive justice organization. Nash U helped me with the college process when I had no one else to go to and provided me with a supportive space with other college bound seniors. I hope to go to a college with a really good nursing program."

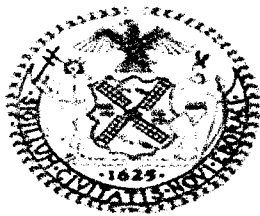


*In the short time I've been a Nasher, I've learned and grown a lot and I can't wait to take this all with me to college. None of this would have been possible without Sadie Nash staff by my side.*

***Jade Fang – Groundswell Community Mural Project***

*"This is my first time working with just women, and it has been an eye-opening and positive experience. I am lucky everyone on this team is genuinely nice and interesting. From our talks I learned we are all strong women, even though we are very different people. Going forward I will carry this experience, because I do feel it affording a bonding that I haven't experienced before."*





# City's First Readers

An initiative of the New York City Council

**Preliminary Budget Hearing  
Committee on Youth Services &  
Finance Committee, New York City Council  
Submitted by Literacy INC. on behalf of City's First Readers  
March 6, 2017**

Thank you for the opportunity speak before you today. My name is Shari Levine; I am the Executive Director of Literacy, Inc. or LINC, the lead partner organization in an early literacy coalition, City's First Readers Initiative. City's First Readers is an initiative of the New York City Council; it is a Council funded collaboration between 10 nonprofit organizations, each of which foster the literacy development of NYC children, from birth – 5 years. The initiative provides parents, early childcare providers, and teachers with the resources and services needed to ensure children enter school ready to read and achieve educational success. The partner organizations are:

Brooklyn Public library,  
The Committee for Hispanic Children and Families  
Jumpstart  
Literacy INC.  
New York Public library  
Parent Child Home Program  
Queens's Public library  
Reach Out & Read  
United Way and  
Video Interactive Project.

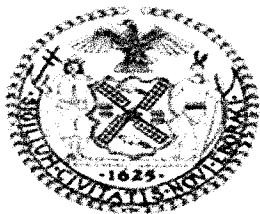
**I would like to share with you *why* City's First Readers (CFR) is so necessary. Did you know?** Reading to infants and toddlers contributes to the development of their growing brains and gives them a great start towards a lifelong love of reading and school success. Children whose parents identify as professional are, on average, read to between 1,000 to 1,700 hours by the time they start school; in contrast, children from families living on poverty have experienced an average of 25 hours of one-on-one reading. There are **560,000 children under 5 living in NYC and approximately 56% live in or near poverty**. A student living in poverty who can't read on grade level by 3rd grade is 13x less likely to graduate from high school. Right now, two out of three New York City 3<sup>rd</sup> grade students are reading below grade level (as measured by the 2016 NYS English Language Arts examination). At risk children may face added challenges in learning to read, yet with support, they can achieve.

***But we cannot do this alone, we need your help; with your ongoing support of this Council initiative, City's First Readers can continue to offer its effective, community based programs to help the parents and young children of NYC be prepared to enter school ready to read, ready to learn.***

***City's First Readers strives to make this a reality.*** In FY16, City's First Readers served 216,725 families. CFR held 52 events at 33 locations with City Council members to raise awareness about the importance of early childhood literacy. 162,259 families received one-on-one services with a pediatrician, interventionist or home visit. CFR held 1,988 parent/family workshops at over 263 locations. A total of 257,900 free books and educational toys







# City's First Readers

An initiative of the New York City Council

were distributed to children and families. CFR issued 48,591 Early Childhood Literacy Kits, which include age appropriate books and education tools.

A budget enhancement that provides \$5M for this early childhood literacy initiative would allow City's First Readers to:

- Expand program outcomes and to reach more families citywide.
- Build a citywide marketing campaign to connect families and caregivers directly to programs and services to support school readiness.
- Strengthen the infrastructure and evaluate data.
- Broaden our early literacy texting campaign.

**Studies show that strong investments in early childhood literacy programming can help break cycles of poverty and position families and their young children for academic success and beyond.**

Multiple studies over many years have demonstrated a very favorable return on investment (ROI) in early childhood support. "The newest research from Professor Heckman and colleagues finds 13% ROI for comprehensive, high-quality, birth-to-five early education. This research analyzes a wide variety of life outcomes, such as health, crime, income, IQ, schooling, and the increase in a mother's income after returning to work due to childcare. ABC/CARE collected data on the participants throughout childhood and well into adulthood, allowing for an in-depth analysis of long-term effects in multiple dimensions of human development. This new ROI, representing high-quality, comprehensive programs from birth to five, is substantially higher than the 7-10% return previously established for preschool programs serving 3- to 4-year-olds." (cited <https://heckmanequation.org/contact/>)

**Thank you for the opportunity to speak, and now I'd like you to hear from a few of the other partners to share all the incredible work they are providing on behalf the City's First Readers initiative.**

\*\*\*\*

Shari Levine is the Executive Director of Literacy, Inc. (LINC). Founded in 1996, LINC's mission is to engage families and community members to support young readers in high need neighborhoods. Our vision is to harness the power that exists in every community to make literacy a value and right of all children. Our children's educational success is the path out of poverty and the key to achievement. LINC is the facilitating partner organization for City's First Readers.

Literacy, Inc.

5030 Broadway | Suite 641 | New York, NY 10034 | 212-620-5462 | [www.lincnyc.org](http://www.lincnyc.org)



The Committee for Hispanic Children and Families, Inc.

Jumpstart  
Children First



New York Public Library



Queens Library





## **The Committee for Hispanic Children and Families, Inc.**

75 Broad Street, 6th Floor, New York NY 10004 T: 212-206-1090 F: 212-206-8093 [www.chcfinc.org](http://www.chcfinc.org)

### **Preliminary Budget Hearing Committees on Youth Services and Community Development Submitted by The Committee for Hispanic Children & Families, Inc. (CHCF) March 6, 2017**

Good Afternoon: My name is Jocelyn Rodriguez and I am the Director for the Early Care & Education Institute. I am here today representing The Committee for Hispanic Children & Families, Inc. - known by its acronym, CHCF.

We commend Mayor de Blasio and the City Council for addressing the importance of early childhood education and the need for greater investment in our youngest constituents. In light of our national political climate, we would also encourage continued, timely discussions around childhood literacy and community investments needed for all children, as well as the investment needed for the workforce that is responsible for educating them.

New York City is currently facing a literacy crisis that disproportionately affects children living in poverty and children of color. Approximately 56% of children under the age of 5 live in or near poverty in New York City. City-wide, only 16% of Black children and 17% of Latino children are proficient readers by grade three. Once these children fall behind, they are more likely to drop out of high school and face increased social and economic challenges.

Studies show that strong investments in early childhood literacy programming can help break cycles of poverty and CHCF sees the investment in initiatives, such as City's First Readers, as critical to helping close the achievement gap.

The partnership through City's First Readers not only promotes literacy development for the youngest of children, but provides necessary supports for the adults that are caring for and educating them - oftentimes, spending more than ten hours a day with children while their parents are working. As part of CHCF's Early Care & Education Institute, we provide culturally-informed, bilingual professional development to Family Child Care educators, to strengthen the quality of early care and learning to children. CHCF provides intensive coaching and training in Spanish in home-based early childhood programs, throughout the five boroughs of New York City.

In 2015-16 CHCF Early Care Institute reached 6,118 children and 2,607 parents throughout New York City. Through our multiservice and culturally informed approach, we worked directly with over 1,357 child care educators and thanks to City's First Readers Initiatives we were able to distribute books to 70 family child care programs, directly benefitting over 200 children.

With an enhancement of \$5Million for City's First Readers, this vitally important work will only grow in NYC's early childhood communities. CHCF could expand the number of child care programs that receive early literacy toolkits to reach more children citywide. The enhancement would also allow CFR to build a citywide marketing campaign to connect families and caregivers directly to programs and services to support school readiness and strengthen the infrastructure to capture and evaluate data.



## **The Committee for Hispanic Children and Families, Inc.**

75 Broad Street, 6th Floor, New York NY 10004 T: 212-206-1090 F: 212-206-8093 [www.chcfinc.org](http://www.chcfinc.org)

Additional details about CHCF is contained in our written testimony.

Thank you for the opportunity to speak today.

---

### **The Committee for Hispanic Children & Families, Inc.**

#### **Vision**

CHCF envisions a future where Latino children, youth, and families have equitable access to opportunities to succeed, are empowered to realize their full potential, and are affirmed in their culture.

#### **Mission**

CHCF combines education, capacity-building and advocacy to strengthen the support system and continuum of learning for children and youth.

#### **Program Statements**

##### **Early Care & Education**

The Early Care and Education Institute (EC&EI) provides culturally-informed, bilingual professional development to Family Child Care educators, to strengthen the quality of early care and learning to children in New York City.

##### **Youth Development**

We advocate for improved policies and legislation around access to education from birth to adulthood, heightened public awareness of the social and institutional frameworks that hinder opportunity for Latino communities, and the empowerment of these communities to directly mobilize for change.

##### **Policy & Advocacy**

We advocate for improved policies and legislation around access to education from birth to adulthood, heightened public awareness of the social and institutional frameworks that hinder opportunity for Latino communities, and the empowerment of these communities to directly mobilize for change.



# **PARENT-CHILD HOME PROGRAM**

## **A PROVEN BEGINNING FOR SCHOOL SUCCESS SINCE 1965**

Committee on Youth Services and Community Development  
Testimony Submitted by The Parent-Child Home Program (PCHP)  
in Partnership with City's First Readers

March 6, 2017

Good afternoon: My name is Andre Eaton and I am the New York Program Director for The Parent-Child Home Program (PCHP).

The Parent-Child Home Program focuses on providing parents with children 16 months to 4 years of age with the skills, knowledge, and materials they need to support school readiness development in the home and to provide care environments that build their children's cognitive and social-emotional skills. In doing this work, we are also helping parents learn what to look for in a child care setting and how to identify and support their children's next educational steps, including enrolling their child in pre-k. Focusing on school readiness and early literacy support for families challenged by poverty, limited education, and language and literacy barriers, PCHP provided over 29,000 home visits and distributed over 14,500 books and educational toys in New York City last year (46,000 home visits and over 23,000 books & educational toys in New York State). Our partners in New York City include schools, public libraries, nonprofit organizations, and community-based organizations.

Young children are being cared for by parents, grandparents, other family, friend and neighbor caregivers, licensed and unlicensed family child care providers, and child care centers. Many children will be cared for in several of these environments over the course of their preschool years. Low-income children in particular are likely to be cared for by family members or in informal settings. For these reasons, it is particularly important that in addressing the issue of the preparation or school readiness gap, we focus on supporting, strengthening, and connecting all of these care environments and ensuring that they all have the knowledge, skills, and materials to support school readiness.

The current funding through the City's First Readers initiative has allowed PCHP to now provide 75 families with the knowledge, skills, and materials to prepare their children for school success in three communities Astoria, Washington Heights, and Sunset Park. The tools that we provide for families are books and educational toys to build literacy-rich home environments. They are visited twice a week in their homes by a early learning specialist or home visitor who introduces the materials to the family, modeling reading, conversation, and play activities to build language, literacy, numeracy, and social-emotional skills. Program staff also provide referrals to other social service and educational supports for the families through the sponsoring agency and other program



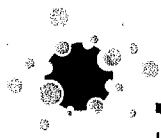
# **PARENT-CHILD HOME PROGRAM**

## **A PROVEN BEGINNING FOR SCHOOL SUCCESS SINCE 1965**

partners when necessary and assist in guiding parents with registering their children for a pre-k or kindergarten program within their communities.

With these community partners we are reaching families who would otherwise not have access to PCHP in Astoria, Washington Heights, Sunset Park, and this year to support program services in Brownsville/East New York. These communities have had limited early childhood school readiness services and many families do not have access to supports to help prepare their children for school success.

With additional funding, PCHP can provide a new City's First Reader program partner in the Brownsville/East New York communities and ensure that 100 families will receive over 4600 home visits and 2300 books and educational toys.



# JobsFirstNYC

Unleashing the economic power of young adults

## Youth Services and Finance Committees Joint Preliminary Budget – March 6, 2017

Good afternoon, Chairpersons Eugene and Ferreras-Copeland, and other distinguished Council Members of the Youth Services and Finance Committees. My name is Chantella Mitchell and I am the Policy and Program Associate at **JobsFirstNYC, a policy to practice intermediary focused on the issues of young adults who are out of school and out of work or underemployed.**

For ten years, JobsFirstNYC has been developing and supporting innovative strategies to support out-of-school, out-of-work young New Yorkers. We are here today continuing to advocate for this population's inclusion in the mayor's and city council's visions for a more equitable city.

We recently released brand new data on the out-of-school, out-of-work population in New York City. The data show that with improvements in the economy, and through the diligent work of workforce and education providers and advocates, more young people are working and in school since the recession. However, the numbers are still too high, and the disparities among neighborhoods are as stark as ever. More than 136,000 18-24-year-olds are neither working nor in school, and in parts of the South Bronx and Central Brooklyn, where rates are the highest, 30 percent or more of young residents are out-of-school and out-of-work.

Building on our work over the years, JobsFirstNYC recommends two areas of investment to the Youth Services Committee. **First, we recommend the creation of a large-scaled "Business for Young New Yorkers" public campaign; and second, we urge you to increase investments in effective training and employment opportunities for living wage careers in under-resourced neighborhoods.**

As I mentioned, the rates of out-of-school, out-of-work young adults vary drastically from neighborhood to neighborhood. For this reason, JobsFirstNYC has taken a neighborhood, or place-based, approach to developing strategies to connect young adults and local businesses. Last month, in the South Bronx, the NYC neighborhood with largest number of young people in the city, but the highest rates of out-of-school, out-of-work young adults, we successfully convened dozens of small and medium-sized Bronx employers to share the plethora of opportunities to partner with public and nonprofit workforce providers to source talent. On the Lower East Side, where booming economic development has multiplied the number of career opportunities over the last decade, we worked with community-based organizations to develop the Lower East Side Employment Network – a collaboration of CBOs and Community Board 3 that helps companies recruit, hire, and retain quality candidates at lower operational costs. LESEN ensures that local residents are able to benefit from the neighborhood's economic growth by collectively serving 10,000 job seekers and 300 businesses every year. Finally, we are working with local employers in our emerging seasonal employer collaborative that will allow leading businesses in New York with high volumes of seasonal workers to work together to design and lead collective efforts to train, hire, and retain local young workers interested in year-round employment.

These and other efforts should be replicated, on a large scale to best match young workers with local employers for sustained success in in-demand fields. We recommend that our local government, with its vast array of business relationships, launch a citywide campaign to encourage private sector employers to develop and hire local young talent. A strong example of small businesses pledging to developing talent is a project underway between the Small Business Majority and U.S. Small Business Administration called Small Biz 4 Youth Campaign.

New York City has taken steps to improve the quality of services delivered to OSOW young adults. However, many young adults remain disconnected from training and employment opportunities for living-wage careers. In 2015, half of all jobs in New York State required a training and education beyond high school, but not a four-year degree, these are often called middle skills jobs. Many excellent programs in New York City are providing sectoral training and certificate programs for middle skills jobs, but the need and demand for these programs –

from both young adults and employers – far exceeds the city’s investment. We urge the city to create and expand successful programs training young people for living wage, middle skills careers. This includes sectoral programming, apprenticeships, and certificate programs.

Other areas for increased investment in training and employment include: creating an initiative to help young adults access employment in the public sector; strengthening retention and wrap-around supports for young workers after they’ve successfully secured employment; and evaluating and strengthening the various new youth opportunity centers throughout the city. We first recommended that the city create a network of one-stop centers that connect young people to jobs and to the educational, training, and support services in our 2014 paper *Unleashing the Economic Opportunity of the 35 Percent*. Since then, a crop of new centers has emerged throughout the city. From the new SBS youth-focused Workforce1 Center in the Bronx, to the Manhattan DA’s recently announced grants for five centers throughout Manhattan. We encourage the city to evaluate these new centers to ensure that they are coordinated to provide a truly comprehensive list of effective employment services, and that they are placed in the neighborhoods with the highest needs and staffed by organizations with the most successful histories serving this population.

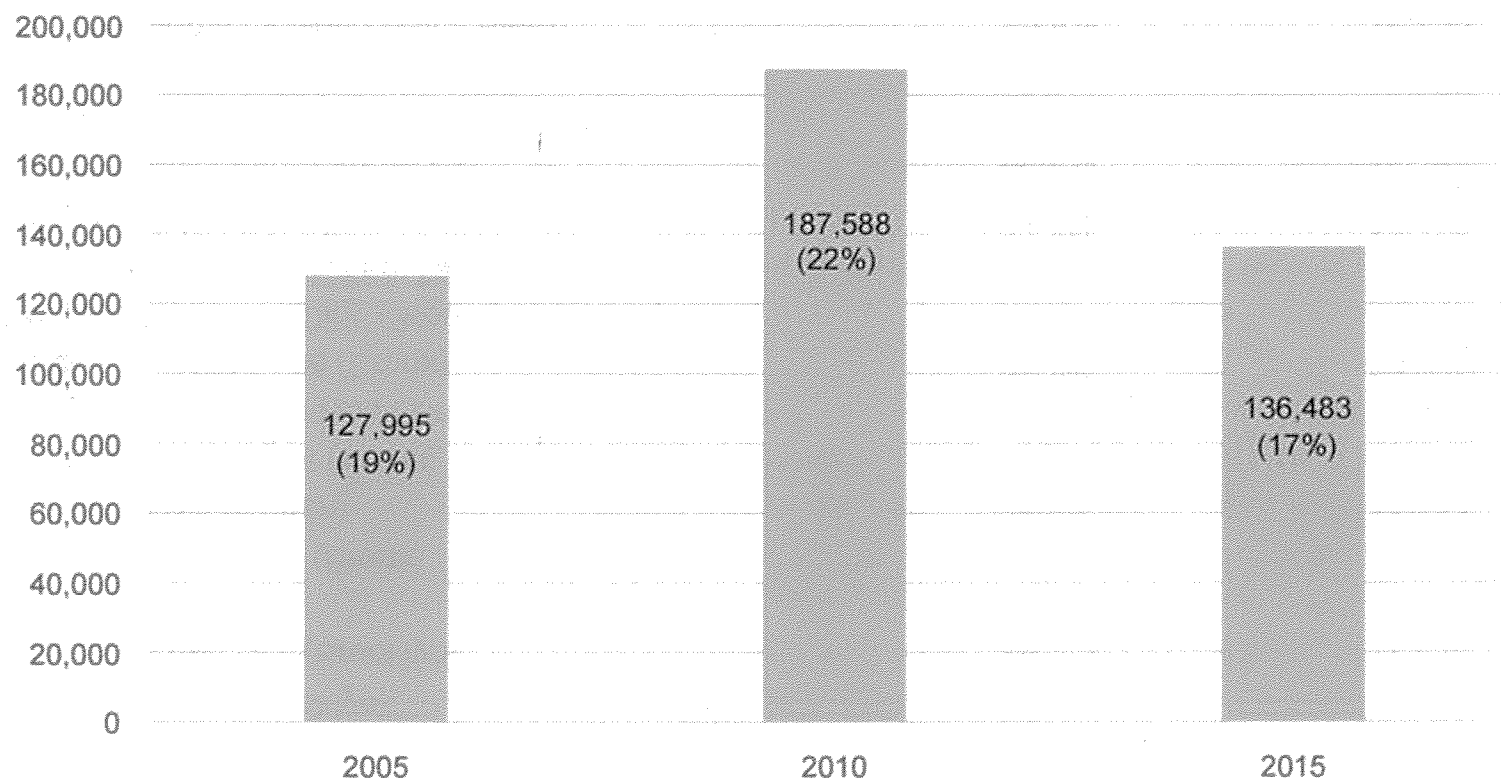
Just last year, Comptroller Stringer stated the following when he released a report highlighting the dire situation of job and earning opportunities for young New Yorkers: “Millennials are doing their part for New York City – they are politically involved, culturally engaged, and highly motivated. This generation is overcoming setbacks and changing the way we work, live and communicate. Now it’s time for the rest of us to do our part and put policies in place that will help this powerful group settle down in New York City, start their careers, and raise families here, so our economy can continue to grow.”

Now is the time to put that call to action in place. We urge the city to make the investments necessary to ensure that young New Yorkers can share in our city’s economic success.

Thank you,

Chantella Mitchell, JobsFirstNYC  
cmitchell@jobsfirstnyc.org

## New York City out-of-school, out-of-work population aged 18–24



Source: US Census Bureau, American Community Survey data.



**New York City neighborhoods with highest rates of population aged 18-24 that are out of school, out of work (2013-2015)**

	Share of OSOW 18-24	Number of OSOW 18-24
Mott Haven / Hunts Point (Bronx)	37.4%	23,061
Bedford Stuyvesant (Brooklyn)	29.3%	12,749
Brownsville / Ocean Hill (Brooklyn)	29.1%	11,735
East Flatbush (Brooklyn)	29.1%	11,559
Soundview / Parkchester (Bronx)	29.1%	18,112
Central Harlem (Manhattan)	26.9%	12,153
Morrisania / East Tremont (Bronx)	26.5%	18,564
Kingsbridge Heights / Mosholu (Bronx)	26.0%	11,037
Highbridge / S. Concourse (Bronx)	25.7%	13,671
East New York / Starrett City (Brooklyn/Queens)	25.5%	13,963
North Crown Heights / Prospect Heights (Brooklyn)	25.0%	10,233
North Shore (Staten Island)	24.5%	13,485
University Heights / Fordham (Bronx)	23.3%	12,423
Flatbush (Brooklyn)	22.4%	10,907
Jamaica (Queens)	21.3%	16,276
Washington Heights / Inwood (Manhattan)	20.9%	14,739
South Crown Heights (Brooklyn)	20.1%	6,728
Rockaways (Queens)	19.0%	5,522
Elmhurst / Corona (Queens)	19.0%	7,778
Williamsbridge / Baychester (Bronx)	18.9%	8,396

**Center for Court Innovation Testimony**  
**New York City Council**  
**Committee on Youth Services**  
**Preliminary Budget Hearing**  
**March 6, 2017**

Good Morning Chairman Eugene and members of the Committee on Youth Services. My name is **Sally Sanchez** and I am **Project Director for the Queens Youth Justice Center**, a project of the Center for Court Innovation. Thank you for this opportunity to speak today.

I am here to urge the Council to support continued funding for the Center for Court Innovation and its groundbreaking efforts to improve public safety, promote and expand the use of community-based alternatives to incarceration, and increase equal access to justice for vulnerable New Yorkers. The Center for Court Innovation is seeking \$700,000 in City Council support. This includes \$500,000 to support ongoing core operations in communities across the city, and an enhancement of \$200,000 to expand alternatives to incarceration in several key neighborhoods.

The Center for Court Innovation works to create a more effective and humane justice system in New York City. Beginning with the Midtown Community Court, the Center has created 28 neighborhood-based projects in all five boroughs, bringing together community members and criminal justice stakeholders to respond to local problems. Independent evaluators have documented the success of our work in decreasing violence, improving public safety, aiding victims, reducing the use of jail, and transforming neighborhoods. Through projects such as Bronx Community Solutions, Red Hook Community Justice Center, Queens Youth Justice Center, Brownsville Community Justice Center, and the Crown Heights Community Mediation Center, we have worked to improve the lives of New Yorkers in need, including immigrants, the poor, young people, women, the LGBTQ community, and communities of color.

**OPERATING PROGRAMS**

Brooklyn Justice Initiatives | Brooklyn Mental Health Court | Brooklyn Treatment Court | Bronx Community Solutions | Brownsville Community Justice Center  
Bronx Child Witness Program | Crown Heights Community Mediation Center | Domestic Violence Court | Harlem Community Justice Center | Legal Hand  
Midtown Community Court | Newark Community Solutions | Parent Support Program | Parole Reentry Court | Peacemaking Program | Project Reset  
Poverty Justice Solutions | Queens Youth Justice Center | Red Hook Community Justice Center | Save Our Streets | Staten Island Youth Justice Center  
Strong Starts Court Initiative | Westchester Court Education Initiative | UPNEXT | Youth Court | Youth Justice Board

The Center is committed to improving outcomes for young people impacted by the justice system. Through both court and community-based programs, such as Project Reset, our adolescent and young adult diversion courts in Manhattan and Brooklyn, and Youth Justice Centers in Queens and Staten Island, we provide judges, prosecutors, and police with meaningful alternatives to business as usual. Our programs serve more than 6,000 youth each year, providing them with opportunities to avoid Rikers Island, and in many cases, a trip to court. For example, Project Reset has kept nearly 200 16-and 17-year-olds out of jail for low-level crimes, allowing them to avoid the lasting collateral consequences of a criminal record, while still being held accountable. With an average completion rate of 92%, Project Reset has been embraced by justice system players as a new approach to enforcement. Additionally, our Brownsville Leadership Project and Youth Court programs offer participants new pathways away from justice system involvement and towards academic, social and, vocational success.

In addition to diverting New Yorkers out of the justice system, we are helping people transition back to community life after spending time in jail or in detention. In collaboration with the New York City Administration for Children's Services and its contracted aftercare providers, the Center provides a structured, strengths-based continuum of supervision and services for youth returning from residential placement for delinquency. In addition to collaborative case management, young people and their families are offered skill-building and leadership development, educational support and coordination, case management, cognitive behavioral services, arts and cultural programming, and pro-social activities. Youth are also referred to with additional community-based services to help them overcome challenges, manage family transitions, and sustain positive growth.

The City Council's support has been invaluable to the success of the Center for Court Innovation, helping us maintain core operations and expand our demonstration projects throughout New York City. The Center for Court Innovation looks forward to continuing to work with the New York City Council to improve public safety and to create new alternatives to incarceration that result in a fairer, more accessible justice system for all New Yorkers. We respectfully urge you to continue to support our work and thank you again for the opportunity to speak. I would be happy to answer any questions you may have.



**FY 18 Preliminary Budget Hearing  
NYC Council Youth Services Committee  
Hon. Mathieu Eugene, Chair**

**Monday, March 6, 2017**

**Submitted by  
Dr. Maureen Fonseca, CEO**

**Presented by  
Sheila Wells, Director  
Elementary School Programs**

Thank you again for your past support of the Sports & Arts in Schools Foundation (SASF). This year we are celebrating our Silver Anniversary!

SASF is truly a Council Initiative, having been created 25 years ago at the suggestion of Speaker Peter F. Vallone who, at that time, wanted a CBO to create and operate free summer camps throughout the City. Our FY 17 council citywide funding, under the Council's *After-School Enrichment Initiative*, of \$1,000,000 supported our 2016 Summer City Council Sports & Arts Camps and Clinics and our weekend Sport & Arts Wellness and Sports Leagues. SASF is the largest provider of FREE school-based after school and summer programming in NYC. Our summer programs serve almost 8000 students at 110 schools and our schoolyear programs serve an additional 4,000 students at 72 elementary and middle schools. SASF programs operate in almost every Council District.

## **MISSION & HISTORY**

**The mission of SASF is to help bridge the academic performance gap among under-achieving students by extending the school day and year with wholesome, skill-building activities designed to improve New York City children's self-esteem, character and values, attitude toward school, attendance, academic performance, health and wellness, and lifelong employment opportunities.**

For the past 25 years, SASF have been successfully running programs which engage, both physically and mentally, our city's youth to develop into successful citizens of our great City. None of this would be possible, however, without the funding support of you and your colleagues in the Council.

## **HAYDEN CHALLENGE GRANT**

In FY 2017, SASF received \$1,000,000 from the Council in citywide funding, down from \$1,200,000 in FY 2011 and \$2,100,000 in FY 2008. This year (FY 18), we are seeking **\$1,325,000**. Council funding at this increased level will enable us to keep up with rising

DOE and DOH fees, as well as rising personnel and equipment costs. It will also allow us to meet the requirements of our Hayden Foundation challenge grant and enable more youth to receive summer programming through the creation of 10 additional SASF summer camps geared towards elementary students.

As the FY 2018 budget process moves forward, I would like to share with you some quick facts about SASF:

- Through our Council Camps and After-School Sports & Arts Programs, we serve almost every Council District.
- Through all of our programs, SASF annually serves 20,000 students (*the Council Funds over 12,000 students of this total*) throughout the five boroughs.
- The overwhelming majority of youth served are Black and Hispanic from the highest poverty neighborhoods in the city.
- Our programs are primarily housed in Title 1 schools.

SASF programs are vital to low-income families in NYC. Many of the children participating in our programs are living in families whose incomes put them below the poverty line. We need to protect services that are critical to hard working families from neighborhoods across the City. Providing free summer programs when school is out, is a lifeline to working parents, who are unable to afford summer programs for their children.

## **IMMIGRANT FAMILIES**

This year children in immigrant families are especially fearful about the summer. Threats of deportation has created levels of worry and anxiety in young people not seen before. SASF City Council Summer Camps are, and always have been, safe havens. Now more than ever, children need programs where they feel safe and protected.

## **NEW YORK CITY COUNCIL AND SPORTS AND ARTS SUMMER CAMPS**

Council Summer Sports and Arts Camp programs for elementary students (*grades 1-6*) chiefly wrap around summer classes for mandated students to increase students' positive connection to schools, to encourage classroom attendance, and to provide free sports activities in school in the afternoon after the morning academic work. The summer camps also serve students who are not required to go to summer school but who wish to participate in the Camps' free, fun and structured activities. The students lack access to a varied menu of sports and arts activities available to their peers from more affluent neighborhoods. Free summer programs are declining in New York City and SASF remains one of the few sources of free programs for city young people and their families.

## **LOW COST QUALITY PROGRAMS**

These programs are amazingly inexpensive to run as school-based programs that chiefly operate in empty school buildings, most of which are opening only for free breakfast and lunch programs. The cost is less than \$48 per week, per child.

Middle School Academics and Sports Camp programs help bridge the academic performance gap for city students in public middle schools (*grades 6-8*) and prepare them for a successful transition into 9<sup>th</sup> grade and high school completion 4 years later. These programs address the low-high school completion rates in New York City by helping to

provide middle school students with the skills necessary to go on to and complete high school.

Summertime can be a crisis time for many bright, ambitious city youngsters in grades 9-12 or college. During the year, these young people benefit from the structure and relationships with caring adults provided by school and after-school programs. During the summer months, these support systems vanish, and are often replaced by destructive elements of “street culture.” Summertime employment of NYC **high school and college-aged young people** will fill this service gap. Instead of experiencing the slide in reading and academics common among urban youth, the summer becomes a time for educational and career opportunities, as well as personal growth and character development.

#### **SASF Summer Camps Address 3 Issues:**

1. **The need for free, safe, structured, skilled-based activities for over 9,000 city children from low-income families during the summer working day when families, especially working mothers, need safe and structured activities for their children.**
2. **Creation of approximately 800 summer jobs for city teenagers and young adults.**
3. **The childhood obesity epidemic.**

#### **SPORTS & ARTS WELLNESS AND SPORTS LEAGUES**

SASF After-School & Weekend Wellness and Sports Leagues provide students with:

##### **SASF Sports Leagues:**

- Organized, weekly competition among 60+ participating schools in basketball, flag football and soccer over 12-week seasons.



**SASF Culminating Tournaments and Events:**

- Competitive day-long and multi-day organization-wide events in flag rugby, soccer, flag football and SASF's Presidents' Week 3 v. 3 Middle School Basketball Tournament, the largest tournament of its kind in the nation.

**SASF Track & Field Program:**

- SASF ran two Olympic style regional track meets at the premier facilities at Icahn Stadium on Randall's Island.

It is now well documented that school-based sports and fitness activities have a positive impact on student's attitude towards school, health and academic performance.

Finally, these programs have enormous support: 94% of voters believe that there is a need for children to be engaged (*during the after-school period and summer*) in sports, arts and academic enrichment activities. Also important is the cost-effective benefits of funding experienced well managed non-profits to deliver these critical programs especially in very difficult economic times.

On behalf of the 12,000 students who receive FREE after-school and summer program on par with the best for pay providers in the city, as a result of your funding, I thank you for the Council's longstanding support of SASF and our mission. Your support of our FY 2018 citywide funding request is urged.

Thank you.

New York City Council  
FY 2018 Preliminary Budget Hearing  
Youth Services Committee  
Monday, March 6, 2017

Extending the Vision of Arthur Ashe who believed that  
“Through tennis, lives can be changed and spirits reclaimed.”

Submitted on behalf of:  
New York Junior Tennis & Learning (NYJTL)  
58-12 Queens Blvd  
Queens, NY 11377  
George Guimaraes  
President and CEO

Thank you for the New York City Council's longstanding support of ***New York Junior Tennis & Learning*** (NYJTL) legally incorporated as the New York Junior Tennis League. We are the largest and most successful scholastic tennis program in the country, annually reaching more than 150,000 children through our tennis and educational programs.

When Arthur Ashe founded our organization over 45 years ago, he believed tennis could transform the lives of poor children of color just as it had his own life as a child growing up in segregated Richmond, Virginia, during the 1950s. As Arthur said then, *"Our idea is to use tennis as a way to gain and hold the attention of young people in the inner cities and other poor environments so that we can teach them about matters more important than tennis. . . . Through tennis, lives can be changed and spirits reclaimed."* In the hometown of the US Tennis Open and the Arthur Ashe Stadium, NYJTL has and continues to extend Arthur Ashe's vision.

With the sustained financial support of the City Council, NYJTL is implementing that vision throughout the five boroughs. We offer the youth of our city much more than the chance just to learn tennis. The overwhelming majority of the young people we serve are Black, Latino, Asian, and new immigrant populations. Virtually all come from low-income families and neighborhoods where young people lack access to the opportunities typically available only to youth in affluent neighborhoods, suburbs, and private schools.

NYJTL addresses issues of economic and educational inequities by giving ALL children, including children with special needs, the opportunity to learn the sport of tennis—and just as importantly -- the opportunity to become physically fit; the opportunity to reach new educational heights; and the opportunity to expand their horizons beyond their immediate world. NYJTL helps young people build self-esteem and learn the affirmative values of perseverance, cooperation, fairness and respect.

All of our programs are FREE. In the past year, approximately 150,000 New York City children, ranging in ages from 5-18 years old, have been reached by our programs. Most of these youngsters will never play in the US Open and that's ok. They will, however, learn life lessons about integrity, discipline, sportsmanship and honesty, which will help shape the adults they are becoming. NYJTL brings tennis to thousands of children of all economic, social, and cultural backgrounds. **Funded under the Council's Physical Education & Fitness Initiative, NYJTL provides quality tennis, educational programming, and character development in EVERY Council District.**

Council funding helps support year-round tennis programming throughout the city

- **Community Tennis Program (CTP)** - This outdoor program, operates at schoolyards and public parks. It teaches children throughout the five borough, including students from 53 District 75 schools, by supplying all the equipment, coaches, tennis instruction, match play, educational services, and special events to youth ages 5-18, during the Spring, Summer and Fall. CTP develops the tennis skills of young children and focuses on character development, respect for themselves and others, and the resilience city young people need to overcome obstacles.
- **School-Time Tennis Program (STP)** – Under this program, physical education teachers are trained by professionally-certified coaches on how to incorporate tennis into their school's curriculum. As part of STP, schools are given a tennis curriculum, tennis equipment and ongoing support. Over 250 public schools throughout the city are currently benefitting from this wonderful program.
- **Winter Indoor Morning Program** - This 6am-8am weekend program enables players to continue their progress during the indoor season and includes 12 separate NYJTL-sponsored events and tournaments over the 20 week period.

- **Winter Indoor Evening PILOT Program** – A pilot program from 6pm-8pm was implemented in FY 17 in two locations, in the Bronx and Queens to provide another opportunity for kids to play tennis.
- **Arthur Ashe Educational Guidance Program** - From starting elementary school to acceptance into college, young people and families receive counseling, tutoring, visit colleges and are assisted with financial aid. This includes SAT college board preparation classes as well as numerous annual scholarships.

**Council funding throughout all 4 seasons, enables us to employ many of our NYJTL alumni, high school seniors and college students, as coaches and assistant coaches at various time throughout the 4 seasons.**

In FY 17, NYJTL received \$800,000 in Council citywide initiative funds. This year, we have submitted a request of **\$1,200,000** that would bring us back to the level of funding received by the Council in 2008. Our FY 18 funding request is predicated on multiple levels. First, funding of \$1,200,000 will enable us to continue to serve **EVERY** Council District. Second, it will provide the means to **INCREASE THE NUMBER OF CHILDREN SERVED** citywide. Third, it will defray the growing costs of higher security and permit fees being charged us by the NYC Department of Education, as well as ever rising equipment and personnel costs. Fourth, funding of \$1,200,000 will help to support innovative tennis, health, education, and character development programming at NYJTL's new Cary Leeds Center (CLC) for Tennis & Learning at Crotona Park in the Bronx that we opened in June, 2015.

The Center for Tennis and Learning was funded by the Council as well as through generous gifts from the private sector. As we promised, Leeds is beginning to serve as a powerful new resource for young people and families from throughout the Bronx and the surrounding boroughs. NYJTL is leveraging new programming and facilities to create a unique Community of Learning and Health. We are moving forward through public and private partnerships with

public schools, colleges and universities, health care providers, other human service organizations, elected officials, public agencies, corporations, and private individuals.

At the Leeds Center, and in conjunction with all of the FREE programming that is offered, NYJTL is extending the vision of Arthur Ashe *"by using tennis to teach things more important than tennis"* so that *"lives can be changed and spirits reclaimed."* We are focusing on children and families who lack access to the opportunities typically available only to youngsters in affluent neighborhoods, suburbs, and private schools. At Leeds, NYJTL is providing more than 6000 hours of FREE tennis lessons each year for young people and their families. These programs operate year round on 22 tennis courts (10 of which are bubbled for winter play) and in the two-story 12,000 square foot Leeds Tennis and Learning Center.

FY 18 City Council funding of NYJTL for our FREE 12 months of Tennis and our Community of Learning through the new Leeds Center is crucial to our vision and that of NYJTL's founder, Arthur Ashe. With your support, we can *"change lives and reclaim the spirits"* of many thousands of New York City youth and their families.

We could not do what we do without the strong funding support of the City Council. On behalf of youngsters and parents annually served by NYJTL, I thank you for the Council's longstanding commitment to the youth of our city and for your sustained support of youth programs.

President  
Jeffrey A. Schoenfeld\*

Chair of the Board  
Robert S. Kapito\*

Chief Executive Officer  
Eric S. Goldstein

Treasurer  
Jeffrey M. Stern\*

General Chairs  
2017 Campaign  
Alisa F. Levin\*  
David L. Moore\*

Chair, UJA Women  
Judith K. Baum\*

Chair, Planned Giving  
& Endowments  
Gary Claar\*

General Planning Chair  
Jonathan Plutzik\*

Commission Chairs  
Brett H. Barth\*  
Amy A.B. Bressman\*  
Karen S.W. Friedman\*  
Roni Rubenstein\*

Executive Committee  
at Large  
Jacob W. Doff\*  
Martine Fleishman\*  
Jonathon C. Held\*  
Barry A. Kaplan\*  
Suzanne F. Peck\*

Special Advisor to  
the President  
Aaron L. Zises\*

Executive Vice President  
Financial Resource  
Development  
Mark D. Medin

Chief Planning Officer  
for Community Planning  
and Agency Resources  
Deborah A. Joselow

Senior Vice President  
External Relations  
and Public Policy  
Louisa Chafee

Chief Financial Officer  
Irvin A. Rosenthal

General Counsel  
Chief Compliance  
Officer & Secretary  
Ellen R. Zimmerman

Chief Marketing Officer  
Graham Cannon

Executive Vice Presidents  
Emeriti  
Ernest W. Michel\*\*  
Stephen D. Solender  
John S. Ruskay



20 7  
19 7

130 East 59th Street, New York, NY 10022  
Tel: 212.980.1000 • Fax: 212.888.7538  
www.ujafedny.org

## TESTIMONY: UJA-FEDERATION OF NEW YORK

### New York City Council Youth Services Committee, Preliminary Budget Hearing FY 2018 Honorable Mathieu Eugene, Chair

Submitted by:  
Faith Behum, UJA-Federation of New York

March 6, 2017

Honorary Officers: Meshulam Riklis • Laurence A. Tisch\*\* Life Trustees: Robert H. Arnow • Lawrence B. Buttenwieser • William Kahn\*\* • Irving Schneider\*\* • Stephen Shalom • Daniel S. Shapiro\*\* • Samuel J. Silberman\*\*  
Sanford Solender\*\* • Wilma S. Tisch • James L. Weinberg\*\* • Elaine K. Winik Life Benefactors: The Belfer, Ruben & Saltz Families • Jack E. & Zella B. Butler Foundation • The Fisher Family • Leo & Julia Forcheimer Foundation  
Ruth & David Gottesman • Kathryn & Alan\*\* C. Greenberg • The Jesselson Family • Leni & Peter W. May • Paul & Irma Milstein Foundation • Seymour & Vivian Milstein Family • Henry & Lucy Moses Fund, Inc. • Samuel I. Newhouse  
Foundation, Inc. • Milton Petrie\*\* • The William Rosenwald Family • Jack & Lewis\*\* Rudin • Family of S.H. & Helen R. Scheuer • Helen\*\* & Irving\*\* Schneider & Family • Marvin & Donna Schwartz • Joseph and Marcy\*\* Sirulnick  
The Sheldon H. Solow Foundation • The Tisch Family • Wachtell, Lipton, Rosen & Katz • Weil, Gotshal & Manges LLP • The Weiler Arnow Family • The Harry & Jeanette Weinberg Foundation Past Chairs, Board of Directors: Morton  
A. Kornreich\*\* • Joseph Gurwin\*\* • Irwin Hochberg • Larry A. Silverstein • Judith Stern Peck • Larry Zicklin • Morris W. Offit • Susan K. Stern • Jerry W. Levin • Alisa R. Doctoroff • Linda Mirels • Past Presidents: Peggy Tishman\*\*  
David G. Sacks\*\* • Alan S. Jaffe • Louise B. Greilsheimer • James S. Tisch • Larry Zicklin • Morris W. Offit • John M. Shapiro • Jerry W. Levin • Alisa R. Doctoroff  
\*Executive Committee member \*\*Deceased

## TESTIMONY: UJA-FEDERATION OF NEW YORK

NYC Council, Youth Services Committee, Preliminary Budget Hearing FY 2018

Honorable Mathieu Eugene, Chair

Submitted by:

Faith Behum, UJA-Federation of New York

March 6, 2017

Good afternoon Chairperson Eugene and members of the Committee on Youth Services. My name is Faith Behum, Advocacy and Policy Advisor at UJA Federation of New York. Established 100 years ago, UJA-Federation of New York is one of the nation's largest local philanthropies. Central to our mission is to care for those in need. We identify and meet the needs of New Yorkers of all backgrounds and Jews everywhere. We connect people to their communities and respond to crises in New York, Israel and around the world. We support nearly 100 nonprofit organizations serving those that are most vulnerable and in need of programs and services.

On behalf of UJA, our network of nonprofit partners and those we serve, thank you for the opportunity to testify on the importance of maintaining and expanding services for the youth of New York City. Some of the programs our network of nonprofit partners oversee include Summer Youth Employment Programs, out of school learning and enrichment opportunities for children and youth and the management of Beacons.

SYEPs are housed in UJA non-profits in the Bronx and Brooklyn. The numbers of applications providers receive often outnumber the slots they are funded to fill. In 2016, one of UJA's nonprofits in the Bronx received 7,000 applications for 2,100 SYEP spots. It is clear from this program alone that more youth want to participate than there is capacity to serve. While this may be true, we recognize that this means more providers would have to be added and the base rate would have to be increased in order to serve all participants successfully. We believe all eligible youth should be able to benefit from SYEP but this can only be done if there are enough providers and resources secured months before the youth will be engaging in the summer employment programs.

UJA supports Mayor de Blasio's administration's decision to baseline 65,000 SYEP slots and the commitment to increasing funding to accommodate the changes in minimum wage. Baselineing these slots in the Preliminary Budget will allow our non-profits to properly plan services for youth to benefit from in the summer. We urge the City Council to fund the 65,000 slots.

UJA and our network of non-profits thank the Mayor for including in his Preliminary Budget \$15 million for 22,800 SONYC slots to be used in the summer of FY 2018. It is comforting for SONYC providers to know months before the summer that there will be funding available to serve middle school students in these programs. Our UJA non-profits anticipate serving these students this summer; including one UJA program that served 2,500 6th to 8th graders last summer. However, UJA would like the City Council to restore and baseline funding bringing SONYC slots up to 31,000 in order for all middle school students to continue to access summer programs.

Many of UJA's network of non-profits work tirelessly to keep young people safe by operating Beacons all over New York City. Recognizing the incredible work Beacons do, we support the inclusion of \$6.2million in the Preliminary Budget which will create 10 new Beacons in NYC.

Employees working on the frontlines of our network of non-profits require enough resources to meet the needs of the diverse and complex populations they interact with daily. UJA supports the Human Services Council's proposal to fund a **"12% across the board increase to human services contracts"** to ease the unstable financial situation many of our nonprofits have been placed in due to past underfunded contracts.

UJA-Federation of New York respectfully urges your consideration and support of these vital programs that assist New York City's most vulnerable and neediest youth and the organizations that serve them. Thank you for your time and if you have any questions please contact me at [behumf@ujafedny.org](mailto:behumf@ujafedny.org) or 212-836-1338.



President  
Jeffrey A. Schoenfeld\*

Chair of the Board  
Robert S. Kapito\*

Chief Executive Officer  
Eric S. Goldstein

Treasurer  
Jeffrey M. Stern\*

General Chairs  
2017 Campaign  
Alisa F. Levin\*  
David L. Moore\*

Chair, UJA Women  
Judith K. Baum\*

Chair, Planned Giving  
& Endowments  
Gary Claar\*

General Planning Chair  
Jonathan Plutzik\*

Commission Chairs  
Brett H. Barth\*  
Amy A.B. Bressman\*  
Karen S.W. Friedman\*  
Roni Rubenstein\*

Executive Committee  
at Large  
Jacob W. Doff\*  
Martine Fleishman\*  
Jonathon C. Held\*  
Barry A. Kaplan\*  
Suzanne F. Peck\*

Special Advisor to  
the President  
Aaron L. Zises\*

Executive Vice President  
Financial Resource  
Development  
Mark D. Medin

Chief Planning Officer  
for Community Planning  
and Agency Resources  
Deborah A. Joselow

Senior Vice President  
External Relations  
and Public Policy  
Louisa Chafee

Chief Financial Officer  
Irvin A. Rosenthal

General Counsel  
Chief Compliance  
Officer & Secretary  
Ellen R. Zimmerman

Chief Marketing Officer  
Graham Cannon

Executive Vice Presidents  
Emeriti  
Ernest W. Michel\*\*  
Stephen D. Solender  
John S. Ruskay



20 7  
19 7

130 East 59th Street, New York, NY 10022  
Tel: 212.980.1000 • Fax: 212.888.7538  
www.ujafedny.org

## TESTIMONY: UJA-FEDERATION OF NEW YORK

### New York City Council Youth Services Committee, Preliminary Budget Hearing FY 2018 Honorable Mathieu Eugene, Chair

Submitted by:  
Faith Behum, UJA-Federation of New York

March 6, 2017

Honorary Officers: Meshulam Riklis • Laurence A. Tisch\*\* Life Trustees: Robert H. Arnow • Lawrence B. Buttenwieser • William Kahn\*\* • Irving Schneider\*\* • Stephen Shalom • Daniel S. Shapiro\*\* • Samuel J. Silberman\*\*  
Sanford Solender\*\* • Wilma S. Tisch • James L. Weinberg\*\* • Elaine K. Winik Life Benefactors: The Belfer, Ruben & Saltz Families • Jack E. & Zella B. Butler Foundation • The Fisher Family • Leo & Julia Forcheimer Foundation  
Ruth & David Guttman • Kathryn & Alan\*\* C. Greenberg • The Jesselson Family • Leni & Peter W. May • Paul & Irma Milstein Foundation • Seymour & Vivian Milstein Family • Henry & Lucy Moses Fund, Inc. • Samuel I. Newhouse  
Foundation, Inc. • Milton Petrie\*\* • The William Rosenwald Family • Jack & Lewis\*\* Rudin • Family of S.H. & Helen R. Scheuer • Helen\*\* & Irving\*\* Schneider & Family • Marvin & Donna Schwartz • Joseph and Marcy\*\* Sirulnick  
The Sheldon H. Solow Foundation • The Tisch Family • Wachtell, Lipton, Rosen & Katz • Weil, Gotshal & Manges LLP • The Weiler Arnow Family • The Harry & Jeanette Weinberg Foundation Past Chairs, Board of Directors: Morton  
A. Kornreich\*\* • Joseph Gurwin\*\* • Irwin Hochberg • Larry A. Silverstein • Judith Stern Peck • Larry Zicklin • Morris W. Offit • Susan K. Stern • Jerry W. Levin • Alisa R. Doctoroff • Linda Mirels • Past Presidents: Peggy Tishman\*\*  
David G. Sacks\*\* • Alan S. Jaffe • Louise B. Greisheimer • James S. Tisch • Larry Zicklin • Morris W. Offit • John M. Shapiro • Jerry W. Levin • Alisa R. Doctoroff  
\*Executive Committee member \*\*Deceased

## TESTIMONY: UJA-FEDERATION OF NEW YORK

NYC Council, Youth Services Committee, Preliminary Budget Hearing FY 2018

Honorable Mathieu Eugene, Chair

Submitted by:

Faith Behum, UJA-Federation of New York

March 6, 2017

Good afternoon Chairperson Eugene and members of the Committee on Youth Services. My name is Faith Behum, Advocacy and Policy Advisor at UJA Federation of New York. Established 100 years ago, UJA-Federation of New York is one of the nation's largest local philanthropies. Central to our mission is to care for those in need. We identify and meet the needs of New Yorkers of all backgrounds and Jews everywhere. We connect people to their communities and respond to crises in New York, Israel and around the world. We support nearly 100 nonprofit organizations serving those that are most vulnerable and in need of programs and services.

On behalf of UJA, our network of nonprofit partners and those we serve, thank you for the opportunity to testify on the importance of maintaining and expanding services for the youth of New York City. Some of the programs our network of nonprofit partners oversee include Summer Youth Employment Programs, out of school learning and enrichment opportunities for children and youth and the management of Beacons.

SYEPs are housed in UJA non-profits in the Bronx and Brooklyn. The numbers of applications providers receive often outnumber the slots they are funded to fill. In 2016, one of UJA's nonprofits in the Bronx received 7,000 applications for 2,100 SYEP spots. It is clear from this program alone that more youth want to participate than there is capacity to serve. While this may be true, we recognize that this means more providers would have to be added and the base rate would have to be increased in order to serve all participants successfully. We believe all eligible youth should be able to benefit from SYEP but this can only be done if there are enough providers and resources secured months before the youth will be engaging in the summer employment programs.

UJA supports Mayor de Blasio's administration's decision to baseline 65,000 SYEP slots and the commitment to increasing funding to accommodate the changes in minimum wage. Baselineing these slots in the Preliminary Budget will allow our non-profits to properly plan services for youth to benefit from in the summer. We urge the City Council to fund the 65,000 slots.

UJA and our network of non-profits thank the Mayor for including in his Preliminary Budget \$15 million for 22,800 SONYC slots to be used in the summer of FY 2018. It is comforting for SONYC providers to know months before the summer that there will be funding available to serve middle school students in these programs. Our UJA non-profits anticipate serving these students this summer; including one UJA program that served 2,500 6th to 8th graders last summer. However, UJA would like the City Council to restore and baseline funding bringing SONYC slots up to 31,000 in order for all middle school students to continue to access summer programs.

Many of UJA's network of non-profits work tirelessly to keep young people safe by operating Beacons all over New York City. Recognizing the incredible work Beacons do, we support the inclusion of \$6.2million in the Preliminary Budget which will create 10 new Beacons in NYC.

Employees working on the frontlines of our network of non-profits require enough resources to meet the needs of the diverse and complex populations they interact with daily. UJA supports the Human Services Council's proposal to fund a **"12% across the board increase to human services contracts"** to ease the unstable financial situation many of our nonprofits have been placed in due to past underfunded contracts.

UJA-Federation of New York respectfully urges your consideration and support of these vital programs that assist New York City's most vulnerable and neediest youth and the organizations that serve them. Thank you for your time and if you have any questions please contact me at [behumf@ujafedny.org](mailto:behumf@ujafedny.org) or 212-836-1338.



Testimony submitted by **New York University** and the **Video Interaction Project**  
Committees on Youth Services and Community Development

In support of **City's First Readers**  
March 6, 2017

My name is Dr. Anne Seery from New York University School of Medicine and the Video Interaction Project, or VIP.

VIP uses pediatric health care to enhance children's early development and school readiness. Pediatric check-ups are a unique way to reach low-income families, since all parents have to bring their children to the doctor, allowing programs like VIP and Reach Out and Read to achieve high impacts at low cost. During their pediatric check-ups, families in VIP meet with a facilitator who provides a book or toy, videotapes the parent and child as they read or play together, and then reviews the video to point out strengths that every parent has. Through City's First Readers, these parents are also connected to other literacy programs in their communities. VIP not only promotes early literacy, but it also empowers parents to be their child's first teacher. Rigorous studies show that children in VIP have improvements in skills like language, problem solving and behavior that will help them succeed in school.

Our team of researchers at NYU School of Medicine is also currently leading a scientific study of City's First Readers. So far, our findings demonstrate that using health care to promote literacy through City's First Readers is associated with increased use of library and other community literacy services, and together this is associated with parents reading more with their children at home. These findings demonstrate the potential for large impacts across New York City if City's First Readers is expanded.

Impressively, City's First Readers has been endorsed by the American Academy of Pediatrics and was highlighted this February at the meeting of the prestigious American Association for the Advancement of Science. Colleagues from across the country have been inspired by City's First Readers and want to model it in their region. It is vital that City's First Readers continues to grow. Increased funding next year will allow us to reach more children and families, showing that New York is a forward-thinking city with a priority to help its youngest residents succeed.

Thank you for the opportunity to speak today.

[www.videointeractionproject.org](http://www.videointeractionproject.org)



**City's First Readers**  
An initiative of the New York City Council





**Greater New York**

reachoutandreadnyc.org

**Reach Out and Read of Greater New York**  
**Testimony before the Committees on Youth Services**  
**and Community Development**  
**March 6, 2017**

**Board of Directors**

Jack E. Pace, III  
CHAIR

Karine Apollon  
VICE CHAIR

Osman Ali  
TREASURER

Goldie Alfasi-Siffert, PhD  
SECRETARY

Rita Brause, EdD

Susan Elbe

Vincent FitzPatrick

Susan Kaufman

Sergey Kravtman

Judith Levine

Bonnie Lieberman

Leora Mogilner, MD

Gary Tannenbaum

Tonya Wilson

Laurie Williams  
EXECUTIVE DIRECTOR

Good Afternoon, My name is Laurie Williams, and I am representing Reach Out and Read of Greater New York—also known as ROR GNY—where I serve as the Executive Director.

I want to first take this opportunity to thank the Speaker, Melissa Mark-Viverito, and the City Council for their commitment to ensuring that every child in New York City will begin school with the literacy skills that will enable him or her to succeed.

This ongoing city support has been invaluable, but there is still much work to be done.

Over 70% of third graders in New York City are still reading below grade level, and as the curriculum becomes more advanced, these children will fall farther behind. The majority of these children come from low-income, underserved families. Two-thirds of students who are not reading proficiently by fourth grade will end up involved in the criminal justice system or on welfare.

Consider that by age three, children from high-income families are exposed to 30 million more words than children from low income communities. This disparity is reflective of unacceptable inequalities—inequalities of access to resources that have profound implications for our children in school and beyond.

For the past 17 years ROR GNY has been working to ensure that children all across New York have the resources to develop a strong foundation for lifelong success. Unlike traditional childhood literacy programs, we meet families where they are. The program takes advantage of the unique access that pediatric primary care providers have to children who are in their critical years of cognitive and language development. We provide doctors and medical staff training and resources to help them become a child's first "reading role model."

Medical providers we work with read with children as part of routine well child visits and help parents and other family members understand the critical importance of reading aloud to their children regularly. And because so many of the families we work with simply do not have the resources to buy books, children are given books to take home that are both developmentally and culturally appropriate. This book is the springboard to action; a seed of literature that will germinate as families, encouraged and informed by our physicians, make reading a part of everyday life.

Without this critical first step – before children even enter school – the obstacles that our city's children face can be insurmountable.



**Greater New York**

reachoutandreadnyc.org

**Reach Out and Read of Greater New York**  
**Testimony before the Committees on Youth Services**  
**and Community Development**  
**March 6, 2017**

**Board of Directors**

Jack E. Pace, III  
CHAIR

Karine Apollon  
VICE CHAIR

Osman Ali  
TREASURER

Goldie Alfasi-Siffert, PhD  
SECRETARY

Rita Brause, EdD

Susan Elbe

Vincent FitzPatrick

Susan Kaufman

Sergey Kraytman

Judith Levine

Bonnie Lieberman

Leora Mogilner, MD

Gary Tannenbaum

Tonya Wilson

Laurie Williams  
EXECUTIVE DIRECTOR

Annually, Reach Out and Read of Greater NY serves over 275,000 children and families at 155 hospitals and clinics across New York. For many of these at-risk children, especially those of color, a home library simply does not exist. But ROR GNY can make the difference, as a proven intervention supported by 16 independent published research studies.

And we have the American Academy of Pediatrics behind us, as evidenced by their recent policy statement reinforcing our mission. We need the city to help us carry this momentum forward!

Funding from the City Council has helped us provide early literacy services in 43 of 51 City Council Districts. Despite impressive efforts made possible by the City's First Readers Initiative, much remains to be done.

Our hospitals and health clinics are only receiving funds for 30% of their book needs. With your renewed commitment, Reach Out and Read of Greater New York aims to reach 100% support. Only then will we have the tools to narrow, and eventually erase, the 30 million-word gap. Only then will we be truly investing in our future, turning all of our children into healthy readers and, ultimately, strong leaders.

Thank you for this opportunity to testify today. I am happy to answer any questions that you may have.

**Preliminary Budget Hearing**  
**Committees on Youth Services and Community Development**  
**Submitted by Brooklyn Public Library, New York Public Library, and Queens Library**  
**March 6, 2017**

Good Morning: My name is Rachel Payne, Coordinator of Early Childhood Services for Brooklyn Library. I am here today representing the three library systems of New York City. We are truly grateful for the City Council's generous support of City's First Readers.

Each year, New York Public Library, Brooklyn Public Library, and Queens Library offer neighborhood early literacy programs with an annual attendance approaching half a million.

As part of City's First Readers, each library system is developing and expanding its own early literacy services. Here are some highlights:

- At Brooklyn Public Library, we were able to offer story times in seven languages, including Arabic, Spanish, Chinese, Bengali, Kreyol, Russian, and Urdu and we are working to make our English story times more accessible to families who English Language Learners.
- New York Public Library has distributed 75,000 outreach kits to encourage families to read at home, and started offering Family Literacy Workshops at 51 branches.
- Queens Library was able to expand program offerings by hiring 5 early literacy specialists. These are staff that are located in our community libraries to offer extended programs directly to families with young

Here are a few examples of how this initiative has allowed us to collaborate with the program partners in unique ways:

- **Literacy Inc.** has worked with the libraries to provide programs to families citywide.
- **Video Interaction Project** and **Parent Child Home Program** are working with library staff to get library cards into the hands of families who have never been to the library before.
- **Reach Out and Read** medical providers are prescribing reading and going to the library.

With \$5 million in support of City's First Readers, this vitally important work will only grow in NYC's libraries. We could expand specialized family learning opportunities, grow school-readiness activities, distribute more early literacy outreach kits, and provide more baby and toddler literacy development programs in locations across the city.

In the spirit of the three systems working together in support of this important initiative, we need the Mayor and City Council to keep investing in libraries so we can continue to provide the programs, resources and services New Yorkers so desperately rely on. That means continuing to fund six day service at all locations. It also means increased funding to 2008 level so that libraries can keep up with the demand of our patrons. And with that demand, comes the upkeep of our facilities, which have critical maintenance and infrastructure needs. Our Libraries are the first social and educational experience many of our young families have, and we want it to be the most enriching experience it can be.

Thank you for the opportunity to speak today.



New York Road Runners  
156 West 56<sup>th</sup> Street, 3<sup>rd</sup> Floor  
New York, NY 10019

Tel (646) 758-9732  
Web [www.nyrr.org](http://www.nyrr.org)

**TESTIMONY BEFORE  
NEW YORK CITY COUNCIL  
COMMITTEE ON YOUTH SERVICES  
JOINTLY WITH THE  
COMMITTEE ON FINANCE**

**FISCAL YEAR 2018 PRELIMINARY BUDGET**

**MONDAY, MARCH 6, 2017**

**PREPARED BY  
MICHAEL RODGERS  
VICE PRESIDENT, COMMUNITY ENGAGEMENT INITIATIVES  
NEW YORK ROAD RUNNERS**

*Good afternoon Chairs Ferreras-Copeland and Eugene. My name is Michael Rodgers and I serve as the Vice President of Development and Philanthropy at New York Road Runners. Thank you for this opportunity to testify before both the Youth Services and Finance Committees on the Fiscal Year 2018 Preliminary Budget.*

**INTRODUCTION**

New York Road Runners' (NYRR) mission is to help and inspire people through running. We achieve our mission by creating running and fitness opportunities and programming for people of all ages and abilities.

NYRR demonstrates its commitment to keeping New York City's five boroughs healthy through races, community events, youth initiatives, school programs, and training resources that provide hundreds of thousands of people each year with the motivation, know-how, and opportunity to run for life.

NYRR's premier event, the TCS New York City Marathon, is not only a celebration of New York City but is a powerful contributor to its betterment. The Marathon generates \$415 million in economic impact for New York City and in 2016, 9,000 charity runners raised \$36.1 million on behalf of hundreds of not-for-profit organizations.

NYRR and our deeply committed constituency is woven into the fabric of our city. We engage over 25,000 volunteers annually. Our free community running and walking initiative, NYRR Open Run, is getting thousands of New Yorkers out weekly in 10 local New York City Parks in all five boroughs. NYRR is also working with local stakeholders to identify areas with high health disparities, participating in local health fairs, walking with over 2,000 seniors as part of our NYRR Striders walking program, and serving as a resource and partner to public officials, community boards, business improvement districts, hospitals, community health organizations, and grassroots community groups.



New York Road Runners  
156 West 56<sup>th</sup> Street, 3<sup>rd</sup> Floor  
New York, NY 10019

Tel (646) 758-9732  
Web [www.nyrr.org](http://www.nyrr.org)

While NYRR is best known for producing the TCS New York City Marathon and our other races and community offerings for adults, our organization is also the **largest nonprofit provider of free youth fitness programs in New York City**. In the 2015-16 school year, our free school-based programs, fitness events, and resources touched the lives of 115,000 New York City youth at 663 unique schools and community centers. The good news is that we have already surpassed these figures for the current school year.

NYRR is devoted to making physical education and fitness accessible to all children. Our free programs are designed to get all kids moving, prevent obesity and illness, and help youth build their self-esteem while learning to set and reach personal goals.

## **BUDGET REQUESTS FOR FISCAL YEAR 2018**

NYRR is asking the New York City Council to consider two requests in the amounts of \$500,000 and \$100,000 for its Fiscal Year 2018 budget.

### **REQUEST FOR \$500,000 UNDER THE PHYSICAL EDUCATION AND FITNESS INITIATIVE**

NYRR is requesting \$500,000 in support of our school-based youth fitness programs. For seven years NYRR received generous funding from the New York City Council in the amount of \$250,000 through the Speaker's Obesity Prevention Initiative, which was not funded in FY17. With this 2018 request, we are hoping to restore and increase funding under the Physical Education and Fitness Initiative as our physical fitness programs have more than doubled their service numbers to New York City students since our initial funding in 2010.

I would also like to share that we recently redesigned our youth program model to incorporate the latest research on physical literacy and grow our reach to the full spectrum of students, pre-K through grade 12. Because the new program will be even more scalable, NYRR is projecting that we will serve an additional 35,000 students in the 2017-18 school year, bringing our total to 150,000 participants annually. The redesigned program is currently being piloted in three New York City schools and the application for the 2017-18 school year opens on May 1<sup>st</sup> under the name *NYRR Rising Runners*.

While our service numbers are increasing, NYRR remains committed to quality. We have partnered with Tufts University and Canadian Sport for Life to carefully plan the new program's curriculum. It is designed to have even greater impact by being built on a growing body of research on gaining physical literacy, meaning children who participate in the NYRR Rising Runners program are more likely to gain the confidence and skills to be physically active throughout their lives. Additionally, every activity in the curriculum builder will feature adaptations for children with disabilities, ensuring that classes with compositions of students with varying physical and cognitive abilities can all participate.



- With its ease of implementation, Rising Runners will be a true resource to New York City schools that have little time, space, and resources to run adequate physical education programs.
- Every activity in the Rising Runners curriculum is aligned with SHAPE America Standards, which was recently adopted by the NYC DOE. This means NYRR's program will help schools measure and meet their standards and goals with incredible ease, especially because the physical activities in the program can be customized to run in classrooms of any size, in any space, and with students of varying abilities.
- NYRR provides new equipment packs to schools, offers in-person, online, and phone and email support to school teachers, and provides the online Rising Runners curriculum and activity builder plus incentives like t-shirts and water bottles to schools and participants for free.
- Every school that implements the Rising Runners program will be invited and bused, if needed, at no cost to special NYRR youth fitness events that take place throughout the year at places like Icahn Stadium and The Armory Track and Field Center, where students participate in fun, friendly running and physical fitness activities and receive recognition for their participation.

#### REQUEST FOR \$100,000 UNDER THE STARS (SPORTS TRAINING AND ROLEMODELS FOR SUCCESS) INITIATIVE

*"My experience in NYRR's Run for the Future has shaped me to believe that being an athlete only requires thinking like an athlete. I've learned that running and most other forms of physical activity require willpower and a strong mindset. I've found that with a team as wonderful and supporting as mine behind me, I can accomplish things that I never would have thought to be possible."* –Syeda Hasan

NYRR is respectfully requesting \$100,000 from the New York City Council to support *Run for the Future*, a high-touch, high-impact program that fulfills our mission by providing a unique opportunity for young women who are rising seniors in high schools across the five boroughs of New York City. Through their participation in this summer program, the girls learn about running, build self-esteem and confidence, and develop key leadership skills, while training for a 5K race at the end of the summer. At the program's completion, each participant receives a \$2,000 scholarship for college.

NYRR has offered the Run for the Future since 2011, and has committed significant resources to develop the 7-week program so it can serve more young women with running training, workshops on health, nutrition, and positive body image, a special Career Day featuring accomplished businesswomen, and a scholarship for each participant. Run for the Future is offered free of charge to participants—all of whom enter the program with no



New York Road Runners  
156 West 56<sup>th</sup> Street, 3<sup>rd</sup> Floor  
New York, NY 10019

Tel (646) 758-9732  
Web [www.nyrr.org](http://www.nyrr.org)

prior running experience, and most of whom come from under-resourced communities. Nearly all participants are young women of color: year-to-year, between 95-98% of our participants identify as Black or African American, Hispanic or Latino, Asian, or multiracial.

The STARS Initiative currently funds nine organizations (two of which we partner with) to provide programming promoting physical activity, healthy living and wellness for elementary, middle, and high school girls. The Initiative was funded at \$1.2M in FY17, and NYRR hopes this can be increased to \$1.3M in order to include our \$100,000 application in support this incredible program. With funding from the New York City Council, NYRR will be able to serve 85 young women of color with this life-changing program.

Together with the collaborating partners currently funded by STARS, NYRR will support the healthy development of girls of color in New York City so that they can overcome barriers to success, grow emotionally, academically and physically stronger, and develop as leaders in their communities. We hope you will support NYRR in our effort to deepen the STARS Initiative's impact through the inclusion of the Run for the Future program.

## **CONCLUSION**

NYRR recognizes that health disparities and inequities stifle growth opportunities within communities, and works to inspire people through running. Running is something that almost everyone can do, and is an activity that empowers you in your day-to-day life. In partnering with the New York City Council, local organizations and dedicated individuals, NYRR can provide the fitness answer to the wellness equation. NYRR looks forward to continuing our commitment to New York City, and growing our relationship with the New York City Council.

*Thank you for allowing me to testify today. I would be happy to answer any questions you might have about the work of New York Road Runners.*

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/2017

(PLEASE PRINT)

Name: Keyla Espinal Antigua

Address: 711 Third Ave NY, NY

I represent: Children's Aid Society

Address: 711 Third Ave NY, NY

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/17

(PLEASE PRINT)

Name: Chantella Mitchell

Address: 11 Park Pl, Suite 1602, NY 10007

I represent: Job5First NYC

Address: same

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/17

(PLEASE PRINT)

Name: Lukiana Donovan, Janice Wang, Hiba Ali

Address: \_\_\_\_\_

I represent: \_\_\_\_\_

Address: \_\_\_\_\_

Youth Services  
Committee

Public

# THE COUNCIL THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/17

Name: Sally Sanchez (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: Center for Court Innovation

Address: 520 8th Ave. 18th Flr NY, NY 10018

# THE COUNCIL THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

Name: MICHAEL RODGERS (PLEASE PRINT)

Address: 156 W 56th St NY NY 10019

I represent: NEW YORK ROAD RUNNERS

Address: VP, Development & Philanthropy

# THE COUNCIL THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: \_\_\_\_\_

Name: Kate Baucke (PLEASE PRINT)

Address: 44 Court St 15 BK NY

I represent: Powerplay NYC

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

Name: Scott Daly (PLEASE PRINT)

Address: 58-12 Queens Blvd, Woodside, NY

I represent: New York Junior Tennis Learning

Address: (NYJTL)

**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/17

Name: Faith Behum (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: UJA Federation of NY

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/2017

Name: Grant Cowles (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: Citizens' Committee for Children

Address: 14 Wall Street

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/2017

(PLEASE PRINT)

Name: Annie Minguez

Address: \_\_\_\_\_

I represent: Good Shephard Services

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/17

(PLEASE PRINT)

Name: Craig Hughes

Address: 460 W 4th St - C511 NY, NY 10039

I represent: Coalition For Homeless Youth

Address: Same

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/17

(PLEASE PRINT)

Name: Jesse Layman

Address: \_\_\_\_\_

I represent: NYC Employment and Training Coalition

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/17

(PLEASE PRINT)

Name: BILL CHONG, COMMISSIONER

Address: \_\_\_\_\_

I represent: DYCD

Address: 123 William St.

**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/17

(PLEASE PRINT)

Name: ANDRE WHITE, ASSOCIATE

Address: COMMISSIONER, YOUTH WORKFORCE

I represent: DYCD DEVELOPMENT

Address: 123 William St.

**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Gregory Brender and Andrea Bowen

Address: \_\_\_\_\_

I represent: United Neighborhood Houses

Address: \_\_\_\_\_

◆ Please complete this card and return to the Sergeant-at-Arms ◆

**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)  
Name: Sheila Wells

Address: 58-12 Queens Blvd, Astoria

I represent: Sports & Arts In Schools Foundation

Address: (SASF)

**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/17

(PLEASE PRINT) ASSISTANT  
Name: JAGDEEN PHANOR, COMMISSIONER

Address: BUREAU OF BUDGET & FINANCE

I represent: DYCD

Address: 123 William St.

**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)  
Name: Shari Levine

Address: \_\_\_\_\_

I represent: Literacy Inc (LINC)

Address: \_\_\_\_\_



**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: BRIAN LICATA

Address: 22 VON BRAUN AVE

I represent: United Activities Unlimited

Address: 1000 RICHMOND TERR ST. NY 10301

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: SPARKAN LICATA

Address: 22 VON BRAUN AVE

I represent: Literacy Ind. Acwby 3 City's First Readers

Address: 1000 RICHMOND TERR ST. NY 10301

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/2017

(PLEASE PRINT)

Name: Jocelyn Rodriguez

Address: 1000 RICHMOND TERR ST. NY 10301

I represent: Committee for Hispanic children + families and

Address: City's First Readers

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)  
Name: Andrie Eaton  
Address: 1415 Kellum Place, Ste 101, Garden City  
I represent: Parent-Child Home Program / CFR  
Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3-6-17

(PLEASE PRINT)  
Name: LAURIE Williams  
Address: Reach Out + Read - 75 Maiden Lane NY NY  
I represent: Reach out + Read of Guy + City's First Readers 10038  
Address: 75 Maiden Lane, NY NY 10038

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 3/6/17

(PLEASE PRINT)  
Name: Anne Seery, PhD  
Address: 462 First Ave, New York, NY 11249  
I represent: City's First Readers - Video Interaction Project  
Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: March 6 2017

(PLEASE PRINT)

Name: Deana Murtha

Address: \_\_\_\_\_

I represent: Jumpstart

Address: 505 8th Avenue New York, NY 10018

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Rachel Payne

Address: Brooklyn Public Library

I represent: City's First Readers

Address: 10 Grand Army Plz Bklyn, NY 11238

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 6 March 2017

(PLEASE PRINT)

Name: Nicole Gallant

Address: United Way of New York City - 205 E 4th St. NY NY 10017

I represent: United Way of NYC + City's First Readers

Address: 205 East 4th Street, NY NY 10017