CARTER BURDEN NETWORK

Become a Corporate Partner

FOR MORE THAN FOUR DECADES, Carter Burden Network (CBN) has been leading the way in aging services in New York City, giving voice to vulnerable seniors who otherwise might not be heard, providing innovative services and programs of the highest quality, and opening our doors to all.

As a corporate partner, your company can:
• Increase brand awareness and community visibility.
• Make a meaningful, positive difference in the lives of elderly New Yorkers by supporting the Carter Burden Network’s programs and services.
• Offer impactful employee engagement activities that foster camaraderie among staff, either departmentally or company-wide.

Our Programs
We offer a variety of services benefiting seniors throughout New York City. Carter Burden Network offers many philanthropic partnership opportunities within our programs that are tailored to corporate social responsibility goals and funding priorities:

- **SENIOR CENTERS**
  - Senior centers that provide socialization, recreation, education and nutrition to elderly NYC residents.

- **SOCIAL SERVICES**
  - Case Management and supportive counseling to seniors.
  - Elder Mistreatment & Abuse Prevention Program.
  - Resources for caregivers of the elderly.

- **ARTS & CULTURE**
  - Multi-faceted arts program to keep seniors active and engaged through creativity, learning new skills and socialization.
  - Access to participate in cultural events in NYC.
  - Carter Burden Gallery: a venue for re-emerging older professional artists located in Chelsea.
  - A range of different health workshops that promote wellness of body, mind and spirit.

Our History
The Carter Burden Network (formerly known as The Carter Burden Center for the Aging) was established by New York City Council Member Carter Burden in 1971. Burden, who represented the Upper East Side of Manhattan, founded the center to assist the neighborhood’s large number of elderly residents who were poor, in declining health and isolated.

We have grown from a single center to a network of programs and locations in Manhattan that serves more than 5,000 older New Yorkers every year. We help a growing number of older people lead richer lives with dignity and support.

Our Mission
Carter Burden Network promotes the well-being of seniors 60 and older through a continuum of services, advocacy, arts and culture, health and wellness and volunteer programs, all oriented to individual, family and community needs. We are dedicated to supporting the efforts of older people to live safely and with dignity.

Our Promise
We will always go above. You will always belong.

Become a Corporate Partner

DONATE • SPONSOR • VOLUNTEER
Carter Burden Network relies on your generous support and participation to continue developing and expanding programs and services to improve and enrich the lives of NYC seniors.

continued ▶
Become a Corporate Partner

Carter Burden Network provides a caring community that addresses seniors’ unique needs, inspires their creativity and empowers their sense of purpose and value. Our broad array of programs and services nourish the mind, body and spirit. We provide opportunities for seniors to form connections that enrich their lives and offer vital resources that support independence.

How your company can help:

- **DONATIONS**
  - Make a donation to support the mission of the Carter Burden Network. Your support will help us expand our programs and services to seniors 60+.

- **EMPLOYEE GIVING**
  - Develop a workplace giving program that allows employees to donate directly to the Carter Burden Network.
  - Make employee donations go even further by offering a corporate matching program.

- **SPONSORSHIPS**
  - Sponsor a Carter Burden Network special event, program or service.
  - Sponsor our Carter Burden Gallery including customized exhibits and private receptions.
  - Sponsor a table or virtual journal ad at our annual Fall Benefit fundraising gala held in November.

- **VOLUNTEER OPPORTUNITIES**
  - Encourage your employees to volunteer at our senior centers, and at special events including holiday parties.
  - Create a customized company-wide Service Day for your organization held at various Carter Burden centers encompassing various programs.

Each year, the Carter Burden Network works with hundreds of corporate volunteers who share in our dedication to ensuring that older people live safely and with dignity.

Thanks to our wonderful network of volunteers, we are able to serve approximately 5,000 seniors every year across the borough of Manhattan, with a significant expansion into East Harlem and Roosevelt Island in the past few years.

Contact us

For more information on corporate partnership opportunities, please contact:

Patricia Mays  
Director of Development  
917.409.1260  
maysp@carterburdennetwork.org  
carterburdennetwork.org

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Programs

CARTER BURDEN NETWORK (CBN) offers a variety of services and programs benefiting older New Yorkers. As a leader in aging services in NYC, we welcome seniors to participate in programs and attend centers offering vital resources that support their independence and provide opportunities to form connections that enrich their lives.

Senior Centers
Our Senior Centers provide socialization, recreation, education and nutrition to NYC seniors, including:

- Daily meals, day trips and holiday parties.
- Free daily activities such as yoga, art and dance classes.
- Case assistance to members/participants who need help with applying for government benefit programs, addressing landlord/tenant disputes or accessing medical care.
- Health and wellness activities.

- CARTER BURDEN/LEONARD COVELLO SENIOR PROGRAM
  312 East 109th Street, East Harlem. Our innovative senior program offers workshops, a creative arts center and much more.

- CARTER BURDEN LEHMAN VILLAGE SENIOR PROGRAM
  1641 Madison Avenue, East Harlem. A satellite of the Covello Program located in the Lehman Village Houses.

- CARTER BURDEN LUNCHEON CLUB & SENIOR PROGRAM
  1393 York Avenue, Upper East Side. This program offers a variety of activities and delivery of homebound meals.

- CARTER BURDEN ROOSEVELT ISLAND SENIOR CENTER
  546 Main Street, Roosevelt Island. Our newest program, a satellite of the Luncheon Club serving Roosevelt Island.

From its small beginnings with one person working in the Council office, the Carter Burden Network has grown into an agency with 11 programs in 7 locations and more than 80 employees.

The Carter Burden Network is comprised of four senior centers and two adult day programs. Each location offers unique programs for seniors living in the surrounding areas.

Art classes at CBN offer stimulating outlets of creativity.
Programs

Social Services
Social services are a fundamental part of what Carter Burden Network offers. Our delivery of social services and case management means connecting our seniors to resources by drawing upon our understanding of how benefits work, and how to make them work for our seniors.

- **SOCIAL SERVICE UNIT** helps with issues that include government benefits, landlord/tenant disputes, transitional healthcare and much more.

- **CASE MANAGEMENT UNIT** provides a variety of personalized services for homebound adults over the age of 60.

- **COMMUNITY ELDER MISTREATMENT & ABUSE PREVENTION PROGRAM** helps seniors live safely and securely, providing personal discussion, supportive counseling and legal guidance.

- **CAREGIVER RESOURCE PROGRAM** provides information and support to informal unpaid caregivers for loved ones over 60 with a variety of diagnoses.

Arts & Culture
Carter Burden Network understands how important it is to continually enrich one’s life with art and culture. We provide multiple outlets and programs for seniors to create, discuss and participate in arts and culture activities.

- **CARTER BURDEN GALLERY** is located in Chelsea and is designed to give a voice to New York City’s re-emerging older professional artists and to foster a supportive and culturally diverse artist community.

- **MAKING ART WORK** helps connect seniors in New York City to arts, art culture and art education. Participants engage in art projects, take art classes, and even walk the runway in an annual fashion show.

Health & Wellness
CBN offers a full range of workshops, lectures and exercise classes that encourage seniors to make choices that positively affect their physical and mental health.

Physical and emotional well-being are equally important in day-to-day living. That’s why our health and wellness activities and classes are designed to nurture mind, body and spirit.

CBN offers opportunities for seniors to be creative and learn new skills and crafts while socializing with others.

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Volunteers

Volunteering at the Carter Burden Network
Volunteers are an integral component of the Carter Burden Network’s 40+ years of success. We offer a wide variety of opportunities to meet your organization’s interests. Opportunities can range from a one-time employee engagement volunteer activity to a long-term volunteer project, as well as a customized corporate “Service Day” with multiple coordinated volunteer activities tailored to your company’s preferences, either weekdays or weekends.

Benefits of Corporate Volunteering
Strengthen corporate culture and benefit your community, no matter the size of your business. Volunteering improves job satisfaction, encourages teamwork, promotes leadership and develops your employees’ skills; all while helping your community and boosting your company’s corporate social responsibility public profile.

Corporate Volunteer Opportunities
- Meal service
- Class instruction
- Special projects
- Special events & holidays

MEAL SERVICE
Everyday, seniors gather to socialize and enjoy a hot meal. CBN prides itself on serving restaurant-style meals made in our own kitchens to our participants. Volunteers work both in the kitchen and dining room in food preparation, meal distribution and cleaning capacities.

Meal Service Hours and Locations: Volunteer hours are from 11:00am - 1:00pm. Meal Services operates Monday-Sunday at the Carter Burden/Leonard Covello Senior Program in East Harlem at 312 East 109th Street.
Volunteers

▶ CLASS INSTRUCTION
Volunteers lead classes by teaching seniors an array of different activities, exercises and technology sessions. Some examples include crafting, holiday card making and computer classes.

Hours and Location: Time commitment is flexible and location is to be determined.

▶ SPECIAL PROJECTS
Volunteers play an integral part in keeping our locations attractive and comfortable for our seniors. Special projects include gardening, painting and renovating.

Hours and Location: Time commitment is flexible and location is to be determined.

▶ SPECIAL EVENTS AND HOLIDAYS
Throughout the year, the Carter Burden Network hosts large events and holiday parties for our seniors. Volunteers assist with the planning and day-of production of these events. If you have an idea for an event, the Carter Burden Network will work with you to plan a special event for our participants.

Holiday themed activities include creating decorative seasonal wreaths, making holiday cards, and more.

Hours and Location: Time commitment is flexible and location is to be determined.

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Volunteer Service Day

Customize a Corporate Service Day for Your Organization

Customize a day, week or month of coordinated Volunteer Employee Engagement for your organization that includes multiple activities and/or a theme at various CBN centers. Activities can be tailored to your schedule and preferences. Sample activities include:

- Meal service
- Class instruction
- Special projects
- Special events & holidays
- Gardening (seasonal)

Every volunteer opportunity will enhance camaraderie and have meaningful impact for your employees. Your experience will lead to a long-term philanthropic corporate partnership with the Carter Burden Network giving your Human Resources or Corporate Social Responsibility Professional ease in planning coordinated employee engagement activities with a trusted partner.

“The long-standing relationship between Carter Burden Network and Macy’s is deeply valuable and one that we have nurtured for years. Our partnership with CBN speaks to Macy’s values: the enduring impact of employee volunteerism and a personal commitment to community. We are proud to be a part of CBN’s journey as they continue to enrich the lives of seniors in a way that is unique to New York City.”

—SAM HARRISON, SENIOR DIRECTOR, CORPORATE COMMUNICATIONS, GIVING & VOLUNTEERISM, MACY’S

United Healthcare volunteers assisting with meal delivery. Each year, the Carter Burden Network works with hundreds of corporate volunteers who share in our dedication to ensuring that older people live safely and with dignity.

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For more information about corporate volunteer opportunities, contact:

Patricia Mays
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917.409.1260
maysp@carterburdennetwork.org

For sample Service Day Opportunities and to discuss custom events, contact:

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Carter Burden Network
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Carter Burden Gallery

About the Carter Burden Gallery
Located in Chelsea, Carter Burden Gallery (CBG) exhibits and cultivates the work of New York City’s re-emerging, professional older artists, demonstrating the transformative nature of art and confirming the artists’ continued value and contributions to the city’s arts culture.

The goal of the Carter Burden Gallery is to create a dialogue with the arts community supporting our belief that older artists must not be overlooked due to age or decreased marketability in the current art scene.

“Carter Burden Gallery exhibits the work of NYC artists over the age of 60, fostering a supportive and culturally-diverse community of gifted re-emerging artists.”

—MARLENA VACCARO, MFA, DIRECTOR, CARTER BURDEN GALLERY

Our Space
The gallery is located in Chelsea at 548 West 28th Street, NYC. The 2,000 square foot gallery has three distinct exhibition spaces: the larger east gallery, a west gallery, and a 7 feet by 18 feet space immediately outside the gallery for experimental public art installation (“On The Wall”).

Lindsay, Redhead, Carter Burden Gallery artist
Carter Burden Gallery exhibits art that is vibrant, cutting-edge and relevant regardless of the artist’s age.
Carter Burden Gallery

The Carter Burden Gallery is generously supported by the Macquarie Group Foundation, a Visionary level sponsor.

Sponsorship Opportunities include:

• Inclusion (sponsor name and logo) in all CBG marketing collateral, exhibit promotional-mailings, Premier CBG wall sponsorship signage and logo.
• Sponsor branding (name + logo) listing on CBG + CBN websites, in our Corporate Partnership sections with link to sponsor’s site and promotional emails.
• Sponsor’s exclusive use of CBG for private receptions.
• Hosting of CBG curated art exhibits at Sponsor’s corporate headquarters and/or public space (Sponsor selected Artwork).
• Custom sponsorships also available.

Sponsorship pricing is available upon request. Sponsorships may be packaged à la carte or customized by Sponsor preference.

Become a Carter Burden Gallery Sponsor or Supporter

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“My art and my creativity are the one thing that I can rely on. When I am making my art, I don’t think of anything. I am in the moment.”

— ANNA H. WALTER
CARTER BURDEN GALLERY ARTIST AND LIFELONG NEW YORKER

CARTER BURDEN GALLERY

carterburdengallery.org
carterburdennetwork.org