FY21 Impact Presentation
All In For New York City Week Video
"COVID-19 has been an enormous challenge for our entire city, but our grantee partners are committed to strengthening their communities and supporting their neighbors. We are proud to partner with them to rebuild the greatest city in the world.

As recovery is ongoing, we will continue to work with community organizations across the five boroughs that are working to respond to the urgent needs of New Yorkers resulting from the pandemic."

Dr. Rahsaan Harris
CEO of CitizensNYC
In 2021, CitizensNYC supported grassroots groups on the frontlines of change in the following issue areas:

- Economic security
- Housing
- Youth
- Family & Community
- Health
- Education
ECONOMIC SECURITY

Approximately 22% of our grants help promote and stabilize economic security.

In the past year, we provided 54 Neighborhood Business Grants, which helped local businesses maintain payroll and operations, as well as come up with innovations to withstand the ramifications of the pandemic.

GRANTEE PARTNER: The DanceSource (Queens)

The DanceSource not only offers dance classes ranging from ballet to hip hop, but also hosts performances at various community events.

COVID-19 forced the studio to close down. Using grant funds, the business was able to rehire staff and institute CDC compliant practices so it could safely reopen.
For decades, our grants have improved the quality of life in New York City neighborhoods.

This past year, we prioritized providing grants to organizations working to address housing issues in NYCHA/Public Housing such as the grant given to Jean Hill of Tracey Towers Tennent Association.

**GRANTEE PARTNER:**

**Gotham Food Pantry**

(Harlem)

The organization establishes community fridges in NYCHA complexes and is collaborating with tenant associations in each establishment to train and support residents with fridge operation.

Besides its own resources, the pantry is also sourcing from local restaurants and food retailers to maintain a steady supply of nutritious food.
Youth engagement projects make up approximately 10% of our grants.

In the past year, as the daily lives of NYC youth were drastically impacted by the pandemic, CitizensNYC ensured they had the support and stability they needed during such a volatile time.

GRANTEE PARTNER: Thomas Five Star Youth Services
(The Bronx)

The organization provides interactive workshops on life skills to schools and community centers. They also run a prevention program to equip at-risk youth with career prep and leadership capabilities.

With grant support, the organization was able to rent professional equipment to conduct virtual workshops and continue supporting youth throughout the pandemic.
Approximately 30% of our grants focus on family and community related issues.

A number of our grant partners were founded during the pandemic in response to unfulfilled community needs. And, after our city emerged from isolation, we invested in groups that would help New Yorkers reconnect with their neighbors.

FAMILY & COMMUNITY

GRANTEE PARTNER: Van Duzer Street Civic Association
(Staten Island)

The group is focused on improving the quality of life for Stapleton residents. CitizensNYC’s grant supported their Open Streets program called "Stapleton Saturdays," where community members came together for family friendly activities, music, and arts on Van Duzer Street, providing a substantial boost for local businesses. Attendees could also access COVID-19 vaccines at the event.
Approximately 31% of our grants focus on health related issues.

As New York City continues to recover from the COVID-19 pandemic, ensuring the health and wellbeing of NYC communities, especially our most vulnerable residents, was our top priority.

GRANTEE PARTNER: 
BK LVL UP 
(Brooklyn)

The organization helped facilitate COVID-19 vaccine appointments for East Flatbush residents, focusing on securing appointments for elderly, middle-aged, and "hard to reach" residents who lack internet access.

They also helped coordinate car rides to and from health services.
With students back at school full time after nearly a year and a half of remote learning, we wanted teachers and parents to know we support them and are a resource for their special projects.

As a result, hyperlocal education and learning pods became a key focus area throughout the pandemic.

EDUCATION

GRANTEE PARTNER:
First Tech Fund
(Brooklyn)

The organization is creating tech access, mentorship, and skills training for youth from low-income communities of color.

Through our grant, the group is expanding the high school curriculum and providing students with additional resources to prepare them for college and various types of careers.
Based on our survey results and ongoing discussions with grantee partners, we’ve identified key areas where New Yorkers are expressing the top needs in their neighborhoods. We strive to address these issues through our grantmaking.

**BROOKLYN**
- Food & Healthy Living
- Youth Engagement
- Arts & Culture

**MANHATTAN**
- Food & Healthy Living
- Mental Health
- Youth Engagement

**QUEENS**
- Food & Healthy Living
- Arts & Culture
- Education/STEM

**BRONX**
- Food & Healthy Living
- Mental Health
- Physical Health

**STATEN ISLAND**
- Community Relations
- Environment
- Police
## 2021 Grant Distribution by Borough

<table>
<thead>
<tr>
<th>Borough</th>
<th># Grants</th>
<th>Percent</th>
<th>Amount</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Bronx</td>
<td>40</td>
<td>14%</td>
<td>$169,750</td>
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<tr>
<td>Brooklyn</td>
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<td>30%</td>
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<tr>
<td>Queens</td>
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<td>$246,950</td>
<td>22%</td>
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<tr>
<td>Staten Island</td>
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<td>4%</td>
<td>$80,000</td>
<td>7%</td>
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<tr>
<td>Citywide</td>
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<td>4%</td>
<td>$26,125</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>278</td>
<td>100%</td>
<td>$1,104,650</td>
<td>100%</td>
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</tbody>
</table>
$1.1 MILLION IN GRANTS AWARDED

278 PROJECTS received cash grants. Funds went directly to grassroots leaders on the frontlines of rebuilding NYC.

31 CITIZENSNYC: LIVE virtual programs with 11,188 views – and counting – on Facebook, LinkedIn, YouTube, Twitter, iTunes, and Spotify.

NEW YORK CITY RESIDENTS 7,718,500 live in the neighborhoods where we provided microgrants.

SURVEY RESPONSES 1,970 responses revealing what New Yorkers need most during the pandemic and in the aftermath of Hurricane Ida.

We are #Allin4NYC
2021 BY THE NUMBERS
We are #Allin4NYC

123 NEIGHBORHOODS
in all 5 boroughs received funds

54 SMALL BUSINESSES
led by people of color, women, and/or immigrants were awarded Neighborhood Business grants – not loans – to help sustain their company.

TOP ISSUE AREAS 6
31% of grants addressed health
30% addressed family and community
22% addresses economic security

APPLICATIONS 1,269
received in response to our call to action.
Opportunities to Engage

Winter Season

Philanthropist and social change leader Peter C. Goldmark, Jr. will join CitizensNYC CEO Dr. Rahsaan Harris for a virtual speaking engagement this winter, and to share his book of haikus.

Companies could purchase the book to give as holiday/new year gifts to employees. Proceeds benefit CitizensNYC.

New Yorkers for NY Campaign

Our five month campaign, which will honor grantee partners and New Yorkers who have been instrumental in rebuilding our city in the wake of the pandemic, will be celebrated through an in-person gala event in June 2022.

We have incredible branding and visibility opportunities around this event throughout the five months.
CitizensNYC: LIVE

Our virtual storytelling series provides an opportunity for grantee, nonprofit, and funder partners, as well as elected officials, to come together to discuss how they can all be in for rebuilding New York City.

The series, which was launched in the midst of the pandemic, provided a platform to uplift voices of grantee partners, local politicians, business owners, and more.

We have many opportunities for funder to join an upcoming CitizensNYC: LIVE conversation.
OUR MILLION DOLLAR MOVEMENT

All In Neighborhood Grant applications are LIVE!

Community groups and resident-led organizations across the five boroughs are encouraged to apply.

Each grantee will receive up to $5,000 and have access to CitizensNYC’s vast network of like-minded community leaders to help implement and support their projects.