



New York Cares
 65 Broadway, 19th Floor
 New York, NY 10006
 Tel: 212-228-5000
 Fax: 212-228-6414
 www.newyorkcares.org

**New York State Office of the Attorney General
 Charities Bureau**

Hurricane Sandy Relief Information - March 2013 Update

PLEASE NOTE: In answering the questions below, please update the information you provided in response to our earlier questionnaire. If there has been no change in the information previously provided in response to any question, please indicate "no change." However, where financial information is requested, please provide aggregate amounts to date, rather than since the date of your earlier response.

Name of Organization: New York Cares, Inc.

1.	What is the dollar amount of donations and pledges that your organization has raised to date in response to Hurricane Sandy? If your organization has received any donated (in-kind) goods or services, please describe those in-kind donations and explain how you determined their value in sections (b) and (c).	
(a)	Category	Raised to Date
	Cash/cash equivalents	\$3,016,042
	Outstanding pledges	\$105,000
	Value of goods and services (in-kind) donated to your organization	\$1,084,632
(b)	<p>Description of in-kind donations:</p> <p>*Coats / total value: \$1,072,632 (gently-used coats: \$1,057,632 / new coats: \$15,000) New York Cares runs an annual Coat Drive through which we collect coats (the majority of which are gently-used, although we sometimes receive donations of new coats) and distribute them to New Yorkers in need. During the 2012 Coat Drive (November 15-December 31), 36,675 of the total coats we collected were given to New Yorkers hardest hit by Sandy, via 115 agencies in the New York City zip codes declared disaster areas by the federal government in the wake of the storm. These coats included:</p> <ul style="list-style-type: none"> -13,685 men's gently-used coats (valued at a total of \$437,920) -13,401 women's gently-used coats (valued at a total of \$536,040) -6,840 children's gently-used coats (valued at a total of \$68,400) -1,909 infants' gently-used coats (valued at a total of \$15,272) <p>- 840 new children's coats donated by BNY Mellon (valued by the donor at \$15,000), which we distributed at our Coat Drive kick-off distribution event at the Far Rockaway Library.</p>	



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	<p>*Warehouse space / value: pending response by donor Rudin Management Company, Inc. and The ABNY Foundation donated 40,000 square feet of warehouse space from November 12, 2012 through January 4, 2013. After Sandy hit, the impacted communities were overwhelmed by a deluge of in-kind donations (canned and perishable goods, clothing of all sorts, supplies, etc.), which the communities were in no position to store or effectively distribute. In response, the Mayor's Office enlisted New York Cares' assistance and secured for us this donated warehouse space where staff and teams of New York Cares volunteers sorted through the donated items to prepare them for distribution to storm victims by organizations like Housing Works, City Harvest and Goodwill. While we provided significant assistance with this effort, New York Cares did not, itself, solicit in-kind donations beyond coats for our Coat Drive.</p> <p>*Video Production Services / value: \$12,000 IKA Collective donated \$12,000 worth of pro-bono services to produce a video on New York Cares' hurricane response efforts.</p>
(c)	<p>Explanation of how in-kind donations were valued:</p> <p>*Coats</p> <ul style="list-style-type: none"> • Gently-used coats: Valued at \$8 for infant, \$10 for children, \$40 for women and \$32 for men, for a total value of \$1,057,632. To establish the value of donated gently-used coats (which we have included in our audited financials since 2008), New York Cares surveyed organizations with significant experience in collecting and selling donated used items (e.g., Salvation Army, Goodwill Industries and Housing Works). Simultaneously, our Coat Drive staff members (who were not privy to our benchmarking of other organizations) researched the cost of various categories of coats to establish their estimate of the cost. That value estimate was within the range we had collected during our benchmarking exercise. Our Audit Committee reviewed the information and, in collaboration with our auditors, New York Cares established the values of the various categories of coats. We have used the same values since August of 2008. • New children's coats: Valued at \$15,000 by the donor, BNY Mellon. <p>*Warehouse space: Value pending. We are working with the donor, Rudin Management Company, Inc. and The ABNY Foundation, to get the fair market value of their donation.</p> <p>*Video Production Services: Valued at \$12,000 by the donor, IKA Collective.</p>
2.	<p>Are the amounts reported above being used solely for Hurricane Sandy relief? If not, please indicate the portion of those funds that have or will be used for other purposes and describe those purposes.</p>



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	No change.	
3.	How much has your organization spent or disbursed on Hurricane Sandy relief to date?	
(a)	Amount: \$ <u>870,759</u>	
(b)	Please detail the above amount by completing the categories below:	
	Category	Amount to Date
	Direct expenditures by your organization on supplies and/or services (please only include any expenditures paid by your organization for direct Hurricane Sandy relief and not grants or funding provided to individuals, businesses or other organizations)	\$870,759
	Grants or funding provided to other organizations for Hurricane Sandy relief	\$0
	Grants or funding provided to individuals, families or businesses for Hurricane Sandy relief (please include any items such as emergency cash grants, loans, gift/debit cards or similar assistance)	\$0
	The value of any goods or services donated (in-kind) to your organization that were disbursed in response to Hurricane Sandy.	\$1,072,632
	Other (please describe)	
4.	Please describe the types of assistance that your organization has provided to those affected by Hurricane Sandy. What populations or geographical areas have been (or will be) served by your organization in response to Hurricane Sandy?	
	<p>In the wake of Hurricane Sandy, many residents in areas including the Rockaways, Staten Island, and Southern Brooklyn, lost not only their power and water but also their access to the services of local nonprofits and churches, which were also incapacitated. The storm destroyed the already limited social services infrastructure in these neighborhoods. As so many New Yorkers struggle with the most basic needs, New York Cares is there to help.</p> <p>Since the storm hit, our recovery programming in the impacted communities in the Rockaways, Coney Island, Red Hook and on Staten Island has included canvassing to assess damage; the distribution of food, water and other critical supplies; and the collection and distribution of 36,675 coats to individuals via agencies in the New York City zip codes declared disaster areas by the federal government in the wake of the storm. We also answered 15,940 Winter Wishes (holiday gift request) letters from 10 schools and agencies in the impacted zip codes. Our post Sandy work has also included the muck out of 350 homes (to date) and the mold treatment of 15 homes and other</p>	

	<p>buildings (to date). In addition, we are expanding our ongoing health, education and community revitalization programming in the hardest hit communities. For example, we started our Rockaway Readers Club, an ongoing Saturday children's literacy program at the Far Rockaway Library. At Snug Harbor, a Staten Island nonprofit, a New York Cares technology volunteer taught the Snug Harbor staff how to use Google Apps and Google Forms to streamline the volunteer sign-up process for post-Sandy and ongoing projects.</p> <p>To implement all of the post Sandy projects, we have hired additional New York Cares staff members to (1) lead teams on daily mucking out projects; (2) respond to the increased influx of volunteers and inquiries from the general public; (3) train and support an increased number of volunteer leaders for disaster response programming, and (4) oversee health, education and community revitalization program implementation in the affected areas in Queens, Brooklyn, and Staten Island.</p>
5.	<p>Has your organization provided grants or funding to other organizations for Hurricane Sandy relief efforts? If so, which organizations have received those funds, what is the dollar amount provided to them and what is the intended use of the funds? What policies and procedures does your organization follow to determine the need for such funding and to monitor the use funds?</p>
	<p>No change.</p>
6.	<p>Has your organization provided direct grants or funding to individuals, families or businesses for Hurricane Sandy relief? If so, please describe the types of the assistance that your organization has provided to date. What policies and procedures does your organization follow to determine the need for such funding and to monitor the use funds? For the purposes of this question please include any items such as emergency cash assistance, loans, gift/debit cards or direct payment of expenses on behalf those impacted by Hurricane Sandy.</p>
	<p>No change.</p>
7.	<p>What is your organization's plan for using any surplus funds not spent for Hurricane Sandy relief?</p>
	<p>No change.</p>
8.	<p>Has your organization received funding from other organizations for Hurricane Sandy relief efforts? If so, please identify the organizations that provided the funds, the amount received and a description of how the funds have been or will be used.</p>
	<p>Yes. Please see our attached list of foundations and corporate funders who have provided support for our Sandy relief work. We have also received support from an extensive list of individual donors, and we are happy to supply this list at your request.</p>



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9.	Is your organization still conducting fundraising for relief efforts? If so, please describe the methods by which you are raising funds.
	<p>We are finalizing discussions with the American Red Cross, which will provide funding for volunteer muck out and mold remediation. We are also negotiating a contract with Neighborhood Revitalization NYC, LLC for volunteer muck out and mold remediation. Neither agreement nor amount of funding is finalized as of March 18, 2013.</p> <p>We are not actively soliciting other donors for Hurricane Sandy relief/response efforts, and although additional funding may come in, we do not anticipate that it will be significant.</p>
10.	Is your organization still conducting relief efforts? If so, please describe how individuals, businesses or organizations seeking assistance can contact your organization.
	We continue to conduct the relief efforts described above. Volunteers go through our site at newyorkcares.org (and group volunteers go through our staff). Homeowners requesting help with muck out or mold removal call 347-306-9160, which is specially staffed to address their needs.

Print Name and Title of Representative

Date

Samuel Berger

 Signature of Representative

3.22.13

Please email this document with your responses to sandyresponse@ag.ny.gov by March 22, 2013. You may obtain an electronic copy of this document by emailing a request to that same address.