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A New York Tradition
The New York Cares Coat Drive is one of the most well-known and visible holiday traditions in New York City, right there alongside the Macy’s Thanksgiving Day Parade and the lighting of the tree in Rockefeller Center. Over the past 26 years, the Coat Drive, with its iconic shivering Statue of Liberty imagery, has become a brand of its own within the hearts and minds of New Yorkers, a symbol of both intense need and the unlimited capacity to give.

And give they have. Since the inaugural Coat Drive in 1989, New Yorkers have donated more than 1.6 million coats, which New York Cares has put in the hands of those who need them most. During this year’s drive, from November 17th through December 31st, 2014, residents donated more than 75,000 coats, keeping tens of thousands of their neighbors warm through the frigid winter months.

Year-Round Giving Through New York Cares
The Coat Drive is only one of the many ways that caring New Yorkers can give back to their beloved city through New York Cares. Throughout the year, New York Cares recruits, manages, and sends out thousands of teams of volunteers to over 1,300 schools, social service agencies, and other nonprofits. These volunteers deliver a wide range of mission-critical services to our Community Partners, which fall into three issue areas:

- children’s and adult education
- urgent needs (food, clothing, shelter)
- revitalization

Last year, 62,000 New Yorkers volunteered through New York Cares, helping high school students prepare for the SAT, assisting low-income residents with tax returns, cleaning up parks and public spaces, and so much more. With 1,600 impactful volunteer projects managed by New York Cares every month, there is no limit to the ways civic-minded individuals can improve their city and the lives of those living at the lowest income levels.

So Much More Than a Coat

“The Coat Drive secures our domestic violence clients with the ability to remain healthy during the cold winter season, as the majority of our clients come to the shelter with only the clothes on their backs.”

Stephanie Murphy, NYC Human Resources Administration

“Stephanie Murphy, NYC Human Resources Administration

“Stephanie Murphy, NYC Human Resources Administration

“This isn’t just a coat for me – it’s a blanket, a pillow, a backpack, a shield.”

- Coat Recipient, Washington Heights CORNER Project

NYPD First Deputy Commissioner Benjamin B. Tucker helps visitors try on coats during the Coat Drive’s kick-off at The Bowery Mission on November 17, 2014.
Collecting Coats in the 21st Century

The Coat Drive is a New York City tradition, providing warmth for New Yorkers in need for the past 26 years. But nothing about its operations could be considered traditional. How people communicate, shop, and donate to charity has changed dramatically since the Coat Drive first began, and New York Cares has responded by improving mobile technology, managing rising transportation costs, and enabling donations to be made directly from the home or workplace.

Locations Near You

New York is a fast-moving city, and to keep up with the quick pace, New York Cares set up a mobile-friendly app which let cell phone users anywhere in the city find the closest coat drop-off site.

The Coat Drive is focused on keeping New Yorkers warm, but that doesn’t mean people from across the country can’t help. This year, national retailer, Delia’s, made sure that the entire nation had an opportunity to give coats, collecting at all 92 stores.

Door-to-Door Donations

The holiday season can be the busiest time of year and finding time to drop off a coat can be difficult. New York Cares partnered with Shyp and UberRUSH, allowing donors to quickly send coats to our warehouse without leaving home, and with FlyCleaners, which picked up donated coats along with laundry.

Getting Coats to Those Who Need Them

Moving 75,000 coats from 300 donation locations citywide to the warehouse is a big undertaking. In 2014, we partnered with FlatRate Moving and Zipcar, generous companies that transported thousands of coats free of charge.
In 2014, New Yorkers donated more than 75,000 coats by dropping them off at one of 300 public collection sites or forming collection teams with co-workers, alumni groups, churches, and more. New York Cares volunteers then sorted and distributed the coats to hundreds of nonprofit partners and their clients in need, ensuring that each individual received a warm, comfortable coat.

The Coat Drive by the Numbers

75,005 Coats

A Gift of Warmth

Last night, we distributed 150 coats on one of the coldest nights of the year. Our volunteer staff helped guests select a proper-sized coat, directed them to a mirror, and had each one feel as if the assortment from New York Cares was there for their personal selection. No one left without something to keep them warm. To see smiles and hear wonderful comments made the evening very special for us.

The gift from New York Cares will keep many men and women warm today. For that we are very grateful. New York can be a kind place, if we all work together to help those in need.

George Collins
Co-Chair, Monday Night Hospitality at All Souls Church
A Visible and Iconic Call for Coats

In 2014, the unforgettable “Shivering Statue of Liberty” campaign — created by J. Walter Thompson in 1991 — took the spot it has occupied for 26 years among the most visible holiday images in New York City. This success is thanks to the ongoing support of key media partners and their generous pro bono contributions to this truly multimedia effort.

$3,267,000

Total 2014 Campaign Value

Print
665,600 Circulation

Online
20,543,956 Screen Impressions

Broadcast
PSA aired on ten major networks

Media Partners
- Barclays
- Kinetic Worldwide
- Mindshare
- MTA
- NBC 4 New York and Telemundo 47
- OUTFRONT Media, Inc
- Time Warner Cable
- Toshiba
- WBLS 107.5 FM
- Xaxis
The Coat Drive - Everywhere You Look

704,266,572
Total Impressions

4 Times Square Locations

263 Subway Posters

186 LIRR & Metro North Posters

25 Borough Taxi Tops

4 Highway Billboards
The Most Social #CoatDrive Ever

7,259,148

Impressions on Twitter and Facebook

@newyorkcares Mentions on Twitter, Facebook, and Instagram

58,605

Powerful Influencers

Ryan Adams
Followers: 650,000

Rosanne Cash
Followers: 70,000

Geno Smith
Followers: 75,000
The Press Was Buzzing about the Coat Drive

180,053,710 viewership

Broadcast

WNBC - Multiple Airings: Urgent Need For Coats
493,227 viewership

NY1 - Multiple Airings: Interview with Gary Bagley at Coat Distribution Center
207,550 viewership

Online

43,726,194 Unique Visitors

Print

2,149,012 Circulation

For a complete list of press coverage, see the Appendix - Earned Media Exposure on page 28.
High-Profile Events

In 2014, New York Cares formed partnerships with ten of New York City’s most prominent companies, sports teams, celebrities, and nonprofits to put on coat collection and promotional events across the five boroughs, extending the Coat Drive’s already considerable reach and providing additional support to the local community.

Kicking Off The Coat Drive at The Bowery Mission

JetBlue Hosts a Coat Drive at the Barclays Center
November 7th – Basketball fans were excited to learn that they could drop off their coats at the Nets vs. Knicks game at the Barclays Center. Coat donors were automatically entered to win tickets to another game.

New York Giants Game Day Coat Drive
November 23rd - At MetLife Stadium, as the Giants took on the Dallas Cowboys, fans were encouraged to bring their gently worn coats to the FedEx trucks located at each stadium entrance.

Winter’s Eve at Lincoln Square
December 1st – For the fourth year in a row, New York Cares was proud to be the official charitable partner of Lincoln Square BID’s Winter’s Eve. Volunteers were on site collecting coats at the event, which is one of New York City’s largest holiday festivals.

8th Annual Mets “Warm Up” Coat Drive
December 3rd – With lots of promotion to fans on social media, the line at Citi Field to drop off coats was out the door. When fans stopped by with their coat donations, they received a ticket voucher for an upcoming Mets game, a discount at the Mets team store, and had their picture taken with star pitcher Matt Harvey and Mr. Met.
The Casts of Jersey Boys and The Last Ship Unite For the Coat Drive

December 20th – The casts of Jersey Boys and The Last Ship combined forces to help the New York Cares Coat Drive by filling the streets with Christmas carols before their performances, as fans gathered to listen and donate coats.

“Spread the Warmth Coat Drive” by WBLS

December 13th – For the third year in a row, WBLS radio personalities hit the airwaves with a call for coats, spreading the word to the greater New York City area. Stationed in Green Acres Mall in Long Island, this on-air event reached a broad audience and brought in hundreds of coats for New Yorkers in need.

Geno Smith of the New York Jets Distributes Coats

December 9th – New York Jets starting quarterback, Geno Smith, joined New York Cares at the Coalition For The Homeless along with his agency, Roc Nation, and brand partner, Under Armour, to distribute coats to those in need.

Greater New York Automobile Dealers Association Drops Off Coats at the Warehouse

December 23rd – More than 60 auto dealers in the greater New York area collected 3,000-plus coats for the Coat Drive. Mark Schienberg, president of the Greater New York Automobile Dealers Association, along with other prominent figures from the GNYADA dropped the coats off at our midtown warehouse to raise awareness of the Coat Drive and urge others to donate.

Christmas Day Coat Distribution

December 25th – Volunteers helped distribute warm winter coats to more than 150 homeless men, women, and children at the New York City Rescue Mission in Manhattan.
2014 Winter Warmth Awards

New York Cares thanks and congratulates the following award winners for collecting the most coats or providing integral services during the 26th Annual New York Cares Coat Drive.

Winter Warmth Award Recipients

Top Multi-Location Collector
Greater New York Automobile Dealers Association

Top One-Day Coat Collection
New York Mets

Largest One-Time Coat Donation
H&M

Top Corporate Coat Collector
Halstead Property, LLC

Special Recognition Awards
A few Coat Drive collection partners not only collected coats, but also helped promote the effort across the five boroughs:

- Barclays
- Queens Library
- Storage Post

New York City Police Department - Top Collection Partner

The New York City Police Department has been a top collection partner for each of The Coat Drive’s 26 years. This year, the NYPD again collected coats at every precinct throughout the five boroughs and also helped spread the word about the urgent need for coats through a powerful social media push. Collections from NYPD precincts totaled a whopping 17,744 coats — 25% of all coats collected throughout the drive.

Coat Drive Ambassadors

New York Cares could not staff the numerous collection sites, promotional events, and coat-sorting projects that take place throughout The Coat Drive without the help of the following dedicated volunteers, who serve as Coat Drive Ambassadors:

Linda Blacken
Tim Gibson
Andrew Lippman
Ana Lu
Julia Masi

Patrick McGuire
Carlos Ruiz
Ann Shalof
Kathy Wang
More Thank-You’s

Our Sponsors
To collect and distribute more than 75,000 coats over the course of just seven weeks, New York Cares relies heavily on the generosity of a very special group of sponsors for their financial and in-kind support. We are incredibly grateful to the following for their contributions:

Without our Coat Drive warehouse, the Coat Drive literally would not happen. Vornado Realty Trust provides this centrally located, 4,500-square-foot space at no cost and even instructs its building management staff on how to best help New York Cares with our frequent deliveries. We are truly indebted.

This year, New York Cares received requests for more than 100,000 coats from New Yorkers in need. Retailer H&M stepped in and donated 4,000 new children’s winter coats to help New York Cares fulfill these requests, making it the single largest one-time donation during the 2014 Coat Drive.
Collection Partners

Public Collection Sites: 312
Community Collection Sites: 894

Public Collection Sites:
- Anne’s Treeland
- Atlantic/Barclays Terminal
- Bank of America Winter Village at Bryant Park
- Brooklyn Borough President’s Office
- Brooks Brothers
- Center for Automotive Education and Training
- Central Synagogue
- Columbus Circle/59th St Subway Station
- The Container Store
- Grand Central Terminal
- Greater New York Automobile Dealers Association Members

Community Collection Sites:
- 21st Century Fox
- 24 In 24 Out
- 328 Sterling Place
- 345 East 81st Street
- 365
- 388 Bridge Street
- 685 Third Avenue
- 88 Leonard Apartments
- Abracadabra
- Accenture
- Ace Chiropractic, Dr. Acevedo
- Addison
- Aden + Anais
- Advanced Electronic Solutions, Inc.
- Aéropostale
- Aetos Capital, LLC
- Affect
- AKAM Associates, Inc.
- AKRF, Inc.
- Al Jazeera America
- Albany Street Racquet Ball

• Indicates a partner hosting multiple collections.

*Indicates a partner hosting multiple collections.
Collection Partners, continued

Atco Properties & Management, Inc.
Aurify Brands LLC
Avanade, Inc.
AXA Advisors, LLC - Matauro Group
B’nai Jeshurun Hebrew School
Baby, It’s Cold Outside - Westchester
Bank of America
Barclays Center
Barclays*
Bard High School Early College Queens
Barnard Residential Life & Housing
Baron & Baron, Inc.
Batlle Bogle Hegarty
Baruch College - Office of Student Life
BCBG MAX AZRIA GROUP, LLC
BCRS Associates, LLC
Beginning with Children Charter School 2
Beta Beta Beta - Chi Theta Chapter
Beth Haverim Shir Shalom
Beyond Times Square
Big Spaceship LLC
Blue Man Group
Blue Thong Society of Staten Island
BlueCrest Capital Management LLP
BMO Capital Markets
Bonobos
Bonus Drugs Surgical Health Mart Pharmacy
Borderfree, Inc.
Borough of Manhattan Community College
Boy Scout Troop 414
Brand Glick Brand
Braving The Brew
Brazen Lingerie
Brew Coffeehouse
Brianna & Kyle McCabe’s Team
Bridget Kiley’s Friends
Brigade Capital Management
Broadway Technology, LLC
Bronstein Properties, LLC
Bronx Park East Community Association
Brookfield
Brooklyn Boulders LLC
Brooklyn Comedy Festival LLC
Brooklyn Cooperative Federal Credit Union
Brooklyn Health Educators Lions Club
Brooklyn Pace Setters Lions Club
Brooklyn School of Inquiry PTO, Inc.
Brooklyn, Stand Up!!
Brooklyn Vindhya Yoga
Burnside Brooklyn
Business Insider Inc.
BuzzFeed, Inc.

By Robert James*
By the Way Bakery LLC
Cadogan Tate
Calvin Klein
Calypso St. Barth
Camilocares
Camuto Group
Capital Group Companies, Inc.
Capital One
Carla Tejada’s Team
Caron Treatment Centers
Carter Ledyard & Milburn LLP
Casino Skateshop
Catbird
Catherine Malandrino
CBRE, Inc.
Central Queens Y
Century 21 Department Stores
CFA Institute
CFY
Chabad of Riverdale
Chanel
Chantelle Bailey’s Team
Chelsea Day School
Childrenspace
Chimera Securities, LLC
Chloe + Isabel
Christina Conrad’s Team
Christmas Tree Shops
Christoph Babka’s 35th
Church Pension Group
Church! of Park Slope
Citi Habitats
Citigroup, Inc.*
City and Country School
City Dinner
City of New York - Office of the Comptroller
City of New York - Office of the Mayor
City Year
Clarkstown High School North Gay-Straight Alliance
Coat Check Coat Drive
Coat Party
Code and Theory
CohnReznick LLP
Collection XIIX, LTD
Columbia Grammar and Preparatory School
Columbia Property Trust - 222 East 41st Street
Columbia University
Columbia University - Charles Drew Pre-Medical Society
Common Cents
Community Christian Church of New York City
Community for Cause

*Indicates a partner hosting multiple collections.
<table>
<thead>
<tr>
<th>Collection Partners, continued</th>
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<tbody>
<tr>
<td>Community Resource Exchange</td>
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<td>Concentric Health Experience</td>
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<td>Consolidated Edison Company of New York</td>
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<td>Corcoran - One Hanson Place</td>
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<td>Coty, Inc.</td>
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<td>Cushman &amp; Wakefield - New York Downtown</td>
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<td>Cyclists Who Care Coat Drive</td>
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<td>D. E. Shaw &amp; Co., LP</td>
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<td>Day &amp; Meyer, Murray &amp; Young</td>
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<td>Defy Media, Inc.</td>
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<td>dELIA*s, Inc.</td>
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<td>Deloitte Consulting LLP - Long Island</td>
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<td>Deutsch, Inc.</td>
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<td>Deutsche Bank</td>
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<td>DeVry College of New York</td>
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<td>DiGennaro Communications</td>
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<td>Doc’s Green Apples</td>
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<td>Dr. Dental - Hackensack</td>
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<td>Dream Hotels - Midtown</td>
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<td>DSW, Inc.*</td>
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<td>Ecumenical Community Development Organization, Inc.</td>
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<td>Elease, LLC</td>
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<td>Elena Ravich’s Team</td>
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<td>Elizabeth Taylor’s Friends</td>
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<td>Elsevier</td>
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<td>Equity Residential</td>
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<td>Eurasia Group</td>
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<td>Evangel Temple - Royalz Children’s Ministry</td>
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<td>Fahrenheit 212 LLC</td>
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<td>Fairfield Inn &amp; Suites by Marriot - New York Midtown Manhattan/Penn Station</td>
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<td>Families For Achievement</td>
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<td>Farmingdale State College - Phi Theta Kappa</td>
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<td>Free People</td>
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<td>Fried, Frank, Harris, Shriver &amp; Jacobson LLP</td>
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<td>Friends of Astoria Heights Park</td>
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<td>frog design, inc.</td>
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<td>Funny Garbage</td>
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<td>Gamma Sigma Zeta Fraternity, Inc</td>
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<td>Gap, Inc.*</td>
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<td>Garden Group Family Daycare - Richmond Hill</td>
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<td>Gibney, Anthony &amp; Flaherty, LLP</td>
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<td>Gilbane Building Company</td>
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*Indicates a partner hosting multiple collections.
Collection Partners, continued

Gilt Groupe Holdings, Inc.
Girl Scout Troop 3365
Girl Scout Troop 4045 of Our Lady of Snows
Girl Scout Troop 4110
Girl Scout Troop 4416
Glacéau Coca-Cola
Glen Cove Christian Church
Global Consolidated Services USA, Inc.
Global Nomads Group
Goldstein Hall PLLC
Goodwill Industries of Greater NY & NJ - Beacon 10
Grabanme Columbia
Grace Church School
Graduate Students Association of Counseling
Greater New York Automobile Dealers Association
Greater Talent Network, Inc.
Greater Than One, Inc.
Green Key Resources
Grey Healthcare Group
Greystone & Co.
Grizzly Bear Productions
GRK Fresh Greek
Guidepoint Global, LLC
Gullivers Travel Associates
Gustavo’s Daughter
GWB Insurance
H&M
Haitian Missionary Church of God Youth
Halstead Property, LLC*
Hand Baldachin & Amburgey, LLP
Hanukah Helpers
Harbinger
Harvard Club of New York City - Crimson Impact
Havas Lynx
Haynes and Boone, LLP
Hazen and Sawyer
Health Care Navigator
Healthcare Management Society
Hebrew Language Academy Charter School - Rehovot
Heejoo Pyon DDS, PC
Helen Stavrou and Tom Grannell’s Team
Hickoree’s
Hilton Garden Inn*
Hines Interests
Hollis Lions Club and Hollis Leos Club
Home Box Office, Inc.
Horizon Health Club
Horizon Media, Inc.
Houlihan Lokey
House of the Lord Church - Ministry of General Education
HS 248 X - The Metropolitan High School
HS 282 M - Urban Assembly Maker Academy - PTA
HS 301 Q - Academy for Careers in Television & Film
HS 303 M - The Facing History School
HS 305 X - Pablo Neruda Academy
HS 326 Q - Cambria Heights Academy
HS 460 Q - Flushing High School
HS 462 K - Secondary School For Law
HS 525 Q - Townsend Harris High Schools
HS 531 M - Repertory Company High School for Theatre Arts
HS 539 M - New Explorations into Science, Technology and Math High School
HS 564 K - Bushwick Community High School
HS 670 Q - Robert F. Kennedy Community High School
HS 685 K - El Puente Academy for Peace and Justice
Hudson Crossing & Mantena
Hunter Roberts Construction Company
IAC Dor Chadash
Ideal Interiors Group
Instrata Nomad
Integra Managed Care
Integral Ad Science
Integrated Control Corp.
Intermix
International Cosmetics & Perfumes, Inc.
Intrepid Sea, Air & Space Museum
Irving Plaza
IS 211 K - John Wilson - PA
Island Capital Group
iStar Financial
ITV Studios
Jack Resnick & Sons, Inc.
Janovic Paint & Decorating Center
JASA*
Jaye Sant
JCDecaux
Jennison Associates, LLC
JetBlue Airways
JHS 80 X - The Mosholu Parkway
Jillian Wiedemeier’s Friends
Joanne Cheng’s Team
John Hus Moravian Church
John Varvatos
Jones Day
Journelle
JUICE Pharma Worldwide
Justine Scarfone’s Team
JW Marriott - Essex House
Kaplan, Inc.
Kargo
Katten Muchin Rosenman, LLP
Kaye Scholer, LLP

*Indicates a partner hosting multiple collections.
KCG Holdings, Inc.
Keep People Warm
Keller Williams Realty Landmark
Kenneth Fang’s Team
Kids Orbit
KIND Healthy Snacks
King & Spalding
Kingdom Life Christian Center
Kings County Chrysler
Kings County Lions Club
King’s Crosss Church
Kings Thai Boxing
Kingsborough Community College
Kips Bay Towers C.A.R.E.S. Committee
Knights of Columbus - St. Columba Council #1119
Kristen Koed’s Coat Drive
Krupp Group
KuKu Canteen, Inc. and Chickpea, Inc.
Kyokushin Karate
La Masa
Laboratory Corporation of America Holdings
LaGuardia Community College - Student Government Association
Lana Lerner’s Team
Langham Hotels - Fifth Avenue
Latham & Watkins, LLP
Lauren & Co.
League Education and Treatment Center
LeFrak
Legacy by Shavon, Inc.
Leslie Fielden’s Team
LF Distribution Holding, Inc.
Lightstone Group
Lindamood-Bell Learning Process
Little Helpers
Little Prodigies Daycare
LivelIntent, Inc.
Lloyds Banking Group
Local Initiative Support Corporation (LISC)
Lockard & Wechsler
Loews Corporation
Longacre House
Love-Train
Lucid New York
Lululemon Athletica - Brooklyn
LVMH / Christian Dior
Lycée Français de New York (LFNY)
Macmillan
Macquarie Group
Madison Green
Madison International Realty
Magilla Entertainment
Major League Baseball
Manhattan Day School
Manhattan Prep
Marcus & Millichap - Manhattan
Margolin, Winer & Evens, LLP
Mario’s French Dry Cleaners
MarkKat Thrift
Marks Paneth, LLP
Marriott Courtyard - Midtown East
Mary Jane Heller’s Team
Maximus
MBP
McGladrey, LLP
McKenna Long & Aldridge LLP
Meadowbrook Alternative Program
Mediaocean
Medidata Solutions, Inc.
MedNet Technologies
Medtronic
Melissa Shah’s Team
Melville Lions Club
Memorial Sloan Kettering Cancer Center*
Men On The Move Moving and Self Storage
Mercedes-Benz Manhattan
Merkle
Merkley + Partners
Metro One Loss Prevention Services Group
Metropolitan Property Group
Metropolitan Transportation Authority*
MHA National Honor Society
MicroEdge / Blackbaud
Millennium High School
Mindshare/GroupM/Maxus/MEC/Mediacom
Misys Banking Systems
Modern Luxury Media
Moelis & Company
Molloy College
Montefiore IT
Morgan Stanley*
Morgan, Lewis & Bockius LLP
Morgans Hotel Group
Mortgage Bankers Association of New York, Inc.
Mothers of Malverne
MS 114 M - East Side Middle School
MS 302 X - Luisa Dessus Cruz - City Year New York CSX Team
MS 341 X - Accion Academy
MS 345 M - CASTLE Middle School
MS 662 K - Liberty Avenue Middle School
MS 780 K - Brooklyn East Collegiate Charter School
MS/HS 368 X - In-Tech Academy
MSD Capital, LP
MUFG Union Bank

*Indicates a partner hosting multiple collections.
Music Choice
My Hope....
NAACP Legal Defense and Educational Fund, Inc.
Nancy Wahlin’s Team
National Geographic
Natixis
New London Pharmacy
New World Travel, Inc.
New York Alumnae Association of Kappa Kappa Gamma
New York Cares Junior Committee Members
  Patrick Abouchalache
  Jessica Albin
  Jessica Barrett
  Eleanore Bella-Slobodny
  David Berke
  Nathan Berkoff
  Eric Brown
  Simmone Chaddan Taitt
  Christine Condello
  Mark Doramus
  Daphne Earp
  Brandi Frey
  Gus Garcia
  Eric Immerman
  Julian Keogh
  Philip Kirschner
  Ronald Lo Russo
  Megan Mainardy
  Kelley Morrell
  Thomas Murray
  Adam Oestreich
  Adam Pillay
  Melody Serafino
  Mousmi Sharma
  Michael Sher
  Shircara Stewart
  David Tsin
New York City Department of Design & Construction
New York City Department of Education
New York City Department of Information Technology & Telecommunications (DoITT)
New York City Health and Hospitals Corporation
New York County Defender Services
New York Kids Club*
New York Public Interest Research Group (NYPIRG)
New York Taino Lions
New York Tribeca Campus Lions Club
New York University - Class Council 2015
New York University - Healthcare Management Club
New York University - Liberal Studies
New York University Hospital for Joint Disease
New York University Langone Medical Center - Rusk Rehabilitation
New York University Stern School of Business - Langone Student Government
New York Yoga
NFC Amenity
Nicole Petrozzi’s Friends
Nicole Rozo’s Team
Nippon Life Insurance Company of America
Noble Nu Chapter of Kappa Psi Kappa Fraternity, Inc.
Nordstrom, Inc.
NorthSouth Productions
Notre Dame Catholic Academy
Novotel Hotels New York
Novus Partners, Inc.
Nueva Esperanza Seventh-day Adventist Church
NY Brands Corp
NZJJ, LLC
Ogden CAP Properties, LLC
Ogilvy & Mather
Olmstead Properties, Inc.
Olshan Frome Wolosky, LLP
One Hunters Point
Open Society Foundations (OSF)
OpenX Technologies
Opera Mediaworks
Opera Solutions
Or Olam, the East 55th Street Synagogue
Oracle
Order of the Eastern Star - Eureka Grand Chapter Prince Hall
Order of the Eastern Star - Shunammite Chapter #1
OrthoNet, LLC
OTG Management
Outbrain
Outsource Consultants, Inc.
Oxford University Press
Pace University - Student Government Association & Center for Community Action and Research
Pam Tiru’s Personalized Treats
Panatha USA
Panavision New York
PaperChaserZENT, LLC
Paramount Group, Inc. - 745 Fifth Avenue
Park Avenue Armory
Park Avenue United Methodist Church
Park Row Community
Path Interactive
Patricia Weich’s Team
Paula Curmi’s Team
Paws Country Club
Pelham Art Center
Penguins
Penn Club of New York
Penton

*Indicates a partner hosting multiple collections.
Pequenakonck Elementary School
Permanent Missions of Canada and the United Kingdom to the United Nations
Permias NYC
Perrigo Pharmaceuticals
Peter Cooper Village/Stuyvesant Town*
Petro
Phillips Beth Israel School of Nursing
Physique 57
Pi Alpha Chapter of Latinas Promoviendo Comunidad
Pilgrim Wesleyan Church
Plates & Crates
Plenty
Plymouth Church
Poets House
Poly Prep Country Day School
PR Newswire
Practical Law Company, Inc.
Preferred Dental Care
Preschool of the Arts
PricewaterhouseCoopers LLP
Prime Staffing
Princeton House Condominium
Proclivity Media
Production Glue, LLC
ProPhase, LLC
ProTravel International, Inc.
Providence Equity Partners
PS 3 M - The Charrette School
PS 15 K - Patrick F. Daly - PTA
PS 29 K - John M. Harrigan
PS 49 Q - Dorothy Bonawit Kole
PS 89 X - The Williamsbridge School
PS 93 X - Albert G. Oliver
PS 118 - The Maurice Sendak Community School
PS 122 Q - Mamie Fay
PS 124 K - Silas B. Dutcher - PTA
PS 126 M - Manhattan Academy of Technology
PS 144 Q - Col Jeromus Remsen School
PS 158 M - Bayard Taylor - Parents’ Association
PS 199 M - Jessie Isador Straus
PS 215 B - Edward Mandel
PS 235 Q - The Active Learning Elementary School (TALES)
PS 290 M - Manhattan New School
PS 306 K - Ethan Allen
PS 316 K - Elijah Stroud - PTA
PS 317 Q - Waterside Children’s Studio School
PS 344 X - Ampark Neighborhood School
PS 373 K - Brooklyn Transition Center
PS 469 X - The Bronx School for Continuous Learners
PS 527 M - East Side School for Social Action
PS 704 M - Harbor Science and Arts Charter School
PS 712 K - Excellence Girls Charter School
PS 877 Q - The 51st Avenue Academy
PVH Corp.
QBE Holdings, Inc.
Qmlers
Queens College - Urban Studies Club
Queens Las Americas Lions Club - District 20K-1
Queens Team
Rachel Roy International
Random Farms Kids Theater
RBC Capital Markets
RCN Cable
Real Simple Magazine
Redeemer Baptist Youth
Redfin Real Estate
Reed Space
Reign
Resorts World Casino - New York City
ReSource Pro
Resources for Children with Special Needs, Inc.
Response
Reval
RF|Binder
Richards Kibbe & Orbe, LLP
Rosicrucian Cultural Center of New York City
Rothschild, Inc.
Roundabout Theatre Company
Rubenstein Associates
Rubytown Band
Rudin Management Company, Inc.
Rudolf Steiner School
RXR Realty*
Rye Neck School District - PTSA Recycling
S&S Coat Drive Team 2014
Sabra Dipping Company
SACNAS Chapter at Stony Brook (SACNAS SBU)
Saint David’s School
Saks Fifth Avenue
Saks Off 5th
Samlyn Capital, LLC
Sanford C. Bernstein & Co., LLC
Schoology
Scripps Networks
Sea Cliff Gold Coast Lions - District 20-K2
Seamless partners with Grubhub
Senses New York Spa and Salon
Sephora*
Sequential Brands Group
SeriousFun Children’s Network
Seward Park Housing Corporation
Shade of Power Organization
Sharktooth, LLC
Shaw Promotion

*Indicates a partner hosting multiple collections.
Collection Partners, continued

Shearman & Sterling, LLP
Shipster, Inc.
Siegel+Gale
Signature Interior Designs
Silvergate Media
SimCorp
Simulmedia
SiriusXM Radio, Inc.
Sizmek Technologies, Inc.
Sky Rink at Chelsea Piers
Sialom Consulting
Smiley & Smiley, LLP
Sneak Attack Media
Society for the Advancement of Judaism (SAJ)
Sofitel Luxury Hotels - New York
SoHa 118
Sontag Advisory
Spotify
Springer Science+Business Media LLC
Springfield Gardens Lions and Leos Club
Sprinklr
Square Arch Realty
St. Aloysius School - PTA
St. Ann & the Holy Trinity Church
St. Basil Orthodox Church Youth Group
St. Catharine Academy
St. Demetrios Day School - PTA
St. Francis College
St. Francis de Sales Church
St. Isidore
St. John's University - College of Pharmacy and Health Sciences
St. John's University - Roger Bacon Scientific Honors Society
St. Joseph High School
St. Jude's Physical Therapy
St. Paul's and St. Agnes Parish
St. Thomas the Apostle Catholic Academy
Stand-Up MRI of Manhattan
Stereotype Co.
Storage Town
Stroz Friedberg, LLC
Success Academy Upper West - Parent Council
Sudler & Hennessey
Sugar Coated
Sugarburg
Summer Search New York City
SundaySky
Sunrise Medical Laboratories
SUNY College of Optometry - Lions Club
SUNY Maritime College
Taconic Capital Advisors
Take-Two Interactive Software, Inc.
Talbots - New York Creative Studios

Tarter Krinsky & Drogin, LLP
Teachers College, Columbia University
Team 161
Team Challenger
Team Conway
Team Emery Towers
Team Help
Team Sammy
Team Skyllas
Team TAT
Team Wolfie
Teksystems
Temple Beth-El of Bellmore
Temple Emanu-El
Textile Arts Center
The Abernathy MacGregor Group, Inc.
The Abraham Joshua Heschel School - Middle School
The Art Institute of New York City
The Barbarian Group
The Bernhard Family
The Black Car Fund
The Blackstone Group LP
The Bromley Companies
The Burinesc
The Carlyle Group*
The Churchill School and Center
The City College of New York
The Cliffs at Long Island City
The Collect Pond House
The Depository Trust & Clearing Corporation
The Fire Department of New York City
The First International Church of the Dinosaur
The Future Condominium
The Grazzy Project
The Guardian
The Guardian Life Insurance Company of America
The Hartford
TheInnerU
The Kimberly Hotel
The Lang School
The Leadership Program
The Limited Brands
The London NYC
TheMenEvent.com
The Metropolitan Opera
The Mill
The Money Source Inc.
The Nation Magazine
The New York Academy of Medicine
The New York Stem Cell Foundation (NYSCF)
The New York Urban League Young Professionals (NYULYP)
The Nielsen Company

*Indicates a partner hosting multiple collections.
Collection Partners, continued

The One Club  
The Pierre Hotel  
The Police Athletic League  
The School of American Ballet  
The Scooter Club  
The Segal Company  
The SMILE Center  
The Speyer Legacy School  
The St. Regis New York  
The Standard, High Line Hotel  
The TJX Companies  
The Towers at City College of New York  
The United States Department of Justice - Executive Office for Immigration Review  
The Westin New York Grand Central  
Thinc Design  
Thomson Reuters  
Tiffany & Co.  
Time, Inc.  
Tokio Marine Management, Inc.  
Tommy Hilfiger  
Tony’s Travel  
Tower Legal Solutions  
Town & Village Synagogue  
TPG Capital - New York Inc.  
Trane - Long Island  
Translation  
Tremblant Capital Group  
Trevor Day School  
Trey Whitfield School  
TriNet  
Troutman Sanders, LLP  
Twitter  
UBS  
Uncommon Charter High School  
Union Square Events and Hudson Yards  
Up TV  
UWS Kenshikai Karate  
Valley Stream Lions Club  
Varick Media Management  
Varonis Systems, Inc.  
Vaughn College of Aeronautics and Technology  
VaynerMedia  
Vevo, LLC  
Vibrant Media  
VICE Media*  
Victoria’s Secret  
Vimeo  

Vince  
Visiting Nurse Service of New York  
W New York*  
Warby Parker  
Warm Hands, Warm Hearts  
Warm Hearts  
Warm Winter Bliss  
Warm Smiles  
Waterfront at Roslyn  
Waterman Properties, LLC  
Webster Hall  
Weil Cornell Eye Associates  
Wells Fargo Bank  
WeWork  
Whin & Friends Coat Drive  
Williamsbridge Oval Recreation Center  
Williamsburg Montessori  
Williamsburg Northside School  
Winston & Strawn, LLP  
Without Walls  
Wolters Kluwer Law & Business  
Women’s Club of Forest Hills  
World Class Learning Academy, New York  
Worth Global Style Network  
WSP Group  
Wyckoff Heights Medical Center  
Wyndham Worldwide Hotels  
Xaxis  
Yahoo  
YAI Network  
YCS Ernest M. May Academy - PTA  
Yelp  
YMCA*  
Yodle  
Yoga in Bay Ridge  
Yonkers Millennium Lions Club  
YOTEL New York  
Young Adult Institute  
YPlan  
YuMe  
Zara Realty Holding Corp.  
ZenithOptimedia  
Zeta Phi Beta Sorority, Inc.*  
Zipcar  
ZocDoc  
Zola  
Zubatkin Owner Representation

*Indicates a partner hosting multiple collections.
Recipient Agencies

163rd Street Improvement Council - Scattered Site Housing Program*  
2400 7th Avenue Tenant Association  
Acacia Network  
Action Center Ocean Bay Cornerstone Program  
Addicts Rehabilitation Center Fund  
Adventist Community Services*  
African American Planning Commission - Serenity House Family Residence  
African Refuge  
African Services Committee  
Agape Seventh Day Baptist Church  
Aguila  
AIDS Center of Queens County  
The Ali Forney Center  
All Angels Church  
All Souls Soup Kitchen  
Allied Service Center NYC (ASCNYC)  
Antioch Baptist Church  
Argus Community  
Astounding Love!  
Bailey’s Cafe  
Barrier Free Living  
Basics, Inc.  
Battalion Pentecostal Assembly  
Bay Family Domestic Violence Shelter and Church King of Kings  
Beth Elohim Church  
Bethel Emanuel Temple  
Beth-Hark Christian Counseling Center  
Bible Truth Church of God International  
Black and Latino AIDS Coalition  
BOOM! Health  
Bowen Memorial Baptist Church  
The Bowery Mission  
Bowery Residents’ Committee*  
Breaking Bread Ministries  
Bridge Family Residence  
Bridging Access to Care*  
Bronx Arts Cultural Center  
Bronx Clergy Task Force  
The Bronx Defenders  
Bronx Writing Academy  
Bronx-Lebanon Highbridge Woodycrest Center  
Bronx-Lebanon Hospital (Albert Einstein College of Medicine)  
Bronx-Lebanon Special Care Center  
BronxWorks  
Brooklyn Bureau of Community Service  
Brooklyn Educational Opportunity Center  
Brooklyn Faith Feeding Program  
Brooklyn Public Library - Saratoga Branch  
Brothers Helping Brothers  
Brownsville Community Residential Center  
Brownsville Multi-Service Family Health Center  
Bushwick Economic Development Corporation  
Bushwick Parish United Methodist Church  
Caldwell Temple Soup Kitchen PATHS  
Calvary New Baptist Church  
CAMBA  
Cardinal McCloskey Services - Sunrise Drop In Center  
Care for the Homeless  
Career Gear  
Casa Promesa*  
Castleton Hill Moravian Church  
Cathedral of St. John the Divine  
Catholic Charities - Archdiocese of New York*  
Center for Alternative Sentencing and Employment Services (CASES)  
Center for Community Alternatives  
Center of Hope International Bread of Life Food Pantry  
The Center of Rapid Recovery  
Charity Baptist Church of Christ  
Children of Promise, NYC  
Christ’s First Presbyterian Church  
Church Of God  
Church of God 7th Day  
Church of God in Christ Jesus of the Apostles’ Faith  
Church of God’s Children  
The Church of St. Francis Xavier  
Church of the Living God Outreach Ministries  
Citizens Against Recidivism  
The Clinic at PATHHSEO at Caldwell Temple  
Coalition for the Homeless  
Coler-Goldwater Memorial Hospital  
Common Ground - Main Office*  
Community Access  
Community Counseling and Mediation - Georgia’s Place  
Community Social and Civic Empowerment Organization  
Comunilife  
Consuming Fire Ministries International  
Convent Avenue Family Living Center (CAFLC)*  
Corona Self Help Center  
The Council of Jewish Organizations of Staten Island  
CREATE, Inc.*  
Crisis Pregnancy Center of New York  
Culinary Kids  
Cultural Renaissance for Economic Revitalization  
Damon House New York  
Dawning of a New Day  
Directions For Our Youth - Butler Community Center  
Dominican Sunday Inc. Community Service  
*Indicates an agency we work with at multiple sites.
Recipient Agencies, continued

The Door
DREAMS Youthbuild
East Harlem Asthma Center of Excellence
East Harlem Council for Human Services
East New York Miracle Ministries
East New York United Concerned Citizens
Ebenezer Mennonite Church
Ebenezer United Pentecostal Church
The Educational Alliance
Edwin Gould Foundation
Edwin Gould Services for Children and Families
Elevated Expectations
Elmcor Youth and Adult Activities
Espoir
Evangelistic Communities Outreach Bronx
Exponents, Inc.
Faith at Work Church
Faith Evangelistic Ministries
Faith Latin American Pentecostal Church
Faith Ministries - Melville
Faith Mission Christian Fellowship Church
Family Christian Church
Family Help Services
Family Support Systems Unlimited
Favor Ministries
Fedcap - Career Design School
FEGS Health and Human Services System*
Fellowship Baptist Church
First Baptist Church of Upper Manhattan
First Jerusalem Baptist Church
Food First
For My People Empowerment
Fordham Manor Reformed Church
Fort Tryon Nursing Home
Foster Parent Advocacy Foundation
Fountain Christian Center
Free Mission Action Church
Friends of Kaiser Park
Full Effect Gospel Ministries
Future Grads
Gellman Foundation - DBA Howard's Mission Possible
Gethsemane Garden Baptist Church
Getting out and Staying out
Glory of Christ Church
Godward Riverside Community at The Church of St. Paul and St. Andrew
Good News Christian Church
Good Shepherd Services
Goodwill Industries of Greater New York and Northern New Jersey
Gospel Assembly Church Of Jesus Christ Apostolic
Grand Central Neighborhood Social Services
Grand Street Settlement
Greater Faith Temple Church of the Living God
Greater Liberty Cathedral
Greater Tabernacle Baptist Church
Greater Victory Baptist Church
Greater Zion Baptist Church
Hands On New York
Harlem United Community AIDS Center
Harvest Church International
The Harvest Is Ripe International Deliverance Ministries
He Lives Ministries COGIC
HeartShare Human Services of New York
Help USA*
HELP/PSI
Helping Others Pursue Excellence
Hempstead Adult and Community Education Program
Henry Street Settlement
Heritage Health and Housing
Holy Apostles Church
Holy Deliverance Community Temple
Holy Ground Tabernacle
Holy House of Prayer for All People
Holyrood Episcopal Church - Friday Food Fest Soup Kitchen
Homes for the Homeless
The HopeLine Resource Center for Community Development
Human Resources Administration (New Day)
Huntington Seventh Day-Adventist Church
Iglesia 1ra Estrella de Jacob
Iglesia Pentecostal Senda Antigua
The Institute for Family Health
Institute for the Puerto Rican-Hispanic Elderly
International Christian Center
International Pentecostal City Mission
International School for Liberal Arts
Inwood House
I’raise Girls and Boys International
Jacobi Medical Center
J-CAP
Jesus is Coming Ministry
Jewish Board of Family and Children’s Services - Main*
Keys of the Kingdom Pentecostal Holiness Church
Kids Creative
Kings County Hospital Center
Kingsbrook Jewish Medical Center
Kwakwaduam Association
La Jornada
Latin American Pentecostal Church of God La Hermosa
Latin/African American Chaplains Association State of New York
Leviticus Church
Life Center International Ministries
Lincoln Medical and Mental Health Center
Lively Stone Pentecostal Church
Los Redimidos por la Sangre de Jesucristo

*Indicates an agency we work with at multiple sites.
Recipient Agencies, continued

Love’s Church
Lower East Side Harm Reduction Center
Lower East Side Service Center Diversity Works
LYFE (living for the Young Family through Education) Program*
Manhattan Valley Development Corporation
Manna of Life Ministries
MCCNY Charities
Metro Club PROS
Metropolitan Hospital
Midnight Run
Miller Avenue Community Block Association
The Momentum Project
Morris Heights Health Center
Morrisania Baptist Church
Morrisania Diagnostic and Treatment Center
Mount Horeb Baptist Church - ATM Health & Wellness Ministry
Mount Moriah Baptist Church
Mount Sinai Seventh Day Adventist Church
Mt. Nebob Baptist Church
Mt. Olivet Apostolic Faith Church
Mt. Sinai Roosevelt Hospital
Mt. Vernon sda Community Services Department
NAICA Healthy Families
Narco Freedom
National Council of Jewish Women
Network of Angels
New Alternatives for Children
New Alternatives for LGBT Homeless Youth
New Beginnings Community Worship Center
New Beginnings Outreach Ministry
New Covenant Church
New Creation Christian Church Outreach Center
New Creation Ministries
New Haven Ministries
New Hope Family Worship Center
New Hope for All Saints Lutheran Church
New Horizon Counseling Center
New Life Outreach International
New Life Tabernacle Church
New Move of God Pentecostal Church
New Settlement Apartments
New Testament Baptist Church
New Testament Church of God
New York City Department of Education*
   - HS 575 K - Bedford Stuyvesant Preparatory High School
   - HS 265 X - Bronx Lab School
   - MS 354 K - The School Of Integrated Learning
   - MS 53 Q - Brian Piccolo
   - PS 214 X - The Lorraine Hansberry Academy
   - PS 62 X - Inocensio Casanova
   - PS 11 X - Highbridge

PS 147 K - The Isaac Remsen School
PS 160 Q - Walter Francis Bishop
PS 181 K
PS 274 K - Kosciusko
PS 28 M - Wright Brothers
PS 312 Q - Jamaica Children’s School
PS 333 X - The Museum School
PS 335 K - Granville T. Woods
PS 352 X - The Museum School for All Children (At PS 424 X)
PS 359 X - Concourse Village Elementary School
PS 399 K - Stanley Eugene Clark
PS 503 K - The School of Discovery
PS 64 X - Pura Belpre
PS 7 K - Abraham Lincoln
PS 75 X - Pathways for Youth School
PS 80 Q - Thurgood Marshall Magnet
PS 96 X - Richard Rodgers
New York City Department of Homeless Services - Auburn Family Residence - Department of Homeless Services
New York City Department of Parks and Recreation - Owen Dolen Recreation Center
New York City Housing Authority - 175 Eldridge Street Tenants Association
New York City Rescue Mission
New York Common Pantry
New York Dream Center
New York Harm Reduction Educators (NYHRE)
New York University Medical Center
North Bronx National Council of Negro Women
The North Bronx Seventh-Day Adventist Church
Northeast Brooklyn Housing Development Corporation
Northeastern Community Service Center
Northern Manhattan Improvement Corporation (NMIC)
Nos Quedamos
NYC Family Justice Center
Odyssey House*
   - The Office of New York City Council Member Ruben Wills
   - Office of the Public Advocate Senior Action Help Line
   - Old Pine Community Center
One Way International Ministry
Operation HOPE
Our Lady of Grace Church
Palladia
Paradise Baptist Church
Paradise Transitional Housing
Parkside Resident Council
Part of the Solution (POTS)
People Assisting Positive Actions
Perfecting Faith Church
Phipps Houses Group*
Pibly Residential Programs

*Indicates an agency we work with at multiple sites.
Recipient Agencies, continued

Positive Beginnings*
Poughkeepsie Seventh-Day Adventist Church
Praxis Housing Initiatives
Project FIND
Project Hospitality
Project Renewal*
Pubilcolor
Pure Gospel Miracle Revival Center
Queens Library - Far Rockaway Branch
Rauschenbusch Metro Ministries
Real Life Church
Refuge Apostolic Church of Christ
Refuge Citadel of Hope Outreach Department
Rehoboth International Fellowship Church
Restoration Empowerment Ministries
Resurrection and Life Church
The River Fund New York
The Rock Community Church
Rock of Salvation (Roca de Salvacion) Church
Safe Horizon*
Salem United Methodist Church
The Salvation Army of Greater New York*
Samaritan Village*
Sauti Yetu Center for African Women
SCO Family of Services*
Seek Ye First Ministry For All People
Services for the Underserved*
Shaolin Ryders Motorcycle Club
Shiloh Baptist Church Missionaries
Shiloh Church of Christ, Disciples of Christ
Silent Cry
SiMunye Dancers
Soul Saving Mission Pentecostal Church
Soul Winners Christian Center
South Bronx Overall Economic Development Corporation (SoBRO)
Sports & Arts In Schools Foundation
Spring Green Baptist Church
St. Ann’s Corner of Harm Reduction
St. Joseph’s Church
St. Luke’s School
St. Mark Church of Christ Soup Kitchen
St. Michael’s Church
St. Samuel’s Cathedral Church of God
Staten Island Family and Children Services
Steinway Child and Family Services
Street LIFE Ministries
Summer Houses Tenant Association
Tabernacle of Prayer for All People
Thessalonia Baptist Church
Transitional Services For New York
Trinity Tabernacle of Gravesend

Trinity Zion Deliverance Church
Trinity's Services and Food for the Homeless
Trippinz Care
True Gospel Tabernacle Church
Twin Parks Tenant Association
Tzu Chi Foundation
Ujima Community Working Together
Union Baptist Church
Union Baptist Church Community Feeding Program
Union Grove Baptist Church
Union Settlement Association
United Coalition Association
United Holiness Temple Church Of God In Christ
United Reformed Church of Williamsbridge
Unity Faith Outreach Program
Upper Room Full Gospel Baptist Church
Vineyard International Christian Ministries
Violence Intervention Program
VIP Community Services
Visiting Nurse Service of New York (VNSNY)
Vocal-NY
Volunteers of America of Greater New York*
Washington Heights CORNER Project
We Care Community Outreach
We Care New York
We The Kids Foundation
West Side Campaign Against Hunger
What About the Children
The Wholeness Missionary Baptist Church
Wilson Major Morris Community Center
The Women About Change
Womens’s Prison Association
Woodside on the Move
Word Ministries International
Word of Life Christian Fellowship International
Word of Life Church
The Worship House and Outreach Ministries
Yadestiny Treasure Chest
Young Mens Empowerment
Zion Baptist Church

*Indicates an agency we work with at multiple sites.
Appendix - Earned Media Exposure

With the help of public relations agency Rubenstein Communications, Inc., New York Cares conducted an extensive PR campaign to encourage New Yorkers to donate coats, increase awareness of New York Cares, and provide recognition for our generous supporters. Coverage for the 2014 Coat Drive included:

**BROADCAST - HIGHLIGHTED EVENTS**

<table>
<thead>
<tr>
<th>Outlet/Title</th>
<th>Date</th>
<th>Viewership</th>
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<tbody>
<tr>
<td><strong>New York Cares Coat Drive Kickoff at Bowery Mission - Wednesday, November 17, 2014</strong></td>
<td>11/17/2014</td>
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<tr>
<td>WINS-AM - multiple airings</td>
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<td>WCBS-NY (Radio) - multiple airings</td>
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<td>WNBC-NY (NBC) News 4 at 7</td>
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<td>NY1 New York News 1 - multiple airings</td>
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<td>NY1 New York News 1 - multiple airings</td>
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<td>WNBC-NY (NBC) News 4</td>
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<td>Pix 11 News - WPIX-TV News at 10</td>
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<tr>
<td>1010 Wins New York - multiple airings</td>
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<tr>
<td>Interview with Gary Bagley</td>
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<tr>
<td>WCBS-AM (Radio)</td>
<td>12/18/2014</td>
<td>332,781</td>
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<tr>
<td>Asking New Yorkers to Donate</td>
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<tr>
<td>WABC New York - multiple airings</td>
<td>12/18/2014</td>
<td>493,227</td>
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<tr>
<td>Interview with Gary Bagley</td>
<td>12/18/2014</td>
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<tr>
<td>WLNYDT (WLNY)</td>
<td>12/18/2014</td>
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<tr>
<td>WNBC-NY - multiple airings</td>
<td>12/19/2014</td>
<td>80,331</td>
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<tr>
<td><strong>Urgent Need for Coats</strong></td>
<td>12/19/2014</td>
<td>N/A</td>
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<tr>
<td>WNYM (Radio) - multiple airings</td>
<td>12/19/2014</td>
<td>90,331</td>
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<tr>
<td>New York Cares getting more requests than coats donated</td>
<td>12/19/2014</td>
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<td>WNYW - multiple airings</td>
<td>12/19/2014</td>
<td>N/A</td>
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<td><strong>New York Cares Coats on Christmas Day - Thursday, December 25, 2014</strong></td>
<td>12/25/2014</td>
<td>N/A</td>
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<tr>
<td>1010 Wins New York - multiple airings</td>
<td>12/25/2014</td>
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<td>WABC New York - multiple airings</td>
<td>12/25/2014</td>
<td>741,448</td>
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<td>Telemundo Noticiero 47 (WNJU) - multiple airings</td>
<td>12/25/2014</td>
<td>N/A</td>
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<td>FOX 5 News WNYW-NY (FOX)</td>
<td>12/25/2014</td>
<td>134,035</td>
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**Earned Media Exposure, continued**

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<td>WNBC New York (WNBC)</td>
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<td>314,519</td>
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<td>WNBC New York (WNBC) - multiple airings</td>
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<td>355,235</td>
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<td>FOX 5 News WNYW-NY (FOX)</td>
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<td>NY1 Noticias</td>
<td>12/26/2014</td>
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<td>NY1 New York News 1 - multiple airings</td>
<td>12/26/2014</td>
<td>10,764</td>
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**BROADCAST – GENERAL COVERAGE AND INTERVIEWS**

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<td>News 12 the Bronx - multiple airings</td>
<td>11/20/2014</td>
<td>482,381</td>
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<tr>
<td>Coat Drive Mention</td>
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<td>WBLSFM (WBLS)</td>
<td>11/26/2014</td>
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<tr>
<td>WFAN</td>
<td>12/5/2014</td>
<td>N/A</td>
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<tr>
<td>Coat Drive Mention - Drop-off Locations</td>
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<tr>
<td>WFUV-FM</td>
<td>12/21/2014</td>
<td>2,403</td>
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<tr>
<td>Interview with Wes Moe and Coat Drive Push</td>
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<tr>
<td>NY1 - multiple airings</td>
<td>12/22/2014</td>
<td>207,550</td>
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<tr>
<td>Interview with Gary Bagley at Coat Distribution Center</td>
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<tr>
<td>WNBC (NBC)</td>
<td>12/23/2014</td>
<td>66,948</td>
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<tr>
<td>Interview with Gary Bagley and Bob Vail at Coat Distribution Center</td>
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<tr>
<td>NY1 - multiple airings</td>
<td>12/23/2014</td>
<td>30,328</td>
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<tr>
<td>Interview with Gary Bagley and volunteers at Coat Distribution Center</td>
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<tr>
<td>NY1 - multiple airings</td>
<td>12/28/2014</td>
<td>114,389</td>
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**TOTAL BROADCAST**

4,685,676

*Viewership for the same outlet may vary based on the time of day each segment aired. Source: TV Eyes and Critical Mention

**PRINT**

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<td>New York Times</td>
<td>11/18/2014</td>
<td>2,149,012</td>
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<tr>
<td>A Little Help Amid the First Hints of Winter</td>
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2014 Coat Drive Report
**ONLINE**

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<td><strong>Viewership</strong></td>
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<td>Mommy Poppins</td>
<td>11/2/2014</td>
<td>230,748</td>
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<tr>
<td>Thanksgiving Volunteering Opportunities with NYC Kids: Ways to Give Back as a Family (Mention)</td>
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<tr>
<td>New York Magazine</td>
<td>11/7/2014</td>
<td>5,141,299</td>
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<tr>
<td>Helpful Happenings</td>
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<td>PR Web</td>
<td>11/11/2014</td>
<td>1,318,203</td>
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<tr>
<td>NYC Band The Shakey Tables Will Host a Benefit Show for New York Cares 26th Annual Coat Drive and Launch a Crowdfunding Campaign on Crowdera (Mention)</td>
<td>(Picked up by Broadway World and Theater Mania, among others)</td>
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<tr>
<td>Baller Alert.com</td>
<td>11/12/2014</td>
<td>237,634</td>
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<tr>
<td>Ballerific Charity - New York Jet’s Geno Smith Participates In the 2014 New York Cares Coat Drive For The Homeless</td>
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<tr>
<td>Queens Courier</td>
<td>11/12/2014</td>
<td>30,968</td>
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<tr>
<td>Six ways to give back to Queens for Thanksgiving (Mention)</td>
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<td>CUNY</td>
<td>11/15/2014</td>
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<tr>
<td>Coat Drive Seeks Cold Comfort</td>
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<tr>
<td>WNBC.com</td>
<td>11/17/2014</td>
<td>1,135,287</td>
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<tr>
<td>New York Cares Coat Drive Kick-Off</td>
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<tr>
<td>NY1.com</td>
<td>11/17/2014</td>
<td>209,944</td>
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<tr>
<td>New York Cares Kicks Off 26th Annual Coat Drive (Picked up by One News Page)</td>
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<tr>
<td>What to Wear This Week: Nov. 17 Coats, Jackets, Sweaters and Hats for Winter’s Chill</td>
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<tr>
<td>New York Today: Pull Out the Coats (Picked up by The Brooklyn Ink)</td>
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<td>WFUV.org</td>
<td>11/17/2014</td>
<td>37,146</td>
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<tr>
<td>Morning Brief: November 17</td>
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<td>Fort Greene Focus</td>
<td>11/17/2014</td>
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<td>Donate a Coat at these New York Cares Collection Sites</td>
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<td>We Heart Astoria</td>
<td>11/17/2014</td>
<td>22,477</td>
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<td>The New York Cares Coat Drive Starts Today</td>
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<td>Masterplanner</td>
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<td>26th Annual Coat Drive Kickoff</td>
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<td>Telemundo 47</td>
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<td>Campaña Anual de Recolección de Abrigos</td>
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<td>A Little Help Amid the First Hints of Winter</td>
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<td><em>(Picked up by: World News, Sunsani, Daily Mail, sNewsi, ad hoc news, News Walk)</em></td>
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<td>El Diario</td>
<td>11/18/2014</td>
<td>65,879</td>
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<td>#BuenosDiasNYC: Ojalá que este frío te motive a ser caritativo</td>
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<td>Ditmas Park</td>
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<td>22,726</td>
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<td>Donate A Coat At These New York Cares Collection Sites</td>
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<td>New York Decoder</td>
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<td>New York Cares 2014 Coat Drive Kicks Off</td>
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<td>Bay Ridge Journal</td>
<td>11/19/2014</td>
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<td>Find the Nearest New York Cares Coat Drop-Off</td>
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<td>6sqft</td>
<td>11/25/2014</td>
<td>34,377</td>
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<td>NYC Volunteer Opportunities: Giving Thanks and Giving Back</td>
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<td>Long Island.com</td>
<td>11/26/2014</td>
<td>92,320</td>
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<td>New York Cares Coat Drive</td>
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<td>New York Post</td>
<td>11/30/2014</td>
<td>8,697,950</td>
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<td>Brooklyn’s ‘Rocky’ is living the dream <em>(Mention)</em></td>
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<td>New York Daily News</td>
<td>12/1/2014</td>
<td>11,065,257</td>
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<td>Mets fans can get free tix for donating to the New York Cares Coat Drive at CitiField <em>(Mention)</em></td>
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<td>New York Events</td>
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<td>A Sign of the Times <em>(Mention)</em></td>
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<td>PR Newswire</td>
<td>12/2/2014</td>
<td>1,840,081</td>
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<tr>
<td>Rallye Auto Group Joins NY Cares and the GNYADA for 26th Annual Coat Drive</td>
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<td>Flat Rate.com</td>
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<td>Partnering With New York Cares – 26th Annual Coat Drive</td>
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<td>More businesses support NY Cares coat drive</td>
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<td>Newsday</td>
<td>12/9/2014</td>
<td>1,914,446</td>
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<tr>
<td>Geno Smith keeps chin up and focuses on Titans</td>
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<td>Getty Images</td>
<td>12/9/2014</td>
<td>1,350,526</td>
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<td>Geno Smith Joins The Coalition For The Homeless For The 2014 New York Cares Coat Drive</td>
<td>12/9/2014</td>
<td>1,350,526</td>
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<td>Bronx Free Press</td>
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<td>Gear for good En la dirección correcta</td>
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### Earned Media Exposure, continued

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<td>Reuse NYC</td>
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<td>N/A</td>
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<td>Where to Give: Holiday Donation Drives in NYC</td>
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<td>Broadway World</td>
<td>12/17/2014</td>
<td>804,105</td>
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<td>JERSEY BOYS and THE LAST SHIP Unite to Support New York Cares Coat Drive and City Harvest</td>
<td>12/18/2014</td>
<td>1,582,120</td>
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<td>NY1.com</td>
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<td>Urgent need for coats (Online + Tweet)</td>
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<td>Sheepshead Bites</td>
<td>12/18/2014</td>
<td>36,189</td>
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<td>Keep A Neighbor Warm, And Donate A Coat At These Collection Sites</td>
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<td>Associated Press</td>
<td>12/19/2014</td>
<td>54,240</td>
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<td>NYC Charity Asking for More Holiday Coat Donations</td>
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<td>Getty Images</td>
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<td>Keep a Fellow New Yorker Warm This Winter with the New York Cares Coat Drive</td>
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<td>YM1.com</td>
<td>12/22/2014</td>
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<td>Keep those in Need Warm</td>
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<td>Keep it warm!</td>
<td>12/24/2014</td>
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<td>Keeping those in need warm</td>
<td>12/24/2014</td>
<td>147,635</td>
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<td>Car Dealers Deliver Over 3,000 Winter Coats to New York Cares for New Yorkers in Need</td>
<td>12/25/2014</td>
<td>527,678</td>
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<td>(Picked up by CBS New York, leezard.com, bodyshopbiz.com, wardsauto.com, the Auto Channel, street insider, among others)</td>
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<td>New Yorkers Mark Christmas By Giving Back To Those In Need</td>
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<td>527,678</td>
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<td>Outlet/Title</td>
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<td>Pix 11</td>
<td>12/25/2014</td>
<td>157,911</td>
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<td>New Yorkers deliver hot meals and warm coats to the city’s vulnerable on Christmas</td>
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<td>Epoch Times</td>
<td>12/25/2014</td>
<td>131,919</td>
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<td>New York Cares Gets Generous Winter Coat Drive Donation</td>
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<td>NY1</td>
<td>12/26/2014</td>
<td>209,944</td>
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<td>New York Cares Gives Out Coats in 26th Year of Drive</td>
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<td>NY on the Cheap</td>
<td>12/26/2014</td>
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<td>New York Cares winter coat drive</td>
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<td>ABC 7 LA.com</td>
<td>12/26/2014</td>
<td>1,103,349</td>
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<td>Rev. Sharpton, family of Eric Garner mark Christmas with prayers for fallen NYPD officers (Mention)</td>
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<td>EurWeb</td>
<td>12/26/2014</td>
<td>311,090</td>
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<td>Sharpton, Eric Garner’s Family Pray for Fallen NYPD Officers (Mention)</td>
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<td>(Picked up by Free Republic and Atlanta Daily World)</td>
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<tr>
<td>Jewish Business News</td>
<td>12/28/2014</td>
<td>55,061</td>
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<td>Mark Scheinberg’s Automobile Association Makes Warm Donation to Winter Coat Drive</td>
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<td>Gotham Gazette</td>
<td>1/14/2015</td>
<td>34,523</td>
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<td>As Temps Drop, Urgency to Care for the Homeless Rises</td>
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<td>Jewish Voice and Opinion</td>
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<td>N/A</td>
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<td>Community Log Additions for January 2015</td>
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<td>Viewing NYC (via VOA News)</td>
<td>1/22/2015</td>
<td>1,011,591</td>
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<tr>
<td>Local Charity Collects and Distributes 103,000 Coats to Needy New York City Residents</td>
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<td>The Wave</td>
<td>1/23/2015</td>
<td>N/A</td>
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<td>The Gift Of Warmth</td>
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<td><strong>TOTAL PRINT AND ONLINE</strong></td>
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<td>175,368,034</td>
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<td>*Figures listed for the wire stories reflect the total unique visitors/per month of each outlet that picked up the story. These outlets were found using free Internet searches. Source: Compete and Critical Mention</td>
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<tr>
<td><strong>TOTAL PRINT, ONLINE, AND BROADCAST</strong></td>
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<td>180,053,710</td>
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</table>
Join New York Cares in keeping New York City warm by participating in our 27th annual Coat Drive!