Solving Problems in Difficult Times
Our Mission

New York Cares meets pressing community needs by mobilizing caring New Yorkers in volunteer service.
Dear Friends,

Last year was marked by a renewed focus on the unique value New York Cares brings to the city. The recession dramatically increased demand for our work. We responded quickly, training more Team Leaders and growing overall programming by 15%. Thanks to the calls to service by President Obama, Governor Paterson, and Mayor Bloomberg, a flood of volunteers streamed through our doors eager to help.

The recession greatly impacted the 1,000 community organizations for which we run volunteer programs, expanding the populations that rely on their services and reducing budgets to support them. Despite the tough economy, New York Cares created new projects to meet these needs and deployed a record 48,000 volunteers to reach hundreds of thousands of people who might otherwise have slipped through the cracks. We’re grateful to Mayor Bloomberg’s NYC Service initiative for granting us the city’s largest team of NYC Civic Corps members, who helped us expand at a critical time.

In June, we won top prize at the New York Times Nonprofit Excellence Awards, which honors outstanding management practices at nonprofit organizations. The judges lauded New York Cares for overall excellence in management across all categories. These management practices have enabled us to grow during a period of constrained resources, while maintaining the high quality for which New York Cares is known.

We thank all of you – our funders, volunteers, community partners, and numerous friends – who have contributed to our accomplishments last year. Your commitment enabled us to put 400,000 at-risk New Yorkers on the road to success during the most critical time in decades.

Of course, the problems our neighbors in need face didn’t start with the recession, and there’s much more to do. With your ongoing support, we will continue to strengthen the city to meet the challenges that lie ahead.

With best wishes for 2010,

Gail B. Harris, Board President
Gary Bagley, Executive Director
Volunteers at Work Here: Solving Problems in Difficult Times

“I’m calling on all Americans to make volunteering and community service part of your daily life and the life of this nation.”

—President Barack Obama

In 2009, volunteering took center stage on the national agenda. Political leaders, from President Obama to Governor Paterson and Mayor Bloomberg, made unprecedented commitments to enable more people to serve. In April, President Obama signed the Edward M. Kennedy Serve America Act of 2009, and Mayor Bloomberg launched NYC Service. September 11th officially became a national day of service and remembrance. These efforts and more inspired hundreds of thousands of Americans to get involved.

New York Cares played a major leadership role in engaging New Yorkers in service. In 2009, through strategic expansion, a capacity-building team from NYC Civic Corps, and financial support from donors and corporate sponsors, we increased programming by 15% to create more volunteer opportunities. The impact was significant – our 48,000 volunteers helped improve the lives of 400,000 homeless and low-income men, women, and children.

While volunteer interest soared, the recession took a heavy toll on New York City’s nonprofits, city agencies, and public schools – our community partners. Budget cuts forced many to reduce services and headcount, putting pressure on their ability to support clients. New York Cares’ innovative approach, which effectively enables our community partners to outsource volunteer management so they can focus on their core services, bridged that gap. We worked with 1,000 community partners across the five boroughs to create volunteer programs to meet their clients’ critical needs and then recruited, trained, and managed teams of volunteers to deliver what the organizations needed most.

The recession was a stark reminder that volunteering is not just “nice to do” – it’s absolutely critical to maintaining the quality of life in our city and providing a safety net for those with the least. This year reminded us that New York Cares has never been more important to the city and to our neighbors in need.

New York Cares is the proud winner of
New York Cares is New York City’s leading volunteer organization, mobilizing 48,000 people in projects that strengthen the city.

About Our Programs
Our volunteers help New Yorkers in two primary ways:

• We meet immediate needs — Volunteers provide warm coats to people who are cold, companionship to lonely seniors, hot meals to the hungry, and care for shelter animals.

• We enable New Yorkers to break the cycle of poverty — Volunteers practice critical math and reading skills with children, help unemployed adults find jobs, assist new immigrants as they learn English, and more. Many of the people we help have been living in poverty for generations.

About Our Community Partners
New York Cares runs volunteer programs at more than 1,000 New York City nonprofits, city agencies, public schools, and other deserving organizations. Our Program Managers help these organizations identify critical needs they are unable to address, and then design programs and recruit volunteers to bridge the gap. We work tirelessly behind the scenes so that our community partners need only open their doors and let our volunteers work their magic.

See page 22 for a full list of our community partners.

About Our Volunteers

• Engaging New Yorkers in service — Our team-based model enables volunteers to participate in direct, hands-on activities, through which they can see the impact of their work.

• Empowering leaders — Our Team Leaders are highly engaged volunteers trained to serve as project managers. Their leadership enables us to provide 11,000 projects each year.

• Enabling corporate community service — New York Cares works closely with New York City’s leading corporations to design customized employee service projects. Companies large and small are also invited to participate in New York Cares Day and Hands On New York Day, our citywide days of service. In 2009, 828 companies worked with New York Cares, engaging 13,000 employees in service.

New York Cares Program Areas

Adult Education and Job Readiness 23%
Children 41%
Hunger, Homelessness, Health and Wellness 16%
Seniors and Adults w/ Special Needs 5%
Animal Care and Other 5%
Revitalization and Environment 6%
Social Services Agencies 48,000 Volunteers
400,000 New Yorkers Served
11,000 Volunteer Projects
1,000 Social Services Agencies

“New York Cares volunteers allow us to enhance our programs in ways that we could not do otherwise. In this tough fiscal climate, they are needed more than ever.”
— Thea, Hamilton-Madison House
A worker with a bachelor’s degree will earn $930,000 more in his or her lifetime than someone with only a high school education. *

In 2009, New York Cares’ academic tutors provided 33,000 hours of tutoring to help thousands of at-risk children improve their lives.

*US Census Bureau
Planning for a better future starts with believing one is possible. New York Cares is committed to growing the number of programs through which our volunteers help struggling New Yorkers work toward brighter futures for themselves and their families. Our adult programs include:

**English Language Tutorials:** Participants in our English Language programs want to be successful in their new country and recognize the importance of speaking English to achieve that goal. Whether their aim is to prepare for U.S. citizenship exams or improve their ability to navigate daily life, practicing language with our volunteers makes a big difference.

**Job Readiness:** Volunteers provided one-on-one and small group career development assistance to adults preparing to enter or re-enter the job market. Volunteers helped participants create and revise résumés and cover letters, prepare for job interviews, and learn computer skills to enhance their job searches.

**Tax Preparation:** Last year, our free tax preparation service in partnership with ARIVA and New York City Financial Network Action Consortium helped low-income New Yorkers receive $14.4 million in tax credits and refunds. We also helped clients enhance their fiscal awareness and develop family budgets through our Financial Literacy program.

**Programs for Elderly New Yorkers:** Many elderly residents in nursing homes have no one to visit them other than their doctors. Volunteers provided much needed companionship and engaged senior citizens in recreational activities such as reading, Bingo, and social events.

**Programs for Adults with Special Needs:** Volunteers worked with adults with disabilities on challenging and inspiring projects that engaged their minds and spirits. They practiced English with immigrants with special needs, created art and enjoyed recreational outings with developmentally delayed adults, and jogged with disabled and visually impaired runners.

New York Cares’ Tax Preparation volunteers helped file more than 9,000 tax returns for low-income New Yorkers in 2009, returning $14.4 million to the community.
Preparing Children for Tomorrow

New York Cares Day volunteers provide more than $1,000,000 in service to New York City public schools – all in a single day.

Supporting Our Community

The recession has been especially hard on New Yorkers who rely on the city’s soup kitchens, food pantries, and homeless shelters. In 2009, our volunteers helped individuals and families get through challenging times and ensured that community parks and gardens were well-tended despite budget cuts.

Our community programs include:

**The New York Cares Coat Drive:** For 21 years, the New York Cares Coat Drive has provided desperately needed coats to homeless people, recent immigrants who arrived in this country with just the clothes on their backs, seniors on fixed incomes, and others who cannot afford coats. With the support of Presenting Sponsor Health Plus, we distributed 70,000 coats to help the growing number of people who would have otherwise gone without.

**Meal Services:** Our volunteers prepared and served nutritious meals to clients at homeless shelters and community centers.

**Revitalizing Schools, Community Centers, Libraries, and Shelters:** New York Cares volunteers painted, cleaned, and spruced up these important community centers.

**New York Cares Day:** Last October, 8,000 New Yorkers transformed 118 schools into inspiring learning environments by brightening indoor and outdoor spaces with vibrant murals and organizing libraries to enhance school and community pride.

**Maintaining Parks and Gardens:** New York City’s parks and gardens reduce pollution, provide recreational space, and lift the spirits of all New Yorkers. From March through November, volunteers rolled up their sleeves to revitalize public green spaces.

**Hands On New York Day:** Five thousand volunteers came out to give the Big Apple a spring cleaning on our 15th Annual Hands On New York Day, sponsored by HSBC Bank USA, N.A. Volunteers raked leaves, pruned trees and bushes, repaired fences, planted hundreds of shrubs and bulbs, and removed winter debris, making the parks clean and ready for summer.

**Caring for Shelter Animals:** The chance of shelter animals finding loving new homes is greatly enhanced by human contact. Volunteers spent 12,000 hours ensuring that animals remained happy, healthy, and socialized at shelters around the city while waiting to be adopted.

**Citywide Disaster Readiness:** New York Cares has been the Office of Emergency Management’s lead organization for coordinating general volunteers during citywide emergencies since 2003. Our partnership with the American Red Cross of Greater New York provides a framework for cooperation in preparation for and response to disasters.
Engaging Youth in Service

“I couldn’t feel happier about myself because I was able to help those who were in need... It truly made me realize the significance of volunteering.”
— Melissa Gutierrez, Student, Youth Service Clubs

New York Cares’ award-winning Youth Service Club program cultivates the next generation of volunteers. Our goal is to inspire young people to become lifelong contributors to their communities by educating them about social issues, engaging them in youth-led volunteer projects, and developing their leadership skills. In 2009, we partnered with 31 schools in high-risk neighborhoods to offer 5,000 students meaningful volunteer opportunities and service learning activities focused on:

**Crime Prevention:** Students from our partner high schools participated in a series of crime prevention projects. Volunteers painted murals inspiring their peers to find their “anti-drug” and taught young children about personal safety.

**Hunger:** Volunteers served more than 2,000 meals in food pantries and soup kitchens and learned how to combat hunger in their communities. Students also learned about nutritional issues facing low-income populations and how food rescue operations work in the city.

**Environmental Sustainability:** We partnered with organizations, such as the Brooklyn Bridge Park Conservancy, to teach Youth Service Clubs students about ecological sustainability in an urban environment. Volunteers completed 35 projects, including testing water quality, identifying and removing invasive species, and sharing their knowledge with grade-school children.

**Youth Helping Youth:** Youth Service Clubs volunteers completed more than 100 projects serving elementary school children. They provided after-school programs with added resources and positive role models by teaching young children about science education, literacy, and social issues.

**Training Emerging Leaders**

Students in New York Cares’ Youth Service Clubs are offered the opportunity to develop valuable leadership skills by becoming Youth Team Leaders. New York Cares provided 118 students with specialized training and workshops to enhance their abilities to effectively plan, recruit, and manage their peers at service projects. The skills they learn in this program will last a lifetime.
**Financial Report**

### Statement of Activities

Year Ended June 30, 2009

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<tr>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
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<tr>
<td>Foundations</td>
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<td>Corporations</td>
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<td>Individuals</td>
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<td>Special Events, Net</td>
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<td>Investment Income</td>
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<td>Other Income</td>
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<td><strong>Total Operating Revenue and Support</strong></td>
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<td>Program Services</td>
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<td><strong>Change in Net Assets</strong></td>
<td>(100,888)</td>
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New York Cares maintains a four-star rating (the highest ranking available) for sound fiscal management from Charity Navigator, the nation’s premier independent evaluator of charitable organizations.

### Statement of Financial Position

Year Ended June 30, 2009

<table>
<thead>
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<th>Assets</th>
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<td>Cash and Cash Equivalents</td>
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<td><strong>Total Assets</strong></td>
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<table>
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<th>Liabilities and Net Assets</th>
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<td>Liabilities - Accounts Payable and Accrued Expenses</td>
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<td>Deferred Rent</td>
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<td><strong>Total Liabilities</strong></td>
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<tr>
<td><strong>Net Assets:</strong></td>
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<td>Unrestricted</td>
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<td>Designated - Board Endowment</td>
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<td>Undesignated</td>
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<td><strong>Total Net Assets</strong></td>
<td><strong>4,764,742</strong></td>
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**TOTAL LIABILITIES AND NET ASSETS**

$5,309,802

New York Cares, Inc. - This information has been excerpted from our 2009 Financial Statements audited by our independent accountants Eisner LLP. For a complete copy of our Audited Financial Statements, visit www.newyorkcares.org or write to New York Cares, 214 W. 29th Street, 5th Floor, New York, NY 10001.
Hands On Heroes that Supports Honor with members marked with an * as members of New York Cares’ Hands On Heroes Society. This individual has shown their support for New York Cares by making a generous, multi-year commitment to help us reach an even greater number of New Yorkers in need. To learn more about our Hands On Heroes Society, please visit us at 212-218-1154 or e-mail: amy.wickstein@newyorkcares.org.

Financial Supporters (continued)

Financial Supporters (continued)
Community Partners (continued)
Community Partners (continued)

T & T Vernon Block Association
Supportive Children's Advocacy
Sunnywood Apartments
StreetWise Partners
The StreetSquash Organization
Street LIFE Ministries
Stickball Printmedia Arts
Steinway Child and Family Services, Inc.
Staten Island Mental Health Society, Inc.
Stevensay Child and Family Services, Inc.
StreetSquash Organization
StreetWise Partners
Sunrise Community Services*
Sunnywood Apartments
Sunset Park Community Church
Supportive Children's Advocacy Network*
T & T Vernon Block Association
Talmudic Center of Prayer For All People, Inc.
Tender Care Human Services
Terence Cardinal Cooke Health Care Center
The Salvation Army of Greater New York
Trinity Lower East Side Lutheran Parish
True Gospel Tabernacle Church
Tzu Chi Foundation
Union Baptist Church
The Unitarian Church of All Souls
United Bronx Parents, Inc.
United Cerebral Palsy of New York City
United States Association of Blind Athletes
Unity Faith Outreach
University Community Social Services, Inc.
University Settlement - After School Program
University Settlement Beacon Program
Upwardly Global
The Urban Dove
Urban Pathways, Inc.
Urban Strategies, Inc.*
Vaughn College of Aeronautics and Technology - Upward Bound Program
Vitas Therapeutic Community, Inc.*
Wage Adult Day Health Center
Village Care*
Village Nursing Home
The Village Temple
Violence Intervention Program
VPP Community Services, Inc.
Voices from the Heart Ministries
Voices Services for the Blind and Visually Impaired
Visiting Nurse Service of New York* "Volunteers of America"
Washington Heights Academy
Washington Heights OCTORER Project
Washington Heights Naacp Victim Program
We Stand For Our Children
Western Queens Case Management
What About the Children, Inc.
White Plains Deliverance Evangelistic Center, Inc.
Whitney Museum of American Art
Women for Afghan Women
Women In Need, Inc.*
Women's Housing and Economic Development Corp.
Women's Partial Hospitalization* Word of Life Christian Fellowship
The World Soccer Organization
WVCA of Greater New York* Yakville Common Pantry
Young Women's Christian Association*
Zion Baptist Church, Inc.
Affiliations for identification purposes only.

Current partnerships recorded as of 12/1/2009.
Credits

Photography

Cover photo by: Deidre Schoo

Interior photos by: Carol Chang, Christopher Duggan, Lauren Farmer, Colleen Farrell, Shareese Ann Frederick, Lyn Hughes, Peter Kornicker, Jillian Nelson, Anthony Parmelee, Deidre Schoo

Pictured on front cover: New York Cares Day volunteer Brian Van Nieuwenhoven at P.S. 67 K

*New York Cares is proud to count NYC Civic Corps and AmeriCorps members among our staff.

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