

# Strengthening Philanthropy in Newark

Report to the Field 2010-2011: Philanthropic Liaison to the City of Newark

*A Partnership of the Office of Mayor Cory A. Booker and  
The Council of New Jersey Grantmakers*

Since its inception in 2007, the Newark Philanthropic Liaison has leveraged \$46 million for Newark, including \$38 million in private funding and \$8 million in public investments.

Funded by the Council of New Jersey Grantmakers, the Liaison position is modeled after a similar statewide office in Michigan. The Liaison is non-partisan, works in Newark City Hall, and serves as bridge between the 120-member Council and Newark Mayor Cory A. Booker's administration. Reflecting dual priorities of the Mayor and grantmakers, this executive helps funders with the city's most pressing issues, including child and family well-being, prisoner reentry, greening and sustainability, workforce and economic development, and education.

The Liaison's work falls into four broad areas:

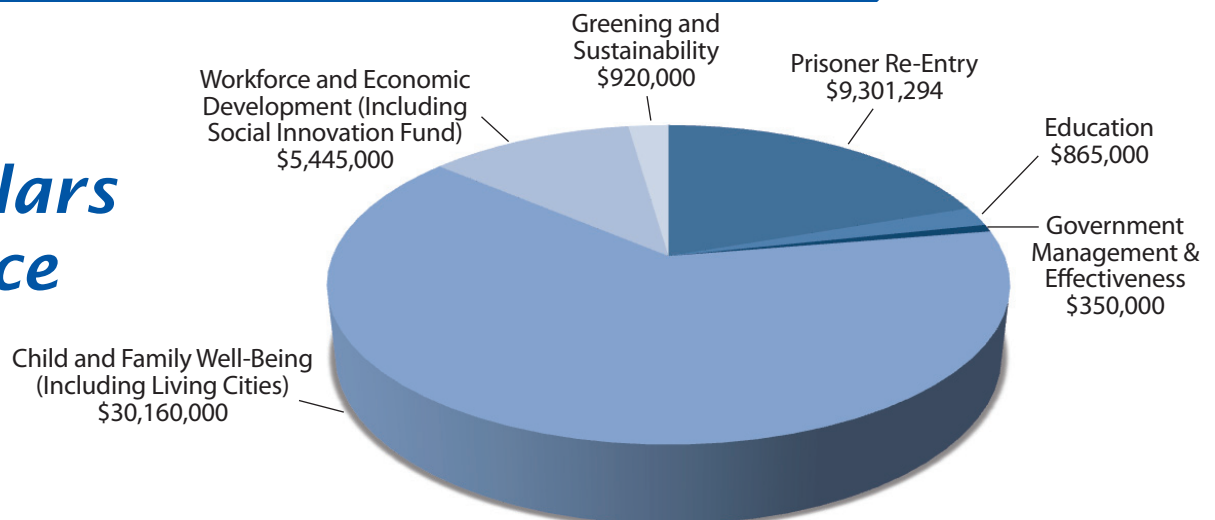
**RAISE RESOURCES** from funders with new interests in Newark

**CONNECT** regional grantmakers, national funders and government entities

**CONVENE** stakeholders in philanthropy and government leaders

**LEVERAGE** philanthropic dollars to secure additional resources

## Total Dollars at a Glance



## RAISE RESOURCES

### Living Cities' Strong Healthy Communities Initiative invests \$15M

Living Cities, a national consortium of the country's leading foundation and financial institutions, turned to the Philanthropic Liaison as it ramped up its investments in Newark. The Liaison was an information hub, connecting Newark City Hall with regional foundations and an intermediary nonprofit for Newark's successful response to Living Cities' requests for proposals. The consortium's 2010 award of \$15 million has launched a Strong Healthy Communities Initiative. This blended investment of grants and loans, with an additional \$15 million match from Newark-based Prudential, will help create healthy neighborhoods, improve the supply and demand for fresh food, establish school-based and mobile health centers, and revitalize neighborhoods by rehabbing up to 100 abandoned properties.



*A contingent of Newark public and private partners attended Living Cities' historic announcement of \$15M for Newark at a meeting in Detroit, MI: (first row) Preston Pinkett, Prudential; Nika Makhmali, Center for Collaborative Change; Laurel Dumont, Center for Collaborative Change; Kimberly Ostrowski, Prudential Foundation; (second row) Chinh Le, New Jersey Division on Civil Rights; Ken Zimmerman, Lowenstein Sandler; Anthony Santiago, Deputy Chief of Staff, City of Newark; Bill Shearer, AKA Health; Jeremy Johnson, Newark Philanthropic Liaison.*

### Creating Safe Havens for Youth

In 2010, the Liaison helped the Mayor's Office provide a safe haven for Lesbian, Gay, Bisexual, Transgender and Questioning teens. The Liaison engineered a collaborative application to the **Healthcare Foundation of New Jersey** to help staff the city's first after-school program for this under-served population. Operated by the New York-based Hetrick-Martin Institute (HMI) in partnership with Newark Public Schools and local nonprofits, the program offers counseling, crisis management, health and wellness programming, academic enrichment, job readiness and arts and culture programs – all modeled after HMI's 30 years of work as the home of the Harvey Milk School. The program has helped lay the foundation for the proposed Sakia Gunn High School for Civic Engagement, slated to open in 2012.



*Students from the HMI to Go Afterschool Program participate in a theater workshop at New Jersey Performing Arts Center with Cynthia Meryl (left) of the New Jersey Youth Theatre. The afterschool program received start-up funding via the leadership of the Newark Philanthropic Liaison and the Mayor's Office.*

## LEVERAGE

### Social Innovation Fund award combines \$5M in federal, private and local foundation resources

Newark will use \$5 million from the Social Innovation Fund – a White House Initiative – to help break the cycle of poverty through two programs with proven success records. **\$aveUSA** provides incentives to residents who save money and engage in financial planning. The **Young Adult Internship Program** links indigent youth to opportunities that orient them to responsible work life. The Liaison leveraged commitments from area foundations, including new philanthropic partner Goldman Sachs, to match federal dollars. The Liaison also helped place foundation representatives on national review panels that selected local organizations to operate these evidence-based poverty-reduction programs.

## CONVENE

### Establishing A Forum for Connecting Resources and Sharing Knowledge

In 2010, the **Newark Funders Group** was launched and now meets quarterly to discuss and address areas of concern in the state's largest city. The group helps Newark funders more effectively share information and identify, secure, and deploy intellectual and financial capital. For example, the group's Education Subcommittee provides a forum for New Jersey grantmakers to work in tandem with the Mayor's Office and the philanthropies associated with Facebook co-founder Mark Zuckerberg's \$100 million challenge grant to the Newark Public Schools. These regional and national funders are working together, not separately, to find successful solutions that will insure the success of Newark students.

*Newark Funders Group Education Subcommittee*

*(front row l-r): Jeremy Johnson, Newark Philanthropic Liaison; Annette Strickland, Schumann Fund for New Jersey; Nicole Butler, The Nicholson Foundation; Barbara Reisman, Schumann Fund for New Jersey; Dale Anglin, Victoria Foundation; Irene Cooper-Basch, Victoria Foundation; Sarah Keh, Prudential Foundation; Anne Jacobson, Victoria Foundation; Linda Bailey, ETS; Reggie Lewis, The Chad School Foundation (back row l-r): Margaret Parker, Victoria Foundation; Chris Daggett, Geraldine R. Dodge Foundation; Kay Hendon, The Nicholson Foundation; Chuck Crafts, Gem Foundation; Michael Greene, The Nicholson Foundation; Fred Frelow, Ford Foundation; Jen Holleran, Startup Education and the Foundation for Newark's Future*



*"Newark has amazingly attracted an unprecedented amount of philanthropy to our city... I make no apology for my efforts to raise private dollars to support city initiatives – especially in the brutal economy in which we find ourselves."*

*Mayor Cory A. Booker,  
City of Newark*

# CONNECT

## Putting Ex-Offenders on the Path to Productivity

Every year, approximately 1200 ex-offenders return to the City of Newark. The Mayor and the Liaison worked together to educate Newark grantmakers about the unique challenges faced by formerly incarcerated persons. To lower recidivism rates, raise public safety and increase opportunities for employment success, the Liaison connected funders with a special matching grant opportunity from the US Department of Labor. This public-private partnership generated \$5 million to create the Newark Prisoner Reentry Initiative (NPRI). The Liaison's office helped coalesce \$2 million in private matches to secure the federal award. These matching investments, along with additional leveraged resources, funded "rapid attachment to work" efforts and wrap-around services. Individual case management provided one-stop assistance for legal support, literacy education, mentoring, healthcare referrals and much more. NPRI enrolled 1,400 participants and placed 806 formerly incarcerated people in jobs. Participant recidivism rate is less than 10%, compared with the state average of more than 60%. Of participants placed in jobs, 71% have retained their employment for six months or longer.



*Launch of Newark Prisoner Reentry Initiative (l-r): Jeremy V. Johnson, Newark Philanthropic Liaison, John Keegan, Edison Innovation Foundation, Mark Hoover, (formerly of) Nicholson Foundation, Newark Mayor Cory A. Booker, Brent Orrell, U.S. Deputy Assistant Secretary of Labor, Howard Husock, Manhattan Institute*

### **CNJG thanks the following Funder Advisors and Advisory Committee members:**

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Vaughn McCoy, PSEG  
Suzanne Spero, The MCJ Amelior Foundation  
Nina Stack, Council of NJ Grantmakers  
Anthony Santiago, Deputy Chief of Staff, City of Newark

*"The Newark Philanthropic Liaison has worked out phenomenally well for local funders. Having this position embedded in City Hall and interfacing closely with the Mayor and his senior team has resulted in the ability to leverage countless opportunities to bring local, national and government resources to Newark that I believe would not have occurred otherwise."*



*Irene Cooper-Basch, Executive Officer & Secretary of the Board, Victoria Foundation*

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# CNJG

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