

# Strengthening Philanthropy in Newark

Report to the Field 2012: Philanthropic Liaison to the City of Newark

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

The Newark Philanthropic Liaison was established in 2007 as an innovative collaboration between the city of Newark and the Council of New Jersey Grantmakers. The Liaison represents one of the nation's first formal partnerships between a city and the philanthropic community and, since its inception, has become a nationally-acclaimed model for public-private alliance.

The Council of New Jersey Grantmakers, the statewide network for New Jersey's philanthropic community, funds the Liaison program, which is fashioned after a similar statewide office in Michigan. The non-partisan Liaison position, based in Newark City Hall, serves as a bridge between the 120+ member Council and Newark's administration. The Liaison is tasked with harnessing interest, fostering greater effectiveness, and attracting resources toward policy and programmatic areas that affect Newark's residents.

Reflecting the dual priorities of the Mayor and the grantmaking community, the Liaison **CONVENES** stakeholders in philanthropy and government; **CONNECTS** regional grantmakers, national funders and government entities; **LEVERAGES** philanthropic dollars to secure additional resources; and **RAISES RESOURCES** from funders with new interests in Newark.



*Newark Philanthropic Liaison Jeremy Johnson (right) attended The Kresge Foundation's national convening of cities that are grantees of the foundation's Advancing Safe and Healthy Homes Initiative (ASHHI). Also attending were Peter Dillon (left) and Shonda Bryant of the City of Newark's Department of Child and Family Well-Being (DCFWB), and ASHHI Director Dr. Pamela Paul-Shaheen. Kresge has awarded Newark over \$1.5 million in support of a "Get the Lead Out" program to reduce lead poisoning. The program recently expanded under the aegis of ASHHI to holistically address home health hazards that negatively impact children, seniors, and families. The Liaison is working with Kresge, the DCFWB and local New Jersey foundations to build awareness and support for the ASHHI initiative.*

Building on the success of earlier years, in 2012 the Newark Philanthropic Liaison continued to identify, broker and cultivate partnerships between the city and foundations to help improve the lives of Newarkers. Over the past five years, the Liaison leveraged more than \$48 million in support for the city's most pressing and important issues, including neighborhood development, child and family well-being, prisoner reentry, greening and sustainability, workforce and economic development, and education—all vital elements for a healthy and dynamic community. Equally as important as the monetary investments, were the vibrant collaborations spawned under the aegis of the Liaison's office, via the Newark Funders Affinity Group, to address key priorities.

## Convening to Highlight and Address Newark's Critical Issues

The year 2012 saw an explosion of convenings, subcommittee efforts and working groups highlighting Newark's critical issues. The Newark Funders Affinity Group, staffed by the Newark Liaison and co-chaired by Irene Cooper-Basch (Victoria Foundation) and Etta Denk (Bank of America), hosted an active roster of programs. The Affinity Group has become a key resource for funders interested in being more informed about making investments in the city of Newark.

The Affinity Group launched the Education Subcommittee, a subgroup which complements the Mayor's Nurturing and Empowering Families and Children Initiative. Led by Dale Anglin (Victoria Foundation), Nicole Butler (The Nicholson Foundation), and Sarah Keh (The Prudential Foundation), the Subcommittee joined with the Newark Trust for Education to create a collective fund of \$1.2 million. The resulting Newark Public Schools Innovative Schools Investment Fund is a landmark program that allows local funders to pool their resources, eliminating duplication of efforts and aligning funding with a common vision of support for all Newark's children.

Another subgroup, the Early Learners Working Group, spearheaded a series of Collective Impact sessions. Hosted by the Turrell Fund in partnership with Advocates for Children of New Jersey (ACNJ), this group strategized with city and statewide stakeholders to increase the quantity and quality of early learning, particularly for infants and toddlers aged zero to three. Other working groups were initiated to address college readiness, access and success. A hybrid working group convened funders, the Newark Public School District, researchers and service providers to work with the National Summer Learning Association to explore how to strengthen and grow Extended Learning Time. Still another working group, in coordination with the United Way of Essex and West Hudson, submitted Newark's first application to compete for designation as an All-American City for Grade Level Reading by Grade Three.

The meetings included:

- Next Steps in Advocacy for Newark's and New Jersey's Children (1/19/2012)
- Creating a College-Going Culture (1/24/2012)
- Securing Public Safety for All Newarkers (3/29/2012)
- Show Me the Data: A Portrait of Newark (6/7/2012)
- Newark Public Schools Superintendent Cami Anderson and Chief Financial Officer Photo Anagnostopoulos (6/12/2012)
- Financial Empowerment Briefing for Funders with Newark Mayor Cory A. Booker (7/31/2012)
- Data at Newark Public Schools: A Discussion with Thomas O'Dea (9/20/2012)
- Philanthropy and Politics (9/25/2012)
- Teacher Evaluation and the New Contract (11/29/2012)
- Newark Funders Affinity Group: Youth Development with Guest Mayor Cory A. Booker (12/13/2012)



*"Philanthropy and Politics" was the theme for the Newark Funders Affinity Group meeting on September 25, 2012. Rutgers-Newark historian Clement A. Price (standing left) moderated a discussion with North Ward Center's Fran Aduabato, South Ward Councilman Ras Baraka, Newark Mayor's Chief of Staff Modia Butler, Seton Hall University Professor Shavar Jeffries, and North Ward Councilman Anibal Ramos.*

## Connecting Stakeholders to Strengthen Programs and Improve Policy

The Liaison played a pivotal role in Newark's successful application to Living Cities, a national consortium of the country's leading foundation and financial institutions. The Liaison worked with the local Living Cities coordinator to determine how the awarded Strong Healthy Communities Initiative (SHCI) could effectively partner with stakeholders in the roll out of Living Cities' \$15 million in blended grants and loans, along with an additional \$15 million match from Newark-based Prudential. The initiative emphasizes systemic change beyond program delivery, broad public-private integration, and capital markets for the improvement of low-income populations. The investments will integrate school-based health activities; eliminate blighted and unhealthy housing conditions; and increase access, equity and quality of food availability for low-income children.

The Liaison connected the SHCI coordinator with the Michigan-based Kresge Foundation's Advancing Safe and Healthy Homes Initiative (ASHHI). As a result, SHCI is incorporating ASHHI system changes in city policies, in partnership with the Department of Child and Family Well-Being and other departments.

# Leveraging National Funds Anchored by Private Sector Partnerships

In 2012, the Newark Philanthropic Liaison was instrumental in attaining two federal planning grants for the city's most hard-pressed neighborhoods.

Serving as a philanthropic partner to Newark's application to the United States Department of Housing and Urban Development, the Liaison helped to secure a \$300,000 Choice Neighborhood Planning Grant for the Newark Housing Authority to focus on the isolated Dayton Street Neighborhood in the South Ward, home to the Seth Boyden Terrace housing projects.

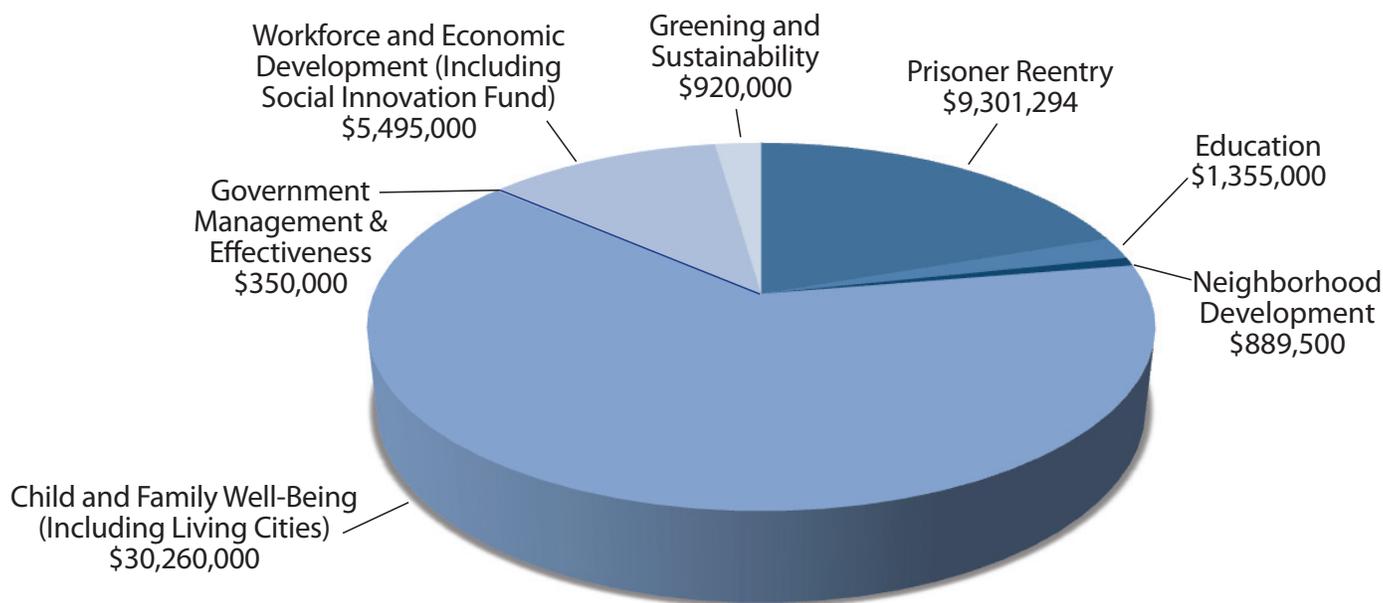
The Liaison also helped facilitate an award of \$498,772 from the United States Department of Education. The Promise Neighborhood Planning Grant award was granted to Rutgers-Newark to focus on the West Ward's Fairmount Neighborhood in partnership with the Urban League of Essex County, the United Way of Essex and West Hudson and other partners. Moving forward, the Liaison will be actively involved in raising the matching investment of \$250,000 that is required of the private sector.

These landmark federal planning grants will set the stage for future implementation grants. The growing infrastructure of connected foundations in Newark —organized and developed by the Liaison—are poised to be proactive in helping the city chart its future alongside these efforts.

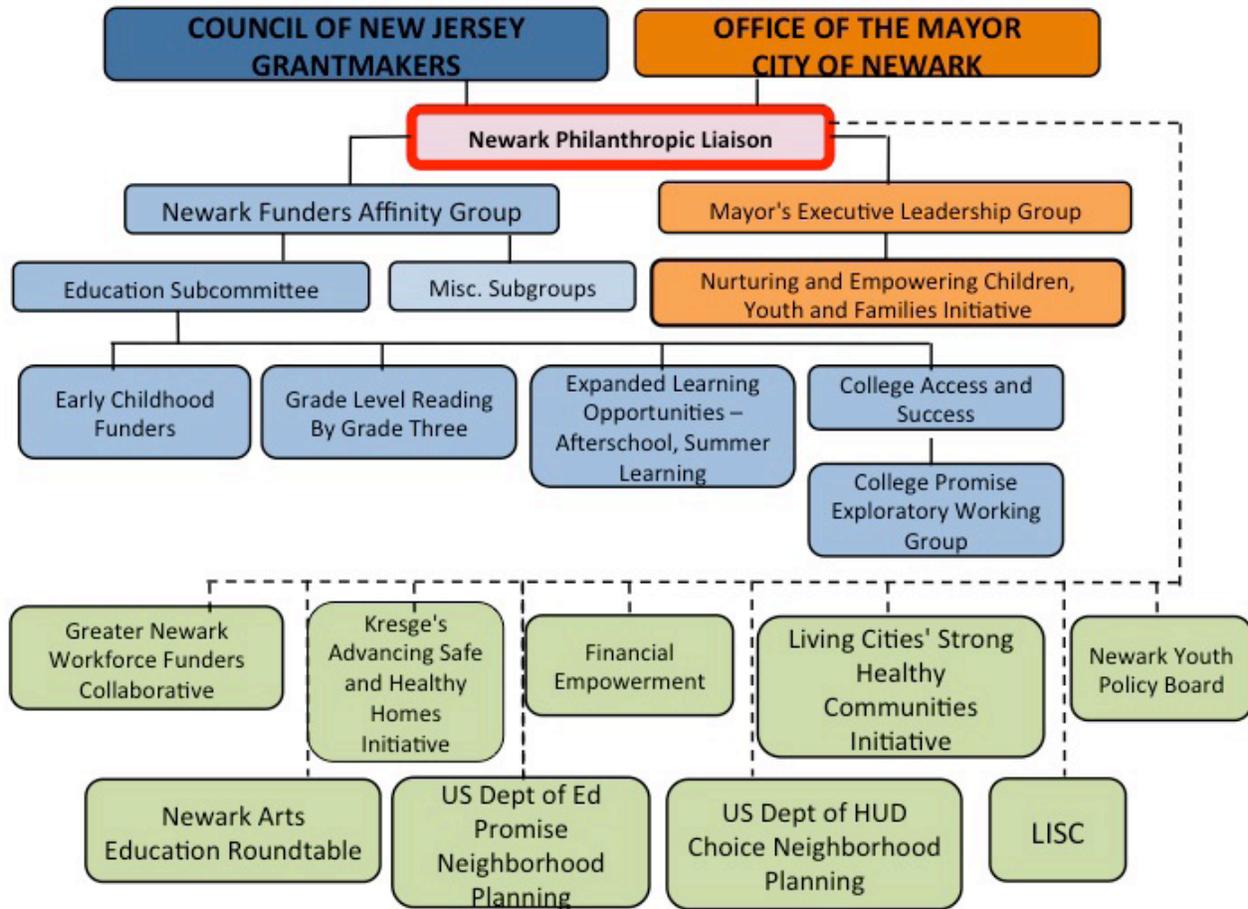
## Raising Resources: Generating Over \$48 Million in Five Years

The Newark Philanthropic Liaison celebrated its fifth year in 2012 with the announcement that the Office had leveraged more than \$48 million. These leveraged dollars resulted from the innovative partnership between the Mayor's Office; local, regional and national funders; federal agencies; and numerous stakeholders committed to the city of Newark. Taken together, these resources demonstrate the power of philanthropy working in conjunction with government to innovate, complement, and strengthen communities in Newark.

The funding tracked by the Liaison, outlined in the graph below, comprises \$40.02 million in private funds and \$8.47 million in public investments resulting from the Office's leveraging impact. The most sizable sources were via the leadership of large initiatives such as Living Cities' Strong Healthy Community Initiative, with a matching investment from stakeholders such as The Prudential Foundation. Federal resources included the United States Department of Labor's Prisoner Reentry Initiative, the United States Department of Health and Human Services' Shelter Plus Care Homeless Housing Programs, the United States Department of Housing and Urban Development's Choice Neighborhood Program and the United States Department of Education's Promise Neighborhood Program.



The following chart shows formal and informal relationships managed by the Newark Philanthropic Liaison.



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

- Irene Cooper-Basch, Victoria Foundation, Inc.
- Modia Butler, Chief of Staff, City of Newark
- Christopher Daggett, Geraldine R. Dodge Foundation
- Etta Denk, Bank of America
- Curtland E. Fields, Turrell Fund
- Shané Harris, The Prudential Foundation
- Kimberly Baxter McLain, Foundation for Newark's Future
- Barbara Reisman, Schumann Fund for New Jersey
- Anthony Santiago, Deputy Chief of Staff, City of Newark

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**Funder Advisors and Bi-Weekly Briefings**

The office of the Newark Philanthropic Liaison is funded by specially-designated grants to the Council of New Jersey Grantmakers (CNJG). Liaison funders enjoy an added level of engagement as special advisors. They are briefed bi-weekly via teleconference and annotated agendas. General members of CNJG are invited to participate in the Newark Funders Affinity Group and related subgroups. Members may also communicate via CNJG's Newark Funders listserve. For further information about CNJG membership, or supporting the Newark Philanthropic Liaison, contact Nina Stack, President, CNJG, at 609-341-2022.



COUNCIL OF NEW JERSEY GRANTMAKERS  
 Strengthening Philanthropy in Our State

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