

TAKE CARE NEW YORK 2020 ACTION PLANNING PROCESS

RESOURCE GUIDE

Find tips & resources for building support and getting funding to implement your project! Be agents of change in your neighborhoods to help create a healthier, more equitable NYC!

GET SUPPORT!

POLITICAL 

PARTNERSHIP 

ADVOCACY 

BUSINESS 

Putting a plan into action takes political, institutional, organizational and community support that goes beyond funding. Assess organizational capacity, community assets, and the political-regulatory landscape to identify opportunities to gain support or to affect change.

GET FUNDING!

FEDERAL 

STATE 

CITY 

PRIVATE 

In order to move forward with your plan to effect change, you may need funding for staff time, materials, or other key ingredients of success. There are many different sources of funding, and your best bet is to go after any source of funding that you are eligible for.

ABOUT THE AUTHORS



**hester street
collaborative**

Hester Street Collaborative (HSC) empowers residents of underserved communities by providing them with the tools and resources necessary to have a direct impact on shaping their built environment. We do this through a hands-on approach that combines design, education, and advocacy. HSC seeks to create more equitable, sustainable, and vibrant neighborhoods where community voices lead the way in improving their environment and neglected public spaces.

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BUILD POLITICAL SUPPORT

Elected officials can provide the support and advocacy needed to advance your project through the city's regulatory and approval process. Learn about the local government's decision-making process to understand how to navigate and make it work for you and your community!

MAKE YOUR ISSUE HEARD: GET YOUR COMMUNITY BOARD'S ATTENTION

Your neighborhood is represented by a community board which is a local advisory group that makes recommendations to City Council and city agencies on land use and zoning issues. Community Board meetings are open to the public and they, along with public hearings on the city's annual budget, are great opportunities for community members to express their needs and concerns.



COMMUNITY BOARD RESPONSIBILITIES:

- Advise on land use and zoning issues
- Prepare local statement of needs for the city budget
- Address community concerns
- Advocate for better government

YOUR GOAL:

- To get your intervention on your Community Board's Project Priority List
- To advocate that your neighborhood issue is included in the local statement of needs

STEPS:

- 1.** Call your Community Board Office. To find your Community Board visit: nyc.gov/html/cau/html/cb/cb.shtml
- 2.** Introduce your organization and introduce the issues that you are tackling and the intervention strategy. Ask to present your issue to the full Community Board meeting (or the appropriate Subcommittee meeting).
- 3.** Present your issue in a compelling way to the full Community Board or Subcommittee in 2 - 3 minutes and request a follow up meeting.
- 4.** Request a letter of support for your intervention from the Community Board.
- 5.** Attend the public hearing for the District Budget Priority List, where 40 capital projects will be selected as the most important priorities for the district. This list will influence the Council Members' and Borough Presidents' funding decision.

Tip: Reach out to local stakeholders and your network first to ask if anyone has a relationship with the Community Board and who can put in a good word or make a formal introduction.

BUILD POLITICAL SUPPORT

IMPROVE THE BUILT ENVIRONMENT: IMPACT DEVELOPMENT THROUGH ULURP

The Uniform Land Use Review Procedure (ULURP) is a public review process of certain actions affecting land use of the city or in other words, actions that will shape the built environment. Land use refers to how public and private properties are used. Zoning regulates land use, and buildings' height, size and relation to the street. Projects that require special review or approvals, or modifications to existing zoning regulations are required to be reviewed by the city through the standardized ULURP procedure. ULURP is one way for communities to get projects with potential to have a big impact on the future development of their neighborhoods approved and implemented.



ACTIONS REQUIRING ULURP REVIEW:

- Site selection for capital projects including community facilities (e.g. libraries, fire houses, child care center, etc.)
- Designation or change of a zoning ordinance
- Housing and urban renewal plans and projects
- Special permit that requires approval
- Permission for a private entity to operate a business on public land
- Disposition and acquisition of city-owned property

YOUR GOAL:

- To attend the ULURP public hearings to make sure the proposal responds to your community's needs
- To advocate for land use proposals with outcomes prioritized by your community
- To testify at hearings and submit statements declaring your position on the issues that matter most to your community
- To affect neighborhood change by taking action to improve the built environment and strengthen communities

STEPS:

- 1. Get involved before the ULURP process starts to have more opportunity to influence it**
- 2. Communicate your concerns and needs to your community board and city council members**
- 3. Attend and participate during the public hearings throughout the ULURP process**

Tip: For step-by-step instructions on ULURP application process, <https://www1.nyc.gov/site/planning/applicants/applicant-portal/step5-ulurp-process.page>

BUILD PARTNERSHIP SUPPORT

It's so much harder to go at it alone. Collaborate and partner with other community-based organizations and institutions across multiple sectors on a range of initiatives. These actions do not require any formal agreement or long-term commitment, but may provide you with the extra boost to get your intervention implemented.



KEY CONSIDERATIONS FOR PARTNERSHIPS:

- What tasks, roles and relationships are necessary to accomplish your project from planning and design through implementation and management of intervention (e.g. advocate, educator, program administrator, evaluator, etc.)?
- What resources are needed to implement and manage the intervention? What skills, sweat equity and in-kind donations can be leveraged (e.g. volunteers, space, expertise, services, goods, etc.)?
- What institutions should be involved based on the issue that the intervention is addressing (e.g. hospitals, schools, etc.)?

YOUR GOAL:

- To identify and form partnerships with community-based organizations, institutions, community groups and/or individuals whose support is essential to the success of the project

STEPS:

- 1. Assess your organizational capacity to define your partnership needs**
- 2. Identify potential key stakeholders and type of support needed**
- 3. Meet with key stakeholders to discuss partnership opportunities, roles and responsibilities**

Tip: Draft a memorandum of understanding, letter of agreement, scope of work or even an email with the specific roles and responsibilities so that all partners are on the same page and clear about what they are doing.

BUILD ADVOCACY SUPPORT

Don't underestimate the power of advocacy to influence decision-makers and bring about change! Promoting a proposal or policy is an effective intervention strategy and there are experienced advocacy groups that you can align with to together champion your cause.



KEY CONSIDERATIONS FOR ADVOCACY:

- What do you want?
- Who can make it happen? Who are the people and institutions you need to move to make it happen?
- What do they need to hear? How should you frame and message what you want to say to your targeted audiences?
- Who do they need to hear it from? What is an effective strategy to deliver your advocacy message (e.g. lobbying, negotiation, mass media, partners, etc.)?
- What do we have? What do we need? What are your advocacy resources (e.g. potential alliances, staff and partner capacities, information and political intelligence, etc.)?

YOUR GOAL:

- To create partnerships with community-based organizations, institutions, groups and/or individuals to get the support your organization needs to successfully implement or manage your intervention/project

STEPS:

1. Define issues and solutions you are seeking to achieve
2. Analyze key stakeholders and their level of influence (e.g. do they have formal authority; who can influence them?)
3. Develop advocacy strategy (e.g. who is your target audience, what is the message, how to deliver advocacy message, etc.)
4. Identify the gaps and your needs (e.g. what alliances need to be built, what capacities such as outreach, media access and research are crucial to your advocacy effort)
5. Reach out to potential allies and stakeholders who you can partner with or can help you meet your capacity needs
6. Set goals, interim outcomes and activities before taking action and evaluate to see if it's working

Tip: For an in-depth guide to advocacy, http://www.unicef.org/evaluation/files/Advocacy_Toolkit.pdf

BUILD BUSINESS SUPPORT

Successful project implementation requires a lot of varied support; from businesses through sponsorships, in-kind donations and partnerships. Partnering with local and large businesses can maximize the level of support and ensure that your project succeeds in your local community.

KEY CONSIDERATIONS FOR BUSINESS SUPPORT:

- Businesses can make great partners for nonprofit organizations, but it takes more than a call to request sponsorship.
- It is important to understand the needs of the business so your organization can appeal to their interests and demonstrate the mutual benefits of a partnership.
- Businesses can contribute by providing financial gifts, customer giving (especially at retail locations), in-kind donations, and volunteers.
- In some cases, businesses may also be able to help implement or advance the intervention (e.g. a business could support the success of a new bike-to-work club by installing a bike parking station, or allowing employees to use pre-tax transit benefits to pay for bike repairs).



YOUR GOAL:

- To cultivate healthy and co-beneficial relationships with businesses to push your project's goals forward

STEPS:

- 1. Research potential corporate partners. Their website's about section can inform you on their mission, and connecting with their executive staff on LinkedIn can highlight who may be most sympathetic to your cause.**
- 2. Be ready to entice them. If you know some of their staff, use their existing support to rally for full company support. Tell them about your whole organization and focus on your big goal, not a single event or action. This way, they can identify ways they would like to help.**
- 3. Cultivate the relationship. Make sure you are underlining the ways in which a company's support is being recognized at your public events, in board meetings, and how their support is helping achieve your goal.**

Tip: Be sure to express what your nonprofit can do for their company (e.g. marketing opportunities, advertising their gift, consumers you touch, how helping can position them as a good corporate citizen).

SUPPORT FROM BUSINESS IMPROVEMENT DISTRICTS

Business Improvement Districts (BID) are formal organizations made up of property owners and businesses, who self-tax to establish funds for neighborhood improvements, such as sanitation, street cleaning, public safety and visitor services, beautification and more. With 72 current BIDs, New York City now hosts the country's largest network of BIDs across the five boroughs.

BIDs can support your project by sponsoring events or programming, helping with messaging along their commercial district, and by enhancing the built environment to promote healthy lifestyle changes related to your project. BIDs provide a unique opportunity for individual corporate sponsorship because they have already organized local businesses and property owners. For a full directory of NYC's Bids, visit: <http://nycbids.org/bid-directory/>

GET PUBLIC FUNDING

Government agencies and elected officials provide different types of funding from different sources based on project criteria. Funding sources also vary at different levels of government.



FEDERAL LEVEL

Federal agencies that oversee strategies related to certain issues provide grant opportunities through grants. Please refer to list of public funding at the federal level.



STATE LEVEL

State agencies provide grants to support projects according to the category of interest. Please refer to list of public funding at the state level.



CITY LEVEL

New York City has a mayor-council system where the Mayor is in charge of the City's executive branch and the City Council the legislative branch. Local government has a set of tools to change the form, function, design and feel of communities. Here's how you can participate in the legislative process to determine how the city budget is allocated.

CITY COUNCIL

There are several opportunities to get your intervention funded through City Council. City Council can allocate "Discretionary Funds" to non-profit organizations to meet local needs and gaps. The Council Speaker has funding for "Capital Projects." Council Members can allocate funds for "Participatory Budgeting," which is a democratic process in which community members directly decide on how to spend part of the public budget.



RESPONSIBILITIES:

- Introduce city legislation
- Vote on proposed legislation and City budget
- Pass City budget
- Support or oppose development in their district
- Distribute discretionary funds to council committees and to nonprofit organizations

BOROUGH PRESIDENTS

Borough Presidents can provide funding opportunities for your project. Each Borough has a Borough Board consisting of the Borough President, the City Council Members from the borough, and the chair of each of the borough's Community Boards. The Borough Boards meet monthly to serve the needs of the local communities. They may hold public hearings, make inquiries into the performance of public services, and make recommendations about city owned land uses and sales within the borough.



RESPONSIBILITIES:

- Advocate for the needs of their respective borough
- Advise Mayor on issues relating to borough
- Comment on land use issues
- Advocate for borough needs in the annual municipal budget process
- Appoint members to Community Boards and City Planning Commission

GET PUBLIC FUNDING



CITY LEVEL

CITY COUNCIL

YOUR GOAL:



- To meet with your City Council Members and to request discretionary funds for your project. To find your Council Member: council.nyc.gov/html/members/members.shtml
- To find out if your City Council Member has funding for participatory budgeting. If so, get community residents to attend the public hearings and support your project.
- To get a meeting with the Council Speaker or your City Council Member to get funds for a capital project

STEPS:

1. Meet with your Council Members to explain your intervention project. Bring any supporting materials that you might have such as a letter of support from your Community Board/elected officials, etc.
2. Inquire about getting discretionary funding for your intervention from you Council Member.
3. Ask your Council Member to apply your project for additional funds from the Council Speaker.
4. Work with your Council Member to include your intervention in the list of projects to consider for participatory budgeting.
5. Request that your project be included in the Borough Statement of Budget Priorities.

Tip: Find out who your elected officials are at <http://www.mygovnyc.org/>

BOROUGH PRESIDENTS

YOUR GOAL:



- To meet with your Borough President to request discretionary funds for your project
- To get your project on the Borough Statement for Budget Priorities

STEPS:

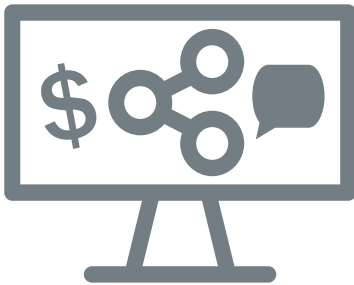
1. Request a meeting with your Borough President Office to explain your project. Bring any support materials that you may have such as a letter of support from Community Board/elected officials, etc.
2. Ask the Borough President to allocate discretionary funds towards your project.
3. Request to get your intervention on the Borough Statement of Budget Priorities.

GET PRIVATE FUNDING

Philanthropic institutions give funding based on issue and geographic location among many other considerations.

CROWDFUNDING SOURCES

Crowdfunding is a method of raising capital through the collective efforts of a large pool of individuals — primarily online via social media leveraging networks for greater reach and exposure.



Please refer to list of crowdsourcing opportunities.

PRIVATE FOUNDATIONS

Private foundations are organizations that disburse the bulk of their investment income each year to desired charitable activities. The Request for Proposal (RFP) usually announces funding opportunities.



Please refer to list of funding from private foundations categorized by the TCNY Objectives selected by each neighborhood, however, the funding opportunities may go beyond the highlighted objectives.

RESOURCE LIST: GET SUPPORT

SELECTED TCNY HEALTH OBJECTIVES



HOMES WITH
MAINTENANCE DEFECTS



VIOLENCE



OBESITY



PHYSICAL
ACTIVITY



UNMET
MEDICAL NEEDS



UNMET MENTAL
HEALTH NEEDS

BUILD ADVOCACY SUPPORT

Here's a list of potential advocacy partners and how they might support your health strategy. These organizations may offer additional expertise and advocacy strategies to help your project gain support through and beyond implementation.

NATION-WIDE

National Action Against Obesity

National Action Against Obesity is a non-partisan, all-volunteer advocacy group dedicated to reversing the obesity crisis by eliminating disease- and obesity-accelerators from the food supply

<http://www.actionagainstobesity.com/NationalActionAgainstObesity/NAAO.html>



Campaign to End Obesity

A national coalition that provides information and guidance necessary for decision-makers to make policy changes that will reverse one of the nation's costliest and most prevalent diseases

<http://www.obesitycampaign.org/default.asp>



Let's Move!

A national comprehensive initiative, launched by the First Lady, dedicated to solving the challenge of childhood obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams

<http://www.obesitycampaign.org/default.asp>



SHAPE America

The Society of Health and Physical Educators is committed to ensuring all children have the opportunity to lead healthy, physically active lives. As the nation's largest membership organization of health and physical education professionals

<http://www.shapeamerica.org/>



Mental Health America

Provides support on policy change that addresses the needs of those living with mental illness and promotes the overall mental health of all Americans

<http://www.mentalhealthamerica.net/policy-advocacy>



Brady Campaign

A coalition that advocates creating a safer America by cutting gun deaths in half by 2025. Through a three-prong campaign that pushes for background checks on all gun sales; tries to stop the 5 percent of gun dealers that supply the vast majority of crime guns; and leads a national conversation to shift the social norms around guns in homes

<http://www.bradycampaign.org/>



STATE-WIDE

Health Care Bureau

Safeguards the rights of health care consumers by providing information and assistance, resolution of consumer health-related complaints, and aims to improve the health care for consumers and patients

<http://www.ag.ny.gov/bureau/health-care-bureau>



CITY-WIDE

The Partnership for a Healthier NYC

The Partnership's goal is to significantly reduce chronic disease in New York City—for everyone—by supporting proven, community-level efforts, to change the environments in which people make decisions that impact their health

<http://healthiernyc.org/about-the-partnership/>



Community Food Advocates NYC

CFA works to expand and improve child nutrition programs to support children's health and learning capacity, and increase access to nutritious food for all New Yorkers

<http://www.communityfoodadvocatesnyc.org/>



PULSE

A nonprofit community-based organization dedicated to raising awareness about patient safety through advocacy, education and support

<http://www.pulseofny.org/aboutUs.html>



Metro Health Care

A city-wide, multi-constituency health care coalition that advocates for universal health care, and engages in other health care justice efforts that are strategic to that goal

<http://www.metrohealthcare.net/>



Urban Justice Center: Mental Health Project

Provides support through legal counseling, community education, and advocacy for low-income New York City residents with mental illness

<https://mhp.urbanjustice.org/>



MHA - NYC

Promotes the development of and advocacy for mental health policies that anticipate the mental health needs of the next decade or longer

<http://www.mhaofnyc.org/advocacy/>



Citizens Crime Commission of New York City

A non-partisan non-profit organization working to make criminal justice and public safety policies and practices more effective through innovation, research, and education

<http://www.nycrimecommission.org/>



New Yorkers Against Gun Violence

A non-profit organization focused to reduce gun violence through legislative advocacy and education designed to encourage action, influence public opinion and lead to policy change

<http://nyagv.org/>



Fair Housing Justice Center

Fair Housing Justice Center assists organizations with housing discrimination complaints, provides assistance with investigations, advocacy for programs and policies, and provides technical assistance

<http://www.fairhousingjustice.org/about-us/mission-history/>



BUILD PARTNERSHIP SUPPORT

Here's a list of potential partners and how they might support you in the implementation of your health strategy. These organizations may offer additional expertise, in-kind donations or other resources to help your project get off the ground or go that extra mile.



Met Council

A non-profit organization with services and policy advocacy in housing, family violence services, food safety, home repairs for seniors, and social services, primarily serving the poor Jewish communities of NYC.

<http://www.metcouncil.org/site/PageServer>



NY Communities for Change

Organizes low-income communities of color across New York City and Long Island with a focus on affordable housing and preservation, good jobs and living wages, education and climate justice

<http://nycommunities.org/issues>



United Way of NYC

Support organizing or outreach efforts; and advise on interventions targeting low-income people or that address education or healthy eating initiatives

<http://www.unitedwaynyc.org/>



MAKE THE ROAD NEW YORK

Advises on how to effectively implement policy interventions and advocacy strategies; and supports interventions targeting low-income people of color

<http://www.unitedwaynyc.org/>



Greater New York Hospital Association

Facilitates connections with hospitals for program implementation

<http://www.gnyha.org/>



Health and Hospital Corporation / OneNYC

Facilitates connections with hospitals for program implementation

<http://www.nychealthandhospitals.org/hhc/html/home/home.shtml>



CUNY School of Public Health

Provides internships to graduate students for the implementation and evaluation of public health interventions

<http://sph.cuny.edu/>



Community Service Society of New York

Supports interventions targeting youth on range of health issues

<http://www.cssny.org/>



NYC Department of Parks and Recreation

Supports interventions related to physical activity or other recreational programming

<https://www.nycgovparks.org/>



Action for Healthy Kids

Provides support on implementation of healthy eating, physical activity and healthier schools where kids thrive

<http://www.actionforhealthykids.org/what-we-do>



Tenants and Neighbors

Helps tenants build and effectively wield their power to preserve at-risk affordable housing and strengthen tenants' rights in New York.

<http://tandn.org>



Margert Community Corporation

Provides neighborhood preservation services, energy affordability, housing assistance, counseling, and education, to low and moderate income tenants and homeowners, the elderly, and persons with disabilities in New York City and Long Island.

<http://www.margert.org>



Safe Horizon

Support project implementation and provide guidance on actions that prevent violence, and promote justice for victims of crime and abuse, their families and communities

<https://www.safehorizon.org/>



Center for Anti-Violence Education

Implements comprehensive violence prevention programs for individuals and organizations

<http://caeny.org/>



KAVI

Provides support on youth focused interventions that are school, community and hospital-based to reduce violence

<http://kavibrooklyn.org/>



NYU College of Global Public Health

Supports interventions focused on promoting healthy eating and physical activity in work environments; provides graduate student researchers

<http://publichealth.nyu.edu/>



Center for Active Design

Assists on project implementation that supports the adoption of health-promoting design principles in architecture and urban planning

<https://centerforactivedesign.org/>



Transportation Alternative

Supports interventions aimed at improving the built environment

<https://www.transalt.org/>



Just Food

Provides support on increasing access to healthy, locally-grown food
<http://www.justfood.org/>



Maimonides Medical Center (Department of Psychiatry)

Advises on project implementation that increase mental health services
<https://www.maimonidesmed.org/>

RESOURCE LIST: GET FUNDING

PUBLIC FUNDING

FEDERAL LEVEL FUNDING



Dept. of Health and Human Services Health Resources and Services Administration: Minority Youth Violence Prevention

Seeks to integrate violence prevention and public health programs by supporting interventions addressing violence prevention and crime reduction which designed for at-risk minority male youth
<http://minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlid=52>



Nat'l Institute of Food and Agriculture: Community Food Projects Competitive Grants Program

Seeks to help increase access to fresh and nutritious foods in low income communities
<https://nifa.usda.gov/funding-opportunity/community-food-projects-cfp-competitive-grants-program>
Amount: \$10K - \$400K



U.S. Dept. of Health and Human Services Office of Minority Health: Community Programs to Improve Minority Health Program

Seeks to help coordinate integrated community-based screening and outreach services, and include linkages for access and treatment to minorities in high-risk, low-income communities
<https://www.cfda.gov/index?s=program&mode=form&tab=core&id=4b17e21b985ea15885448865baead267>



U.S. Dept. of Health & Human Services: Primary Care Medicine and Dentistry Career Development Award

Strengthens the primary care workforce by training and supporting physicians, physician assistants, dentists, and dental hygienists who plan to teach in the primary care fields
<http://www.grants.gov/web/grants/search-grants.html?keywords=dentistry>



U.S. Center for Disease Control & Prevention: Behavioral and Integrative Treatment

Development Program

Encourages investigators to propose discrete well-defined projects that can be completed within three years. Projects of interest are regarding interventions targeting substance abuse; prevention of acquisition or transmission of HIV infection among individuals in substance abuse treatment, promotion of adherence to substance abuse treatment, HIV and addiction medications; and chronic pain

<http://grants.nih.gov/grants/guide/pa-files/PA-16-072.html>



U.S. Dept of Agriculture: Food Insecurity Nutrition Incentive (FINI) Grant Program

Supports projects to increase the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives

<https://nifa.usda.gov/funding-opportunity/food-insecurity-nutrition-incentive-fini-grant-program>



U.S. Dept of Agriculture: Community Food Projects Competitive Grants Program

Seeks to help increase access to fresh and nutritious foods in low income communities

<https://nifa.usda.gov/funding-opportunity/community-food-projects-cfp-competitive-grants-program>



USDA Single Family Housing Repair Loans & Grants in New York

Also known as the Section 504 Home Repair program, it provides loans to very-low-income homeowners to repair, improve or modernize their homes or grants to elderly very-low-income homeowners to remove health and safety hazards.

<https://www.rd.usda.gov/programs-services/single-family-housing-repair-loans-grants/ny>

Amount: Loan up to \$20K, Grant up to \$7,500

STATE LEVEL FUNDING



NYS Office of Alcoholism and Substance Abuse Services: Community Coalitions

Seeks to establish community coalitions that work on the prevention, treatment, and recovery of substance use

<https://oasas.ny.gov/procurements/index.cfm>

Amount: up to \$100K



NYS Parks, Recreation & Historic Preservation: Environmental Protection Fund Grant Program for Parks, Preservation and Heritage (EPF)

For the acquisition, development and planning of parks and recreational facilities to preserve, rehabilitate or restore lands, waters or structures for park, recreation or conservation purposes and for structural assessments and/or planning for such projects

<http://www.parks.ny.gov/grants/parks/default.aspx>



NYS Parks, Recreation & Historic Preservation: Transportation Grant Program

Provides reimbursement grants to public schools for visits to a New York State park, nature center or historic site, or a Department of Environmental Conservation (DEC) Environmental Education Center for a special guided educational program or self-guided field trip at a NYS Parks or historic site

<http://www.parks.ny.gov/environment/connect-kids/grant-program.aspx>



NYS Homes & Community Renewal: RESTORE Program

Can be used to pay for the cost of emergency repairs to eliminate hazardous conditions in homes of one to four units that are owned by the elderly who are not able to pay on their own in a timely fashion

<http://www.parks.ny.gov/grants/parks/default.aspx>

Amount: Up to \$5,000 per building



NYS Affordable Home Ownership Development Program

Provides grants to governmental, not-for-profit and charitable groups to build, acquire/rehabilitate or improve homes for low and moderate income families

<http://www.nyshcr.org/Topics/Municipalities/AHCGrants/>

Amount: \$35K-\$40K

PRIVATE FUNDING



Robin Hood Foundation

Seeks to assist organizations serving poor New Yorkers

<https://www.robinhood.org/>

Amount: \$100K-\$200K



Children's Obesity Fund

Seeks to provide education about obesity, reverse unhealthy trends, and prevent unhealthy behaviors

<http://www.childrensobesityfund.org/>



Robert Wood Johnson Foundation: Culture of Health Prize

Seeks to assist communities that place priority on health and recognize that well being is influenced by our relationships and surroundings

<http://www.rwjf.org/en/library/features/culture-of-health-prize.html>

Amount: \$25K



Carol M. White Physical Education Program

Seeks to help organizations initiate, expand, or enhance physical education programs, including before school, after school, and summer programs for students in kindergarten through 12th grade

<http://www.ed.gov/category/program/carol-m-white-physical-education-program>



Healthy Living Grant Program

Seeks to support health education programs and develop school and community based solutions for behavioral health challenges

<http://www.ama-assn.org/ama/pub/about-ama/ama-foundation/our-programs/public-health/healthy-living-grants.page>



The New York Community Trust

Seeks to support programs that improve the lives of all New Yorkers, with an emphasis on promoting healthy lives, promising futures, and thriving communities

<http://www.nycommunitytrust.org>



NYS Health Foundation: Special Projects Fund

Seeks to improve health of New Yorkers, especially those that are most vulnerable

<http://nyshealthfoundation.org/grant-seekers/rfps/2017-special-projects-fund>



Heckscher Foundation for Children: Health, Recreation and Social Services

Seeks to support programs that improve childhood nutrition, exercise, social-emotional delays, and school progress

<http://www.heckscherfoundation.org/social-services-health-and-recreation/>



Hannaford Charitable Foundation

Seeks to support organizations that focus on building healthy communities

<http://www.hannaford.com/content.jsp?pageName=Community&leftNavArea>AboutLeftNav>



The Kresge Foundation

Seeks to accelerate community centered approaches that demonstrate community engagement and health equity

<http://kresge.org/opportunities>



Aetna Foundation: Go Local Cultivating Healthy Communities

Seeks to fund community groups that are advancing healthy eating and active living

<https://www.aetna-foundation.org/grants-partnerships/grants.html>



Robert Wood Johnson Foundation: Built Environment and Health

Seeks to support programs that help transform local environments in ways that remove health barriers

<http://www.rwjf.org/en/our-focus-areas/topics/built-environment-and-health.html>



Arthur Ashe Institute for Urban Health

Seeks to collaborate with community members to design, incubate and replicate neighborhood-based interventions that address health conditions that disproportionately affect minorities

<http://www.arthurasheinstitute.org/arthurashe/home/>



Lily Auchincloss Foundation

Seeks to support art, preservation, and community programs with serve to enrich the lives of the people of NYC

<http://lilyauch.org/grants/>



The Jacob and Valeria Langeloth Foundation

Private funding; seeks to support projects that seek to end the cycle of violence at a community level using a public health approach

<https://www.langeloth.org/viewgrants.php>



New York Foundation

Seeks to support community-initiated solutions to solve local problems, constituents mobilizing for adequate and equitable resources, and groups organizing a collective voice among those whose voices have not been heard

<http://nyf.org>



Charles and Mildred Schnurmacher Foundation

Seeks to support diverse programs in the fields of human services, education, health, performing arts, scientific research and animal advocacy

<http://www.charlesandmildred.org>



MAXIMUS Foundation

Seeks to support organizations and programs that promote personal growth and self-sufficiency through improved health, augmented child and family development, and community development in disadvantaged populations and undeserved communities

<http://www.maximus.com/foundation>

Amount: \$2K-\$5K



Altman Foundation

Supports programs and institutions that enrich the quality of life in New York City, with a particular focus on initiatives that help individuals, families and communities benefit from the services and opportunities that will enable them to achieve their full potential

<http://www.altmanfoundation.org/index>



AMERIGROUP Foundation

Promotes the inherent commitment of WellPoint to be America's valued health partner by supporting strategic initiatives that aim to create a healthier generation of Americans

<http://www.amerigroup.com/about-amerigroup/amerigroup-foundation>



Assurant Foundation

Supports their employees' commitment to the communities where they live and work and how they're helping to bring the Assurant Cares message to life by focusing on three areas: Health & Wellness, Homes & Property and Hometown Help in Assurant local communities

<http://www.assurant.com/about/corporateresponsibility/>



Citizens Charitable Foundation

Supports organizations involved with affordable housing, hunger programs, economic development activities, and financial education

http://www.cybergrants.com/citizens/Charitable_Foundation_terms_and_conditions.pdf



ClifBar Family Foundation

Supports organizations that are working tirelessly to conserve wild places and open spaces, advocate for pedestrian- and bike-friendly communities, and expand urban forests and restore watersheds

<http://clifbarfamilyfoundation.org/Grants-Programs>



ConAgra Foods

Pursuing sustainable solutions that increase food security among children and help families maximize their food resources and providing kids and families with innovative nutrition and food skills education that is culturally relevant and leads to behavior change

<http://www.conagrafoods.com/our-company/our-commitment/foundation>



Deutsche Bank Americas Foundation

Supports organizations involved with the environment, health, employment, affordable housing, disaster relief, human services, youth, minorities, immigrants, and economically disadvantaged people with emphasis on programs designed to encourage sustainable community development

<https://www.db.com/cr/en/society/index.htm>



The Dominion Foundation

Focuses on education, environment, culture and the arts, civic and community development, and health and human services

<https://www.dom.com/about/community/charitable-giving-and-the-dominion-foundation.jsp>



Duane Reade Charitable Foundation

Supports programs designed to promote health and wellness; address local community needs; and promote growth and development of communities in the New York Metro area

<http://www.duanereade.com/CharitableFoundation.aspx>



Grow to Learn NYC

Supports projects that are well-planned, attainable and have a positive impact on children with relation to nutrition and environmental education

http://growtolearn.org/view/mini_grant



The Humana Foundation, Inc.

Supports programs designed to promote healthy lives and healthy communities, with a focus on the needs of children, families, and seniors with emphasis on programs designed to promote childhood health and education; health literacy; and active lifestyles and wellness

<https://www.humanafoundation.org/>



MetLife Foundation

Supports programs designed to empower communities and bring financial inclusion to low-income individuals and families with emphasis on programs designed to promote community revitalization; economic development; and health

www.metlife.com/metlife-foundation



Modells Sporting Goods Corporate Giving Program

Makes charitable contributions to nonprofit organizations involved with families, youth, education, and physical activity

<http://www.modells.com/category/our+story.do?page=corporategiving>



School Wellness Council Grants

Schools received funding, resources, tools and incentives to create a school wellness council, or further develop the work of an existing council, along with technical assistance through mentoring and wellness-related networking events

<http://schools.nyc.gov/Academics/FitnessandHealth/WellnessCouncil/default.htmSchool>



Unilever United States Foundation

Supports programs designed to promote healthier lifestyles for families and children with a focus on good nutrition, active healthy lifestyles, self-esteem, and hunger relief; and environmental issues with a focus on climate change, water conservation, waste and packaging, and environmental preservation



M & T Charitable Foundation

Strives to help strengthen communities by providing support for a diverse range of civic, cultural, health and human service organizations through grants, employee volunteerism and in-kind services to organizations with a focus on arts and culture, civic affairs, health care, human services, and education

<http://www.mtb.com/about-mt/community-involvement/charitable-contributions>



The Pew Charitable Trusts

Driven by the power of knowledge to solve today's most challenging problems, applies a rigorous, analytical approach to improve public policy, inform the public and invigorate civic life with a focus on environment, health, communities, governing, families and trends. Food safety and children's health fall under the health category

<http://www.pewtrusts.org/en>



Citizens Committee for New York City

Offers micro-grants for community building projects that engage with a variety of issues, such as environmentalism, physical fitness, arts & culture, beautification, food justice, education and more. Grant programs include: Neighborhood Grants award up to \$3,000 for ideas that improve your neighborhood (e.g. community gardening, after school yoga, beekeeping). Love Your Block awards \$1,000 to New Yorkers committed to beautifying their neighborhoods (e.g. planting trees, clearing vacant lots, installing new traffic signals). Active Design Awards promote physical activity and healthy living among children and youth and award grants from \$2,500 to \$4,000 to support active design projects in early childhood centers and public schools, primarily low-income areas.

<http://www.citizensnyc.org/grants>

Amount: \$1K - \$4K



PORTRAITS OF NEW YORK CITY

Awards small grants of \$10,000 to create data-based “portraits” that illuminate important well-being challenges and unmet human needs in their neighborhood or field (e.g. a fact sheet, photo series, infographic, map, report, video, or other innovative ways to highlight, explore, or offer solutions to local problems). For example, a group working in Brownsville could create an advocacy fact sheet outlining priority issues for the community and showing how they relate to one another.

<http://www.data2go.nyc/nycgrants/>

Amount: \$10K



JRM Gives

JRM is a Construction Management and General Contracting firm that provides matching gifts, in-kind donations such as hundreds of hours of staff time and financial support to not-for-profit organizations in several ways: JRM Community Impact Grant Program awards three grants of up to \$25,000 each to support projects focused on three impact areas: Health; Education and/or Youth Services; and Housing and Food Security.

<http://www.jrmcm.com/jrm-gives.html>

Amount: up to \$25K

CROWDFUNDING

ioby

www.ioby.org

Indiegogo

www.indiegogo.com

GiveForward

www.giveforward.com

CauseVox

www.causevox.com

GoFundMe

www.gofundme.com

YouCaring

www.youcaring.com

Razoo

www.razoo.com

Kickstarter

www.kickstarter.com

CrowdRise

www.crowdrise.com

StartSomeGood

www.startsomegood.com

ABOUT TCNY/ 2020

TCNY 2020 is the City's blueprint for giving everyone the chance to live a healthier life. Its goal is twofold — to improve every community's health, and to make greater strides in groups with the worst health outcomes, so that our city becomes a more equitable place for everyone. TCNY 2020 looks at traditional health factors as well as social factors, like how many people in a community graduated from high school or go to jail.

In order to reach the goals set forth in the TCNY 2020, DOHMH created a multi-phased community engagement process with the aim of mobilizing community members and partners to advocate for and/or implement interventions that will help the City achieve the health targets outlined in TCNY 2020. Phase 1 of the process consisted of a community engagement process through Community Consultations in dozens of neighborhoods across five boroughs. In Phase 2, DOHMH is supporting community organizations in eight underserved neighborhoods as they convene local stakeholders to plan for action around one health priority.

