



COUNCIL OF NEW JERSEY GRANTMAKERS
Harnessing Philanthropy's Potential

CITY OF **NEWARK**
Mayor Ras J. Baraka

Newark Philanthropic Liaison



REPORT TO THE FIELD 2021

The Office of the Newark Philanthropic Liaison (NPL) — an innovative collaboration between the City of Newark and the Council of New Jersey Grantmakers (CNJG) — is tasked with harnessing interest, fostering greater effectiveness, and attracting resources toward policy and programmatic areas that affect and improve the lives of Newark's residents. Supported by a dedicated cohort of funders through CNJG, the office is non-partisan and based in the Mayor's Office in Newark City Hall. The Liaison represents one of the nation's first formal partnerships between a city and the philanthropic community, and has become a national model for public-private alliances.

AT ITS CORE, THE ROLE HAS THREE MAIN FUNCTIONS:

CONNECT

Align citywide initiatives and bring together cross-sector partners for collective action.

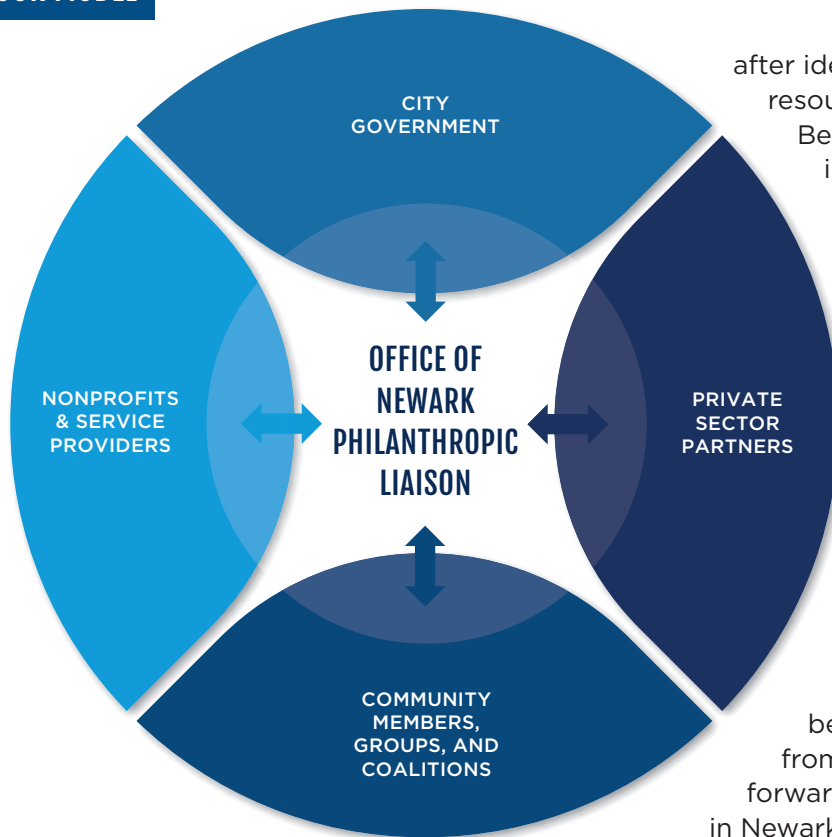
CONVENE

Foster strong partnerships with regional and national philanthropic leaders and support Newark and New Jersey funder collaboration through funder affinity groups.

LEVERAGE

Identify and maximize public and private resources for City priorities.

OUR MODEL



OVER THE PAST THREE YEARS, the Office of the NPL, led by Kevin Callaghan, has further deepened the role's voice within City Hall. Now serving in a cabinet-level position in the Mayor's administration, Kevin works directly with Mayor Ras J. Baraka and his senior cabinet to leverage private and government assets to support the city's priorities in areas such as public safety, summer youth employment, workforce development, economic and equitable development, health and wellness, education and literacy, immigration, and neighborhood and place-based initiatives.

In 2021, the NPL directly raised nearly \$6 million in private funds for innovative and nationally recognized initiatives spanning from public art, to financial security, to employment, to eviction protection, to new fund incubation, in order to strategically leverage resources and better serve Newark residents. The NPL also served as a lead voice on issues critical to the health and welfare of Newark residents during the COVID-19 pandemic, continuing to connect funding partners to opportunities to support residents

after identifying over \$1 million in new private resources at the height of the pandemic.

Below is a sampling of the NPL's work in 2021, much of which represents the culmination of two to three years of development, consensus building, and partnership cultivation.

THE NEWARK MOVEMENT FOR ECONOMIC EQUITY

In March of 2019, standing before a crowd of 3,000 community members and stakeholders, Newark Mayor Ras J. Baraka said: "We believe in universal basic income, especially in a time where studies have shown that families that have a crisis of just \$400 in a month may experience a setback that may be difficult, even impossible to recover from." Tasked with identifying a plan forward to launch a guaranteed income pilot in Newark, the NPL assembled a diverse cross-sector task force of 30 members and formed a relationship with national policy experts including the Jain Family Institute and the Economic Security Project. The subsequent Task Force report entitled [*Building Financial Security: Newark's Roadmap a Guaranteed Income*](#), released in June 2020, set a roadmap for Newark's pilot. A month later, Mayor Ras J. Baraka was one of

the [*first*](#) eleven Mayors to join the national Mayors for a Guaranteed Income coalition.

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By the time of the report's release, the world had changed. The COVID-19 pandemic and

the murder of George Floyd fundamentally changed the world, and our thinking about programs like guaranteed income. The NPL led a fundraising campaign in 2021 that secured \$2.5 million in resources from the Victoria Foundation, Mayors for a Guaranteed Income,



“My administration has established a collective style of leadership where collaboration and cross-sector partnerships to solve problems is the norm. The Newark Philanthropic Liaison has been a critical partner as we have built unprecedented public-private partnerships on efforts ranging from economic development, to employment, to economic security, to arts and culture.”

— Mayor Ras J. Baraka

the Stadler Family, the Geraldine R. Dodge Foundation, the MCJ Amelior Foundation, and the Robert Wood Johnson Foundation, later leveraged by \$3.8 million in American Rescue Plan Act (ARPA) funds. Newark officially launched a pilot, called the [Newark Movement for Economic Equity](#), in May 2021 with a cohort of 30 pilot participants. A full cohort of 400 participants started in a formal research pilot with the Center for Guaranteed Income Research at the University of Pennsylvania in December of 2021, putting Newark at the national forefront of this innovative financial security policy. The NPL continues to manage a project team responsible for day-to-day management and leads communications, storytelling, and national partnerships for the initiative.

A RECORD YEAR FOR YOUTH EMPLOYMENT

Newark’s Summer Youth Employment Program is a hallmark public-private partnership. Mayor Ras J. Baraka’s prioritization of this program allowed the NPL, program leadership, and partners to re-imagine the experience for young people by incorporating career pathways, soft skill training, financial literacy, and mentorship. This is an example of how the role of NPL catalyzes not just monetary capacity, but also leadership, partnership, and technical assistance capacity, to build sustainable collaborations that move the city forward.

In 2021, we celebrated a record \$2,005,000 in grant funds, and continued to receive national recognition for our intentional model. With 17 different funding sources supplementing an



investment of public dollars, the program is an example of building broad-based community support for a public policy priority. Grant funding partners that make this program possible include: AT&T; Bank of America; Capital One; Cities for Financial Empowerment Fund; Citi Foundation; Edison Properties Newark Foundation; Horizon Blue Cross Blue Shield of New Jersey through its charitable arm, the Horizon Foundation of New Jersey; JP Morgan Chase; M&T Bank; the Maher Charitable Foundation; the MCJ Amelior Foundation; the Prudential Foundation; the PSEG Foundation; RWJ Barnabas Health; Santander; the State of New Jersey Department of Labor and Workforce Development; the TD Charitable Foundation; Victoria Foundation; and Wells Fargo.

NEWARK COMMUNITY IMPACT FUND

Recognizing the occasional incongruence between emerging Mayor's Office needs and foundation grant and application timelines, the NPL led the creation of the Community Impact Fund. Governed by a small group of staff from contributing foundations, the fund is a flexible and innovative funding vehicle that allows for more nimble and effective deployment of philanthropic dollars for pressing needs. It supports emerging public programs, learning opportunities, and community events that help to strengthen city government and our community members. In 2021, the Fund supported the construction of a statue honoring Mayor Kenneth Allen Gibson, Newark's first African American Mayor, as Newark reimagines its public spaces. It also supported expanded Summer Fun programming, Back Together Again, as the city reopened after the pandemic at a time of great public health and safety need, incubated

a new City Parks Foundation, and sponsored inclusive community and arts and culture programming. The fund raised over \$300,000 in 2021 and, in addition to supporting community need, served as a tool to collect grants from newly interested donors to the city and to manage program grants from longstanding partner foundations.

The Newark City Parks Foundation, Inc. is an example of an initiative incubated by the Newark Community Impact Fund. The foundation is a non-profit organization envisioned by Mayor Ras J. Baraka and passed by Council resolution to provide maintenance, programming, and advocacy for Newark's downtown parks. The newly formed foundation and its Board of Trustees work with partners, residents, local government, and other interested parties to raise funds to maintain the parks and provide programs that bring arts and culture, health and wellness, economic development, and education to public spaces. The City of Newark seeded the foundation with \$1.2 million. A four-year \$200,000 commitment from Prudential Financial, housed by the Community Impact Fund, further accelerated its creation. The NPL helped to identify resources for an Interim Executive Director, built the inaugural board with city colleagues, and led early meetings of this newly formed foundation.

BRINGING OUR CITY "BACK TOGETHER AGAIN"

After a tough 18-month period of little to no in-person schooling or events, Mayor Ras J. Baraka called the summer of 2021 Back Together

Again, and sought new partnerships and funding for a community-wide, holistic effort to safely re-engage our community and support their physical and mental wellness. The NPL leveraged public funding in the initiative with over \$60,000 in private funds that supported neighborhood popup sports and enrichment activities, a summer concert series, a poetry series, a "streeterly" initiative, outdoor movies,



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and more. The effort particularly targeted areas of the city experiencing an uptick in crime or low vaccination rates, and is again an example of how cross-sector partnerships and collective goals have helped us to transform how we solve complex problems in Newark.

REIMAGINING PUBLIC SPACES

On May 15, 2019, upon the passing of Kenneth Allen Gibson, Mayor Ras J. Baraka held a ceremony outside of City Hall to re-name Newark's main commercial and cultural corridor, Broad Street, to Kenneth Allen Gibson Boulevard. He noted in his remarks that Puritan settlers named Broad Street when African Americans were slaves. The name no longer represented a predominantly black and brown city that for generations has welcomed immigrants – first Irish, Italian, and German, then Portuguese and Brazilian, and later Central and South American, Haitian, and African – that along with the African American community, make our city vibrant and inclusive.

It is a new day in Newark. A day focused on democracy and self-determination. It is the NPL's honor to support bodies of work that advance this vision, whether it is the unveiling of a new statue of Mayor Kenneth Allen Gibson or the incubation of the City Parks Foundation. In 2021, the Mayor asked the NPL to lead a cross-sector effort to identify funds for the revitalization and renaming of Washington Park to Tubman Square (complete with a new monument of Harriet Tubman). While park revitalization funds are still in discussion, \$1 million in public and private funds were leveraged to support the Tubman monument and associated programming with area arts and cultural anchor institutions. We are proud that this project attracted new national funding to Newark, with the Andrew W. Mellon Foundation



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committing \$350,000 to the project as part of their national Monument Project.

NEWARK IS A BLOOMBERG PHILANTHROPIES "CHAMPION CITY"

In 2021, Newark participated in Bloomberg Philanthropies "Mayor's Challenge." An application authored by the NPL led to Newark's selection as one of 50 "Champion Cities" out of over 600 applicants from around the world, and partnered us with coaches to work on implementing an innovative intervention in our city. The work supported the newly created Office of Violence Prevention and Trauma Recovery, a leading national model in the conversation about policing. The office's creation stems from years of work to redefine violence as a public health issue, improve police and community relations, and deploy new violence reduction strategies. Much of this work was supported by an unprecedented investment in violence prevention by Newark's philanthropic community.

ADDITIONAL SUPPORTS FOR RESIDENTS

The above are highlights of the NPL's work in 2021. Additional accomplishments that deserve mention include:

- Continued to leverage private funds to support the City of Newark's Office of Tenant Legal Services, just the third such office in the country, to defend Newark tenants from unfair eviction at a time when we face an eviction crisis in our nation.
- Identified resources to support Mayor Ras J. Baraka's "Mayor's Book Club" and the continued work of his Office of Comprehensive Community Education to promote a citywide literacy campaign and convene a Children's Cabinet.
- Supported the Newark People's Assembly, a community engagement framework that allows the voice of residents to be heard.
- Convened monthly funder briefings to keep foundations from across the state informed on important topics in Newark, and to cultivate and foster collaboration. The two funder groups that the NPL supports are the [Newark Funder Affinity Group](#) and the [Newark Education Funder Affinity Group](#). Topics covered in 2021 included the [Victoria Foundation's new strategic plan](#), [Supporting Housing Security and Affordability in Newark](#), [Youth Social and Emotional Resilience in the K-12 Setting](#), [Community Capacity and Resilience](#), [Re-imagining Public Safety: Community, Policy, and Practice](#), and [Moving Newark Public Schools Forward: A Comprehensive Discussion](#).

The Newark Philanthropic Liaison project is supported by:

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 Turrell Fund
 Victoria Foundation

While the Nicholson Foundation sunset in late 2021, we acknowledge and thank the foundation for its long-term support of the Liaison.



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