

# CNJG

COUNCIL OF NEW JERSEY GRANTMAKERS  
*Harnessing Philanthropy's Potential*

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

## NEWARK PHILANTHROPIC LIAISON



## 2022

## REPORT TO THE FIELD

# INTRODUCTION

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.

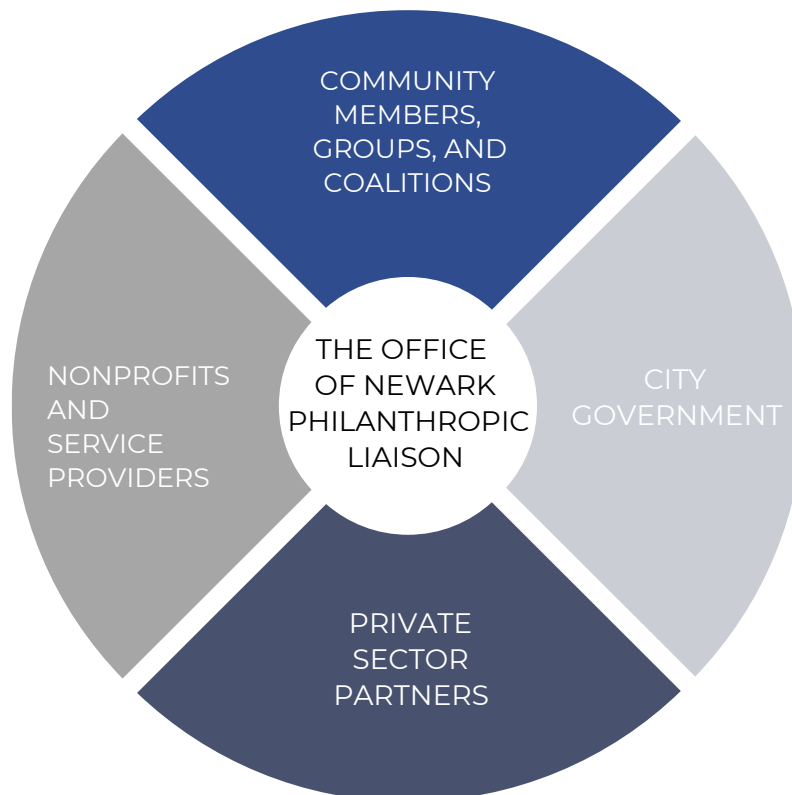
## CONVENE

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





## 2022 REFLECTION

The year 2022 was in many ways a year of realization. The groundwork laid in previous years for initiatives of tremendous import in economic security, neighborhood development strategy, and arts and culture enabled a year of progress and impact. This was only possible through effective and highly collaborative public-private partnerships that leveraged the talent, expertise, and resources of government, foundations, and the nonprofit community. Thanks to the longstanding commitment of the Council of New Jersey Grantmakers and local foundations, our recognition as a national model for collaboration continues, with new interest in the Liaison's role from organizations and cities around the country. Though we achieved many successes in 2022, the following pages detail our proudest accomplishments.



**TUBMAN MONUMENT RENDERING**



**NEWARK SUMMER FUN**



**SYEP 2022 PRESS RELEASE EVENT**



**NEWARK MOVEMENT FOR ECONOMIC EQUITY**

# ACCOMPLISHMENTS

## THE NEWARK MOVEMENT FOR ECONOMIC EQUITY

Guaranteed income policy continues to be advanced as a policy solution that promotes housing stability, long-term financial health, and positive outcomes for children and families. The first year of full implementation of the Newark Movement for Economic Equity was a resounding success. This historic partnership puts Newark at the national forefront during a major national debate about how best to address persistent economic insecurity in our country. The NPL led the creation of this pilot from its earliest stages at the request of Mayor Baraka, and identified over \$2.4 million in private grants that leveraged \$3.8 million in American Rescue Plan and Recovery Act (ARPA) funds to support a pilot of 430 Newark residents. As of December 2022, 430 residents facing economic precarity have received \$3,544,250 in direct cash payments.

In September, Mayors for a Guaranteed Income (MGI), a coalition of over 100 Mayors across the country, launched a guaranteed income pilot dashboard in partnership with the Stanford Basic Income Lab and the Center for Guaranteed Income Research. It displays how participants in pilots in 26 cities are choosing to spend their money.

The Newark statistics confirmed what we already know; too many Newark residents are walking a financial tightrope. Participant spending was heavily weighted toward retailers, discount superstores, and grocery stores to buy food, clothes, household goods, hygiene products, transportation costs like gas and car repair, and housing and utilities. The NPL's leadership of the project was highlighted through several media engagements. Kevin Callaghan, NPL, joined Mayor Ras J. Baraka's "Ask the Mayor" program on WBGO, Mayor Baraka's "Ras in 60" podcast, and the Mayor's Facebook Live for residents to discuss pilot results.



In 2022, the NPL also solidified a strong program team to manage the day-to-day operations of the pilot. Kaleena Berryman, a longtime leader in Newark who specializes in community voice,

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power, and advocacy, leads the team. Through additional grant funding from the Geraldine R. Dodge Foundation, the Newark Resident Storytellers participated in a multi-week session and created poetry and photography to tell the story of what economic struggle and empowerment mean to them.



The Newark Movement for Economic Equity is an example of how philanthropy can collaborate with the public sector and nonprofit organizations to create proofs of concept with the possibility of broader public investment to support economic mobility in communities. In 2023, we will keep Newark at the forefront of this state and national policy discussion.

## ENVISIONING NEWARK'S COMMEMORATIVE LANDSCAPE

The NPL continued to play a significant role in the visioning for Harriet Tubman Square (formerly Washington Park). At the close of 2021, we secured a \$350,000 grant from the Mellon Foundation's Monuments Project, which we later leveraged with a \$300,000 City investment and a \$300,000 grant from Audible, Inc., to construct an innovative, multi-media Harriet Tubman monument experience in the park. Additional private and public resources were invested in park improvements in the area immediately surrounding the monument.

On Juneteenth, Mayor Ras J. Baraka formally changed the name of the park to Harriet Tubman Square and announced the creation of an Arts and Education District in Newark's downtown anchored by Tubman Square to the North and Lincoln Park to the South of Broad Street. A range of partners are participating in the creation of a monument and educational experience that will draw visitors from across the state and nation including the Newark Museum, Audible, Inc., the Newark Public Library, Rutgers University – Newark, and the monument creator, Nina Cooke John.

Simultaneous to the monument effort is envisioning a new design and redevelopment process for the park itself. In 2022, strides were made in this direction.



Audible Inc. contributed \$1.5 million to a park overhaul, the City Parks Foundation received a \$2 million state appropriation, and the City of Newark allocated \$1 million in funds to get us started. The Tubman monument is slated for an unveiling in the spring of 2023. The NPL's Office also created a "Buy a Brick" campaign in partnership with Newark Arts that allowed Newark residents and businesses to purchase a brick with their name or the name of a family member that they would like to honor. The campaign raised additional funds for continued educational and cultural programming at the monument. Nearly 200 residents, businesses, and organizations donated. We exceeded our fundraising goal of \$30,000 and raised over \$40,000. This campaign conveyed the tremendous local support for this initiative. The unveiling of the monument is slated for Spring 2023.

The NPL also secured a Ford Foundation grant in support of the creation of a Newark Community Museum. The Museum will be housed, along with the newly created Office of Violence Prevention and Trauma Recovery, within the old First Police Precinct where the 1967 Newark Rebellion began.

The Newark Community Museum will feature historical artifacts from 1967 and the decades that followed as Newarkers continued their march toward social justice, a march that continues to this day. This grant underwrites early planning and programming for the Museum, and the NPL will serve on a planning committee in 2023 that will further build-out the Museum and identify the resources needed to make the community's vision a reality.



**TUBMAN MONUMENT RENDERING**



**COMMUNITY MUSEUM RENDERING**

## YOUTH EMPLOYMENT RECOGNITION CONTINUES

In the 2021 Report to the Field, we were proud to report that we identified a record \$2,005,000 in grant funds in support of the City's Summer Youth Employment Program (SYEP). In 2022, the grant funds increased even further, with \$2,502,000 raised to support the program. Grant funding partners that made this possible include the Prudential Foundation; Victoria Foundation; Capital One; JP Morgan Chase; the PSEG Foundation; RWJ Barnabas Health; Santander; the State of New Jersey Department of Labor and Workforce Development; the TD Charitable Foundation, and many others.

Newark SYEP has become such a national beacon and model of public-private partnership in the last five years, that JP Morgan Chase chose Newark to make a major national announcement of a \$20 million commitment to summer youth programs across the country. In May of 2022, we were honored to host JP Morgan Chase's Global Head of Corporate Social Responsibility Demetrios Marantis for the occasion at a press conference that also included Superintendent Roger Leon and Mayor Ras J. Baraka.



**SYEP 2022 PRESS RELEASE EVENT**

## CITY PARKS FOUNDATION AND SUMMER FUN

The City Parks Foundation completed its first full year of existence in 2022. This new entity facilitates the strategic management of Newark's five downtown parks to ensure alignment of programming and services. In addition to creating cultural, educational, and recreational events, the Foundation also prioritizes access for all residents and works closely with the Department of Recreation, Senior Services, and Cultural Affairs to ensure thriving parks. The NPL supported the Foundation's organizational and fund development, and identified nearly \$400,000 in private funds in the first two years of the foundation's existence to supplement a large city investment. The City Parks Foundation serves as a critical partner for Summer Fun, a holistic effort to provide enrichment and educational opportunities throughout the city for our youth in the summer months, a time when crime is at risk of increasing.



**NEWARK SUMMER FUN**



## ROBERT WOOD JOHNSON FOUNDATION SITE VISIT

The national board of the Robert Wood Johnson Foundation chose Newark for its once a year site visit to a city in the United States in 2022. It was an honor to spotlight the great work that is happening here. We helped to develop and facilitate a luncheon session for the board to meet and hear from our local funding community. Kevin Callaghan served on a panel with Hans Dekker, President and CEO of the Community Foundation of New Jersey; Sarah Keh, Vice President of Inclusive Solutions at Prudential Financial; Craig Drinkard, Executive Officer of the Victoria Foundation; and Michael Schmidt, Executive Director and CEO of the Healthcare Foundation of New Jersey to discuss how Newark funders collaborate to address the critical needs of the city and Kevin's unique role as the Newark Philanthropic Liaison.



## INVESTING IN NEWARK'S NEIGHBORHOODS

As Newark continues to undergo an unprecedented boom in economic development and new housing construction, the city's residents are at risk of displacement. Understanding this likely trajectory years ago, the City of Newark implemented several policy changes and initiatives to support resident access to affordable housing, many of which were supported by the Newark Philanthropic Liaison.

Upon the release of the latest report from the Center for Law, Inequality, and Metropolitan Equity (CLiME) entitled "Who Owns Newark," city government opened a new front in the struggle to keep Newark a place built and owned by Newarkers. The NPL showed immediate leadership, convening a Newark Funder Affinity Group meeting on the topic and coalescing foundations around the idea of providing capacity support to the Office of Economic and Housing Development as it launched a major neighborhood investment initiative that seeks to purchase and develop privately owned land before its purchase by institutional investors.

Both the Victoria Foundation and the Prudential Foundation answered the call, committing \$150,000 each over two years to staffing and technical capacity.



## WELCOMING ASYLUM SEEKERS AND NEW ARRIVALS TO NEWARK

In the fall of 2022, it became apparent that asylum seekers crossing the border in Texas were being bused to several northeastern cities on a regular basis. This action led to a need in Newark to plan to welcome new arrivals to the city. The NPL quickly coordinated with the Mayor and city leadership and the funding community to establish an action plan to serve asylum seekers as they arrived. We opened an account to accept philanthropic contributions quickly at the Community Foundation of New Jersey, identified wraparound resources through a mix of public agencies, nonprofits, and private donors, and coordinated with Essex County and the State of New Jersey on a comprehensive plan.

## ADDITIONAL SUPPORTS FOR RESIDENTS

The above are highlights of the Newark Philanthropic Liaison's work in 2022. Additional accomplishments that deserve mention include:

- Continued to manage the Newark Community Impact Fund, which serves as a critical tool to collect donations quickly and address the city's pressing needs.
- Identified \$25,000 to support the 50th Anniversary National Black Political Convention in Newark.
- Served on a committee at City Hall charged with planning a new Arts and Education District that will span through a majority of the downtown.
- Co-led planning efforts and identified the resources for the first-ever educational equity conference, The Roadmap to Educational Equity, convened by Mayor Baraka.
- 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.
- Supported the City of Newark's decennial process of creating a Master Plan which highlighted its historic growth trajectory over the next ten years and through community input enshrined the hopes and dreams of Newark's longtime residents. The New Jersey Chapter of the American Planning Association (APA-NJ) recognized the resulting plan, Newark360, with a 2022 Planning Excellence Award.
- 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 2022 included learning acceleration for Newark students, social emotional learning, economic development strategies for Newark's neighborhoods, etc. The Newark Education Funder Affinity Group also hosted a Happy Hour in the summer, the first funder affinity group in-person convening in two years.

## MEET THE TEAM



**NEWARK  
PHILANTHROPIC LIAISON**



**NEWARK PHILANTHROPIC  
LIAISON FELLOW**

Kevin Callaghan has served as Newark Philanthropic Liaison(NPL) for more than six years. In that time, the role of NPL has been elevated to a cabinet-level position in the administration of Mayor Ras J. Baraka. Kevin has spearheaded several historic, multi-sector public-private partnerships including a nationally recognized summer youth employment program, one of the largest guaranteed income pilots in the country, and arts, culture, and monument projects that center the lived experiences of the community. In 2021 and 2022 alone, he directly identified more than \$10 million in private funds for priority initiatives in Newark.

In 2022, the Office of Newark Philanthropic Liaison added the talent, expertise, and passion of Jessica Debrah to the team. Jessica is a Newark resident who previously worked at the Victoria Foundation. She is now working as an independent, Development and Strategy Consultant for nonprofit organizations seeking to increase their social impact and is a Racial Wealth Equity Strategist at Prosperity Now. She led important bodies of work for the NPL this year. Jessica wrote a comprehensive one-year report for the Newark Movement for Guaranteed Income, authored applications, reports, and a final report for the 2022 Summer Youth Employment Program, designed and implemented the Harriet Tubman Monument “Buy a Brick” campaign, and supported our Newark funder affinity groups. Jessica will continue with us in 2023, and her position is made possible thanks to the grants of our foundation partners (listed below).



# UP NEXT IN 2023

As Newark is at a pivotal time in its growth and development, we will focus in 2023 on a number of big issues including equitable economic development in our neighborhoods, educational equity, employment, serving the needs of our immigrant and other vulnerable communities, housing for the homeless, and expanding broadband and health services. Now more than ever, we need collaboration and partnerships. These issues are too big for any one person or entity to solve alone.

# ACKNOWLEDGEMENTS

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BURKE FOUNDATION  
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THE PRUDENTIAL FOUNDATION  
SCHUMANN FUND FOR NEW JERSEY  
TURRELL FUND  
VICTORIA FOUNDATION

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