

PHILANTHROPIC LIAISON TO THE CITY OF NEWARK

An Initiative of the Office of the Mayor and the Council of New Jersey Grantmakers REPORT TO THE FIELD 2008-2009

Purpose and Impact

The creation of the office of the Philanthropic Liaison was spurred by the 2006 election of Mayor Cory A. Booker. The new administration signaled a mandate for change in the state's largest city. The Council of New Jersey Grantmakers (CNJG) created the position to work with the administration and raise philanthropy's impact on the city. CNJG, in collaboration with the Office of the Mayor, hired the city's first liaison, Jeremy Johnson, in 2007. Modeled after a similar position in the State of Michigan, the Liaison's purpose is to harness interest, foster greater effectiveness and attract resources toward policy and programmatic areas that affect the city's residents.

Objectives

- Facilitate partnerships among state, regional and national funders, consistent with the Mayor's priorities for the City
- Communicate between and among grant makers and City officials
- Increase municipal officials' understanding of philanthropy and the potential roles it can play in partnership with municipal government
- Respond to opportunities for local and regional public/private partnerships
- Attract new grants and private money to Newark

Governance

The Philanthropic Liaison is governed by an Advisory Committee of contributing funders, CNJG, and a senior member of the Mayor's staff. Members are:

Bari Mattes, *Senior Advisor to Mayor Booker*
Nina Stack, *Council of New Jersey Grantmakers*
Irene Cooper-Basch, *Victoria Foundation, Inc.*
Hans Dekker, *The Community Foundation of New Jersey*
Curtland E. Fields, *Turrell Fund*
David Grant, *Geraldine R. Dodge Foundation*
Mark S. Hoover, *The Nicholson Foundation*
Mary Puryear, *Prudential Foundation*
Barbara Reisman, *Schumann Fund for New Jersey*
Gail Davis, *PSE&G*
Suzanne Spero, *The MCJ Amelior Foundation*

Accomplishments

The Office of the Newark Philanthropic Liaison has leveraged \$12 million in public and private support for the state's largest city. Working with Mayor Booker's administration, local and national foundations, government agencies and nonprofits, the Liaison helped attract resources and increase awareness for Newark's most pressing concerns. Prisoner reentry, greening and sustainability, workforce development and alternative high schools were among the priorities. The Liaison linked the local, regional, and national grantmaking communities, engaging them in Newark-focused initiatives. An additional \$2.9 million dollars in potential foundation and government grants are awaiting confirmation in 2009.

"The City can't do this alone. It takes strategic alliances with federal and state officials, community and faith-based organizations, and the leveraging arm of philanthropic institutions. The office of the philanthropic liaison, underwritten by the Council of New Jersey Grantmakers, creates stronger connections with funders. The matching grants from the private sector show that these efforts are working."

Mayor Cory A. Booker, City of Newark

CNJG

COUNCIL OF NEW JERSEY GRANTMAKERS
Strengthening Philanthropy in Our State

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Projects Upcoming in 2009-2010

The 2009-2010 year presents the potential for new public-private partnerships on key issues championed by the Mayor and administration.

Alternative High Schools Initiative. The rate of drop-outs in the Newark Public Schools (NPS) remains alarmingly high. A joint initiative has been launched between City Hall, The Nicholson Foundation, NPS Office of Alternative Education and the YES (Youth Education and Employment Success) Center. Gap funding of \$1.5M over three years is being sought to establish alternative high school programs such as Big Picture, Diploma Plus, and Performance Learning Centers.

Afterschool Program for Lesbian and Gay Youth. Fueled by Mayor Booker's commitment to create safe space for Newark's lesbian, gay, bisexual and transgender youth, the Liaison is brokering support for a \$400,000 annual afterschool program. The program's first year will link the Hetrick-Martin Institute/Harvey Milk School with the Newark Pride Alliance and other partners.

Lead Poisoning Abatement. On the heels of the Kresge Foundation's seminal \$1.5M grant in support of a capital and marketing campaign to stamp out lead poisoning, the Liaison is seeking additional regional partners to provide supplementary support services for health screening, family care services, lead-safe housing maintenance, and other related aspects.

Social Venture Enterprises. The Liaison is tapping private and corporate foundations to help launch workforce-related initiatives to successfully reintegrate ex-offenders into their communities. Over \$1M in gap funding is sought to supplement pilot gifts from the Edison Innovation Foundation and TD Bank. Social Venture Enterprises will introduce green businesses such as pest control, grease recycling, lot clean-up, and e-waste recycling to disadvantaged Newark residents.

The Master Plan for the City of Newark. Nearly \$400,000 in gap funding is needed to help the city complete work on the Newark Master Plan, seek further input from community citizens, and create local neighborhood plans for dissemination to the public.

Initiatives from 2008-2009

Economic Development and Prisoner Reentry

- Engineered a \$2 million philanthropic match from seven funders to meet a federal grant from the US Department of Labor for an overall \$5 million Prisoner Reentry Initiative (PRI)
- Secured pivotal Bank of America grant to provide affordable, fresh foods to under-served Newark communities
- Leveraged foundation support toward a \$1.8 million application to the US Department of Housing and Urban Development, in support of housing for homeless ex-offenders and the disabled

Child and Family Well-Being

- Served as liaison between regional and national funders on a \$1.5 million partnership with the Kresge Foundation to address childhood lead-poisoning abatement
- Introduced statewide funders to the newly opened Youth Employment and Education Success (YES) center, a one-stop center with multiple wrap-around services for at-risk youth

Transparency and Efficiency

- Designed and solicited seed grant from Living Cities, a national funders' consortium, to identify gaps in systems and services between government, non-profits, businesses, and Newark residents

- Connected grantmakers to the City's system for creating competitive proposals for the American Recovery and Reinvestment Act

Greening and Sustainability

- Launched "Organizing for Newark's Green Future," attended by more than 100 stakeholders, including grantmakers, nonprofit leaders, and national advocacy groups
- Brought together the Trust for Public Land, Project USE, and NewarkWorks to create "Park Works," a pilot summer youth workforce program at Mildred Helms Park that leveraged workforce dollars on top of the city's \$40 million investment in citywide parks



Jeremy Johnson was appointed the city's first philanthropic liaison in August 2007. With more than twenty years of fundraising experience in New Jersey, he is well-known in the state's grantmaking and nonprofit communities. He spent more than a decade as the head of foundation and government development for the New Jersey Performing Arts Center. He resides in Newark's North Ward.

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