# SHOW BROCKLYN



### SOMELOVE Brooklyn org

### **Show Brooklyn Some Love**

Brooklyn Org is a platform and partner for local philanthropy, bringing together Brooklynites to become champions for change in our communities.

Each year, we collectively invest millions of dollars in nonprofits around the borough working across every issue to help our neighbors thrive.

In Spring 2024, we unveiled our first PSA campaign created by our partners at Mother New York, inviting all Brooklynites to Show Brooklyn Some Love and back change right in their own backyards.

"Brooklyn Org gives everyone a seat at the table, but you can't know you've got a seat unless you've been invited. The Show Brooklyn Some Love campaign is our invitation to every Brooklynite to join us, donate, and spark change."

**DR. JOCELYNNE RAINEY Brooklyn Org President & CEO** 

# SHOW MOTHERHOOD





### SOME LOVE **BROOKLYN ORG**

#### **Dear Brooklyn (and beyond)**,

It is a joy to share this update on our first official year as Brooklyn Org-the bold evolution of Brooklyn Community Foundation launched in Fall 2023.

And what a year it has been!

We are transforming philanthropy by building a new big-tent platform that invites everyone to participate and shape the future of our communities. Our first-ever public service campaign extended this invitation across the borough-from Bedford Avenue to Surf Avenue–encouraging everyone to **SHOW BROOKLYN SOME LOVE** and give to the place that has given us so much.

With Brooklyn Org as your partner, you can back innovative nonprofits, invest in emerging leaders, support the causes you care about, and take on the big challenges of our time.

We are convinced that Brooklyn can become a beacon for equity and justice, but it will take all of us working together to make that happen.

In 2023 alone, our growing Brooklyn Org community provided a record \$21 million to nonprofits through our strategic grantmaking and Donor Advised Funds, we launched our new nonprofit capacity building program, continued our neighborhood listening tours, and created amazing new partnerships like the Just Brooklyn Prize that we launched with the Joe and Clara Tsai Foundation's Social Justice Fund.

As we mark our 15th anniversary in pursuit of this big idea for Brooklyn, we are thrilled to build on this exciting new chapter as Brooklyn Org, remaining steadfastly committed to making Brooklyn a better home for all.

Thank you for being part of Brooklyn Org. We cannot wait to see what more we can do together.

In gratitude,

**Dr. Jocelynne Rainey** President & CEO

**Michael Gillespie Board Co-Chair** 

**Nicole Gueron Board Co-Chair** 

# SHOW DELIVERISTAS





### SOME LOVE **BROOKLYN ORG**

#### **Who We Are**

#### **Who We Back**

#### **From the Ground Up**

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Front Cover: BKO Partner Parent-Child Relationship Association "Motherhood" Cover: BKO Partner Worker's Justice Project "Deliveristas" Cover: BKO Partner Arab-American Family Support Center

25

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## SHOW YOUR BODEGA YOUR BLOCK YOUR BOROUGH SOME LOVE **BROOKLYN ORG**



Fifteen years ago, a group of lifelong Brooklynites came together with a big idea for Brooklyn.

Created in 2009, Brooklyn Org is the first-ever public foundation solely dedicated to championing the borough's communities and the nonprofits committed to bettering the lives of our neighbors. Aimed at leveraging the borough's exponentially increasing population and global influence, we are raising new resources to address deeply rooted inequities and systemic injustice from the ground up.

Today, Brooklyn Org is an inclusive, dynamic, passionate, and quickly growing community of Brooklynites from every neighborhood, sharing one powerful common belief that together we can spark change for a more fair and just Brooklyn:



#### **Nonprofits**

We are the advocate for Brooklyn's nonprofit community. We fund over 100 organizations annually working across every issue, while we invest in the development of emerging nonprofits and leaders.



#### **Partners**

We collaborate with Brooklyn believers businesses, government, foundations, and more—to further our shared vision for a stronger Brooklyn.

> Together we have moved over \$120M to nonprofits since 2009, but more critically, we are driven by a relentless commitment to racial justice and making Brooklyn a beacon of equity—where our diversity is our strength, needs are met with solutions, and everyone can prosper and thrive.



We crowdfund resources from Brooklyn, for Brooklyn, and use our deep knowledge and experience to co-invest strategically in our communities.



We are connected to communities and cultures across Brooklyn—and these long-standing relationships play a key role in informing our investments.

### **A Beacon for Equity and Justice**

Home to nearly 3 million people, Brooklyn is New York City's largest borough and would be the country's third largest city. Known as a center of cultural, artistic, and economic innovation, Brooklyn is a microcosm of America with huge disparities in wealth and social outcomes between white residents and people of color and immigrants, exacerbated by the rising cost of living, lack of affordable housing, and food insecurity.

In the face of these challenges, Brooklyn has become a hub for social movements and changemakers who are creating community-driven approaches ripe for expansion and acceleration.

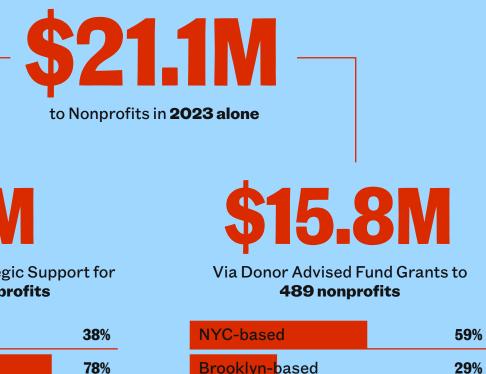
"Being born and raised in Brooklyn, I'm proud to be part of Brooklyn Org's commitment to make sure that the borough's evolution provides opportunities for all its residents."

> **PETER FURCI Brooklyn Org Board Member**

Our nonprofits are the first responders in times of crisis and everyday emergencies, yet-despite accounting for over 1/3 of New York City's nonprofits-Brooklyn organizations receive less than 8% of charitable contributions citywide each year.

Brooklyn Org is determined to make Brooklyn a model for just and equitable urban investment, where decisions on our future are made by residents with a focus on just opportunities and outcomes for all. We are bringing all Brooklynites and Brooklyn believers together to support innovative solutions for Brooklyn and rally the resources our communities deserve.







Via Brooklyn Org Strategic Support for **120 Local Nonprofits** 

Black-led	38%
BIPOC-led	78%

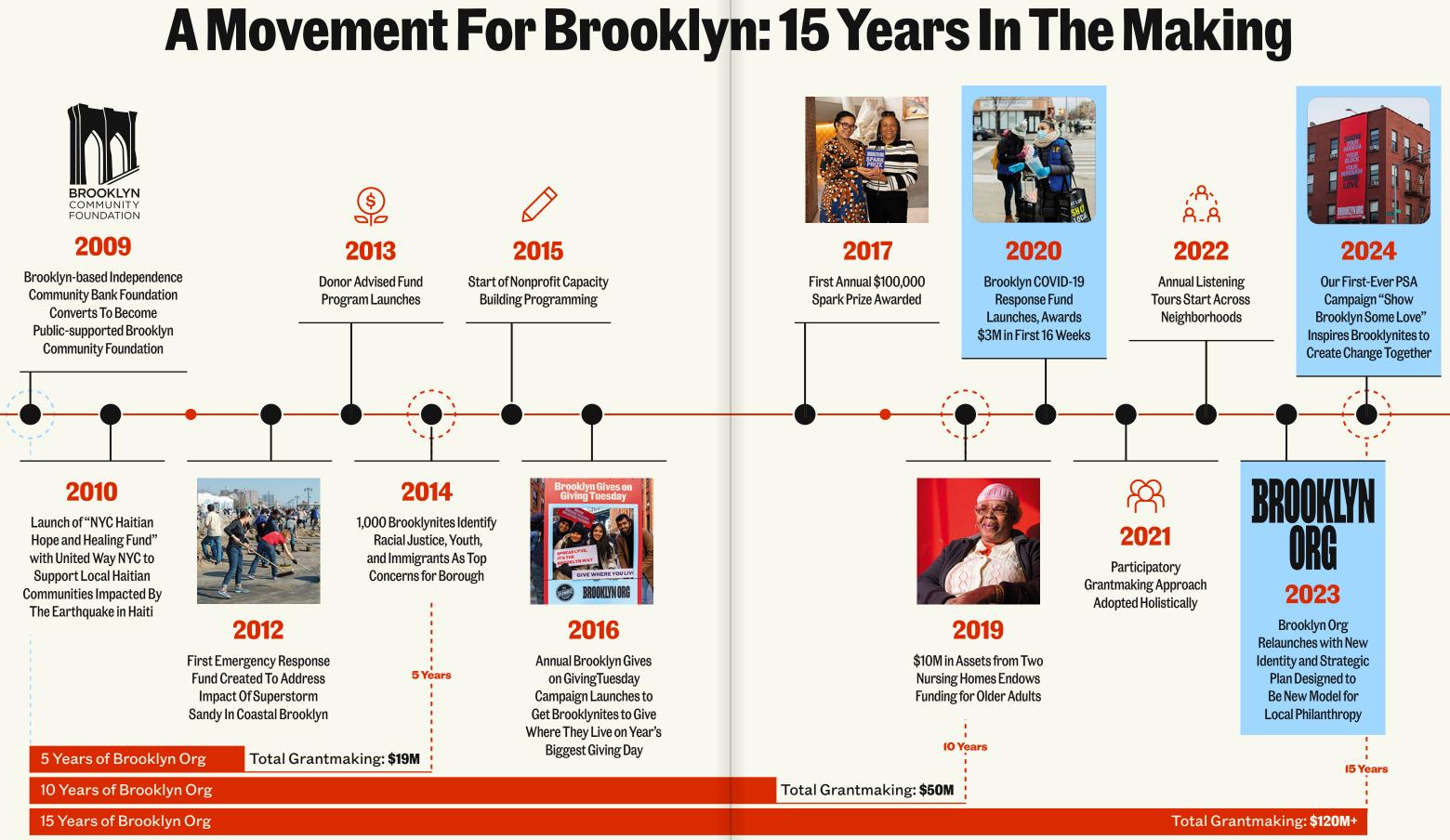
# **By the Numbers \$120M+**

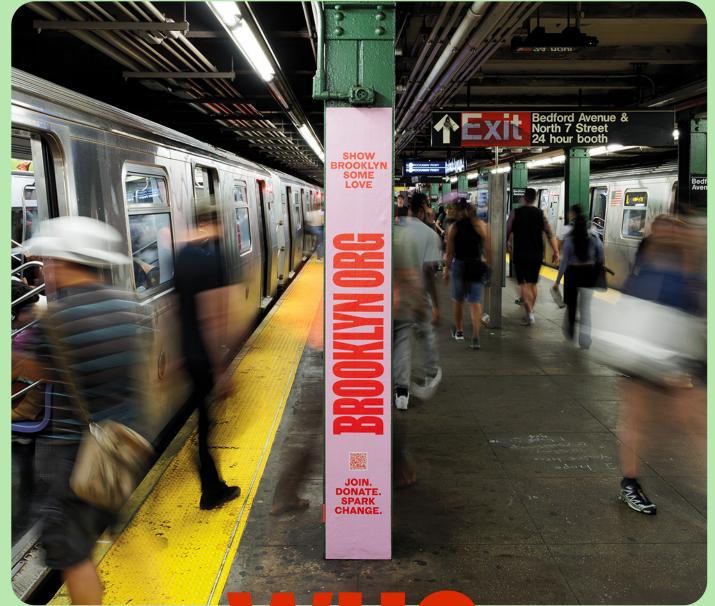
to Nonprofits Since 2009



#### Brooklyn Families, Youth, Immigrants & Older Adults Supported Annually







## WE BACK

In 2023, Brooklyn Org's community of supporters powered our \$5M investment in racial justice, social support, and economic opportunity for Brooklyn.

### **Our Community-led Approach**

Brooklyn Org is creating a new model for local philanthropy that gives everyone a seat at the table through both our strategic support of local nonprofits and our partnerships with Donor Advised Funds.

Our sector demands disruption: only 10% of philanthropic dollars nationally have been invested in nonprofits led by people of color over the past 20 years, even as overall giving has increased nearly 400%. We take racial inequities like these as calls to action to do philanthropy differently, making investments in partnership with Brooklyn residents and building a community of donors from all walks of life.

**ALEXANDRIA SICA** President of the DUMBO BID, Partners in the Show Brooklyn Some Love Campaign

We work in partnership with community members who participate in our twice yearly grantmaking advisory councils, joining our staff to review funding applications, see programs first-hand, and make recommendations for investment.

"Brooklyn Org is bringing a bit of borough pride and responsibility to all of us and we love them for it."

**Explore Who We Back** brooklyn.org/grantees





### **Issues & Insights**

We back local nonprofits working across the following critical issues impacting our borough.

#### **FAMILIES**

**JUSTICE REFORM** 

**9**x

The maternal mortality rate of Black mothers compared to white mothers in NYC

#### **CIVIL RIGHTS**

90%

of people arrested during the NYPD's yearly traffic stops are Black or Latinx

#### HOUSING

**51%** 

of Brooklyn tenants spend over 30% of their income on rent

YOUTH

1/3

of NYC's most segregated schools are in Brooklyn

20% of NYC children have parents who are currently or formerly incarcerated

#### **HEALTH & WELL-BEING**

**4 Years** 

The gap in life expectancy between Black New Yorkers and the citywide average

#### **IMMIGRANTS**

**1 in 3** 

**Brooklynites is** an immigrant

#### **CIVIC ENGAGEMENT**

**39%** 

of eligible Brooklynites voted in the last midterm elections

#### **JOBS & ECONOMIC OPPORTUNITY**

**1 in 6** 

Brooklynites over 25 doesn't have their high school diploma

#### **OLDER ADULTS**

48%

of older New Yorkers experienced food insecurity in the past year

#### **ENVIRONMENTAL** JUSTICE

**50%** 

of Brooklyn neighborhoods are at 'high risk' for residents dying from extreme heat

#### **ARTS & CULTURE**



of Brooklyn's professional artists are immigrants



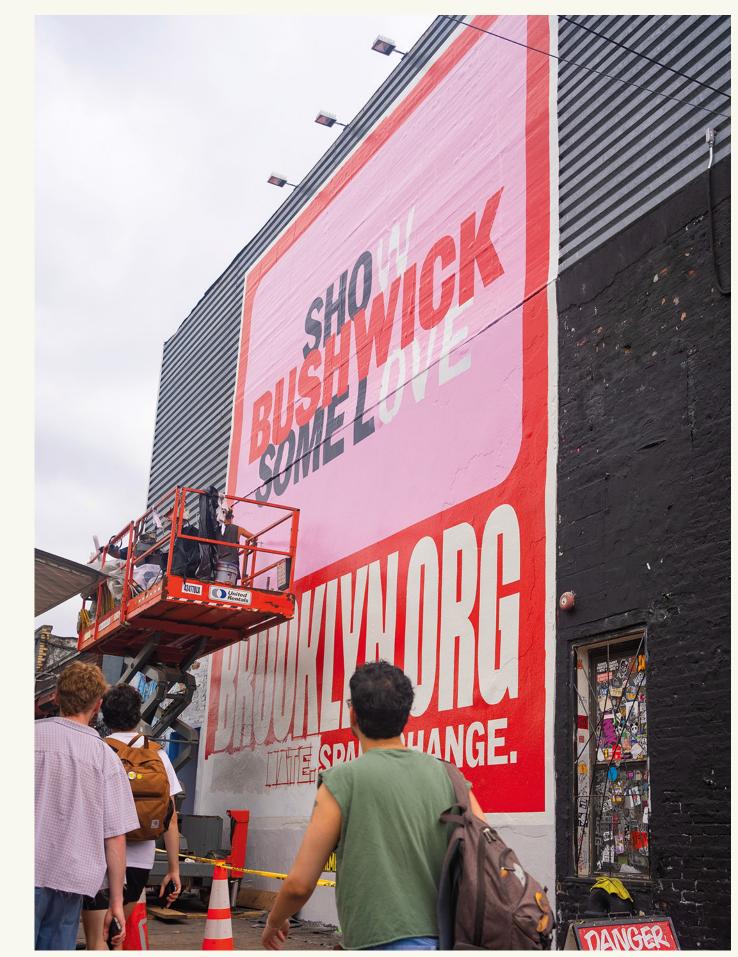
Anthony Rowe, Program Director, Neighbors in Action

### Stories of Impact

Your support makes all the difference to the nonprofit lifelines in our communities.

See your generosity in action-scan the QR codes for videos produced by *BK Reader* as part of our "Show Brooklyn Some Love" campaign.

Arab-American Family Support Center	
Groundswell	
Mixteca	
Sure We Can	
Worker's Justice Project	



Brooklyn Org partnered with Colossal Media to bring a mural to House of Yes in Bushwick

# Strengthening Nonprofits

Nonprofits are the backbones of communities, yet most operate on shoestring budgets with small teams tirelessly working to deliver programs and services to the most vulnerable. At the heart of these organizations are leaders that have little space for learning, leadership development, fundraising and expansion-resulting in both unmet potential and unmet community needs.

Brooklyn Org's Capacity Building Program ensures that nonprofit leaders and their teams receive the critical resources and support they require to help their organizations and our communities thrive.

"Brooklyn Org's capacity building support is appreciated-engaging grantees and other community-based nonprofits is vital work."

**RAMIK WILLIAMS Co-Executive Director, KAVI** 

"It is so wonderful to have this support, especially given how stretched we all are in the nonprofit world for resources."

**MARIARNAUD** Board Member, Brooklyn to Alaska



Brooklyn Org Regional Nonprofit Convening



### **BROOKLYN ORG Spark Prize &** SOCIAL JUSTICE FUND **Just Brooklyn Prize**

Each year, we salute incredible changemakers through two unique programs, the \$100,000 Brooklyn Org Spark Prize for nonprofits and the \$20,000 Just Brooklyn Prize for leaders, presented with the Joe and Clara Tsai Foundation's Social Justice Fund. Together, these honors capture Brooklyn's excellence and extraordinary commitment to justice and equity.

#### 2024 Brooklyn Org Spark Prize **Winners**

- Drive Change
- Neighbors in Action
- Sure We Can
- Power of Two
- Youth Design Center

#### Inaugural Just Brooklyn Prize Winners

- **Debra Ack**, East NY Community Land Trust
- La'Shawn Allen-Muhammad, Central Brooklyn **Economic Development Corporation**
- Samora Coles, Alex House Project
- C. Zawadi Morris, BK Reader
- Chanel Porchia-Albert, Ancient Song Doula Services



Brooklyn Org Spark Prize Committee Member George Suttles presents the award to Drive Change

"The Just Brooklyn Prize recipients are on the ground combating some of the most pressing social justice issues of our time, from every angle, right here in Brooklyn. They lead by example, and we are pleased to support their work."

> **CLARA WU TSAI** Founder of the Social Justice Fund and owner of the Brooklyn Nets, New York Liberty, and Barclays Center





Our President & CEO Dr. Jocelynne Rainey, Brooklyn Borough President Antonio Reynoso, and Executive Director of the Joe and Clara Tsai Foundation's Social Justice Fund Gregg Bishop

**Just Brooklyn Prize** bksjf.org/justbrooklyn





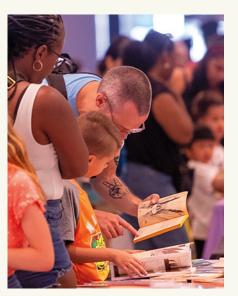
We believe Brooklynites hold the solutions to our borough's challenges and that ideas born here can serve as models for other communities.

### **Listening Tours**

Our support for Brooklyn nonprofits is informed by our commitment to listening to and engaging with communities at every level of our work. Our annual Listening Tours series helps us build relationships with neighborhood leaders and grassroots organizations and stay informed on challenges and opportunities for investment across our borough.



Watch The Short Film brooklyn.org/news



Throughout the year, Brooklyn Org partners with cultural and community institutions around the borough to curate thought-provoking programs and festive events that elevate local nonprofits and deepen the connections between Brooklynites and our communities.

Show Brooklyn Some Love Fest at City Point

### **Volunteer Day**

Each Spring, Brooklyn Org partners with nonprofits across the borough to provide family-friendly volunteer opportunities that introduce Brooklynites to local organizations and give back to our neighbors and neighborhoods.

ONE WORD TO DESCRIBE YOUR COMMUNITY Resilient Collaborative

### **Public Programs & Community Events**



Volunteer Day Participants in Gowanus

FROM THE GROUND UP

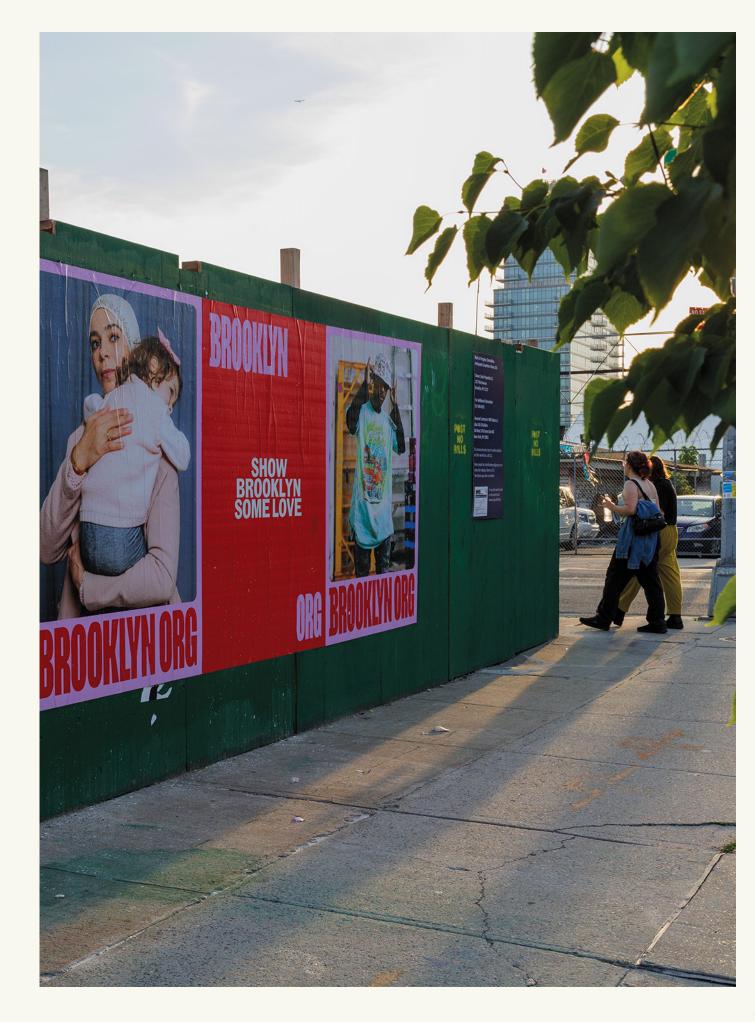
# **50 Ideas for Brooklyn**

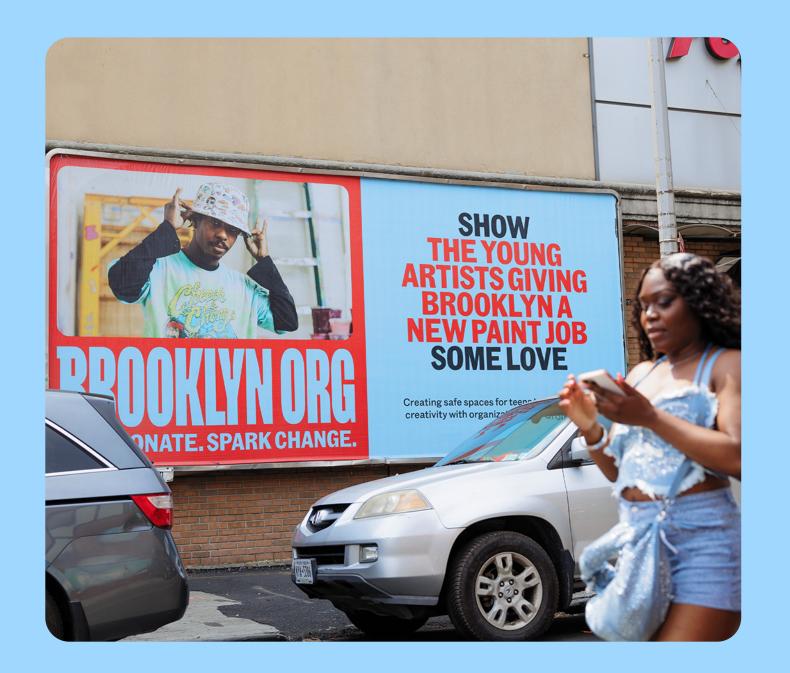
In 2024, we partnered with The Center for an Urban Future on a roadmap for creating a stronger and more equitable Brooklyn, featuring concrete policy ideas from 50 Brooklynbased leaders. The report presents policy ideas that would help more Brooklyn residents access affordable housing, quality health care, well-paying jobs, and bolster neighborhoods across the borough.

"Brooklyn is thriving in the city's post-pandemic recovery, but there is significant work to be done to help all residents benefit from the borough's growing prosperity. This report provides the kind of fresh and bold ideas that everyone agrees will be needed to create a stronger and more equitable borough."

> **JONATHAN BOWLES** Executive Director, The Center for an Urban Future







# JOINOUR NOVEMENT

### Join

Brooklyn Org is your source for all things Brooklyn!

#### Stay connected:

- Follow us on Instagram @BklynOrg
- Attend our community events
- Sign up for our newsletter at brooklyn.org

### Donate

With Brooklyn Org, you can ignite change in Brooklyn from the ground up. Brooklyn Org Membership helps you deepen your connection to your community and the vital nonprofits working to end inequity and injustice across Brooklyn.

Memberships are offered for donations of \$100 and up, and offer access to special events, site visits to see our nonprofit partners in action, family volunteer days, conversations with thought leaders across Brooklyn, and much more.

Whether through a one-time contribution or by setting up a monthly recurring donation, your support sustains our annual grantmaking to over 100 high-impact nonprofits across Brooklyn.

#### "Opening a fund with Brooklyn Org significantly improves the overall giving process."

**ROBIN GRIFFITHS** Fund Holder at Brooklyn Org









Ways To Give brooklyn.org/give

JOIN OUR MOVEMENT

### Spark Change



Brooklyn Org is proud to partner with individuals and institutions to support the causes and communities they care about on their block and across the borough.

#### **Open a Donor Advised Fund**

Give anywhere while maximizing your local impact by opening a tax-efficient Donor Advised Fund (DAF). Simplify your giving with our easy-to-use online portal and allocate grants to your favorite nonprofits at your own pace while simultaneously supporting Brooklyn Org's work.



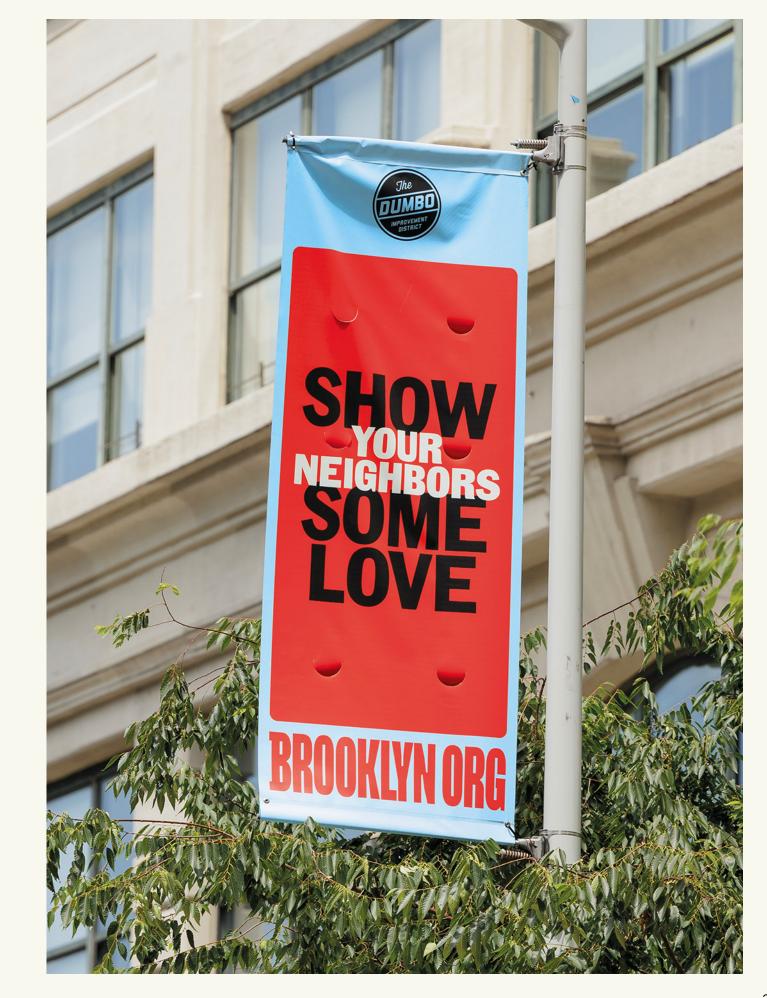
**Open A Donor Advised Fund** brooklyn.org/funds

#### **Become a Funding Partner**

As the borough's go-to giving partner, we're excited to collaborate with corporations, small businesses, and fellow philanthropic organizations to develop strategic initiatives that touch every corner of Brooklyn and employ our sectorleading approach to racial justice giving.

"Having a DAF at BKO is all about supporting Brooklyn! Brooklyn Org brings us into the nonprofit community to find organizations that are a good fit for our goals and are close to home."

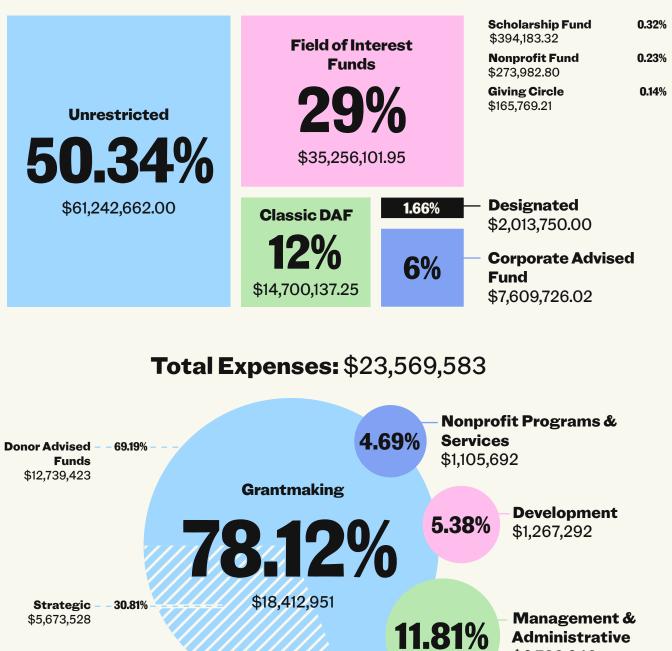
> JANEL CALLON Fund Holder at Brooklyn Org



### **Financials**

Highlights of our FY23 Audited Financials (July 1, 2022 - June 30, 2023)

#### **Total Assets:** \$121,656,364



\$2,783,648



View Our FY2023 Audited Financials brooklyn.org/financials

**UKLYN ORG** 

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SHOW



SHOW

Show your closet some love! Discover Brooklyn Org's merch-all made or designed in the borough—at brooklyn.org/shop.



#### CREDITS

"Show Brooklyn Some Love" PSA Campaign: Mother New York Photos of the campaign across Brooklyn: Paul Frangipane **Report Design: Bardo Industries** 



## SHOW **OUR PARTNERS** WHO BACK THE BOROUGH **SOMELOVE**

"Brooklyn Org boldly supports nonprofits to spark transformational change through equity and justice."

> SHAHEEN RUSHD Brooklyn Org Board Member

**Our Family of Funds** 

CGJN Fund

Fund

Fund

Christopher P. Santoro

Constance L. Christensen

Scholarship Fund

**Darrow Family Fund** 

Memorial Fund

**David Alexander Scott** 

**Eberly Wallace Family** 

Empowering Venerable

Fellerath Goodwin Fund

**Fishman Family Fund** 

Four Oaks Brooklyn

Frankie Morris-Perez

Memorial Scholarship

Friends of New York

Frosenblumin Fund

George and Mary

Memorial Fund

Gastever-McKittrick

Gillespie Glant Family

**Gregorian Chant Project** 

Fund •

Fund

Family Fund

Fund

Giraffe Fund

Achievement Fund \*

Etsy Impact Fund \*

Etsy Uplift Fund \*

Anonymous (23) 1065 Atlantic Community Impact Fund \* 1834 Project Akintayo Holder Fund

Albert Vann Legacy Scholarship Fund Allinbklyn

Amelia & James Wilson Family Fund Andrew Kimball Sarah

Williams Fund **Barbara Edwards** 

Delsman and Alan M Delsman Fund

Beacon Giving Group **Becker Family Fund** Bee Raw-Save the Bees **Black Art Futures Fund** 

BREDS Fund

BREDS Fund II Brooklyn Ballet Fund •

**Brooklyn Branches Giving** Circle

**Brooklyn Dream Network Brooklyn Empower** 

Fund • **Buckholz Fontaine Fund Bunchberry Fund** 

**Carson Family Fund** 

Goldman Sachs **Commodities Givin** Circle

**Griffiths Family Fun** Gueron-Strickland Fund

Hammond Family Scholarship Fund **Hinton Phillips Fam** 

Fund Island in the Sun Fu

Jesse and Wendy's "Neighbor To My Neighbors" Educa Advancement

Jessie Streich-Kes Memorial Fund

Scholarship \*

Joel Herzig Memo Fund • John Raskin and Er

Schneider Fund Joseph Mohbat Me

Fund Judy and Henri Gue

Family Fund Judy Olivia Grant I Fund •

Kirven Family Fund

Lasting Memories Leslie and Andy Sc

Family Fund Levitt Foundation

Advised Fund Magic Pebble Fund

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Donor		Memorial Fund	
	Stirrup Family Fund Stone Wenk Cashion Family Fund	We Ride at Day	
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Susan and Peter Restler **Taylor Marriott Family** Fund The Addy Thornton Memorial Fund \* The Brock McGill Foundation The Grace Fund The Gratitude Fund The Ichigo Charitable Fund The Kaye Family Charitable Fund The Meyer-Minoff Family Fund The Pasta Rose Scholarship • The Rainey Scholarship Fund The Reeves-Walker Fund The Scout Fund The Tallawah Fund **Thigpen Hill Family Fund Timothy & Nicholle** Simons Family Charitable Fund TJFJ Fund for Children **Urban Youth Activist** Fund \* VLD Gives Wayne S. Mackie Memorial Fund We Ride at Dawn Whoriskey Donor

Yatrakis Family Fund

#### Field of Interest Funds

#### A Better Brooklyn Fund

**CABS** Community Foundation

**Congregational Home** Legacy Fund

The Fund for the Health and Integrity of Seniors

#### Board **Designated Endowed Funds**

Cecilia Clarke Fund for Nonprofit Leaders

The Fishman Family Fund for Economic Opportunity

- \* Corporate Advised Fund
- Giving Circle
- Memorial / Tribute Fund
- Nonprofit Fund

Unless otherwise designated, this list reflects Donor Advised Funds (DAFs) active as of August 1, 2024.

Please contact our **Donor Services team** with any corrections at donorservices@brooklvn.org

### **BROOKLYN ORG**

#### **Corporate Supporters**

Ace & Jig Akin Gump Strauss Hauer & Feld LLP Anat Gerstein, Inc. Armonia LLC **Barclays** Center BDT Capital Partners, LLC\* Bennett Midland Brooklyn Chamber of Commerce Brooklyn Navy Yard Development Corporation Cleary Gottlieb Steen & Hamilton LLP Coca Cola Cumberland Packing Corporation Davidson Kempner Capital Management LP Davis Polk & Wardwell LLP Gap Goldman, Sachs & Co.\* Hall Capital J.P. Morgan

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Mariposa Foundation Marti Family Fund New York Congregational **Community Services Rohit and Katharine Desai** Family Foundation Roney Liu Brooklyn Impact Fund Sea Cove Foundation Seedworks Fund Shoates Family Charitable Fund Shuly and Alon Fund Sills Family Foundation Stardust Fund Susan & William Rifkin Charitable Fund Susan and Peter Restler Susan Beth Salo Foundation The Allstate Foundation The Bay and Paul Foundations The Boston Foundation The Ichigo Charitable Fund The Lipsky Family Donation Fund

The Meyer-Minoff Family Fund

The Morgridge Family Foundation

\* Employee Matching

Program

The OConnor/Brojatsch Family Giving Fund The Reeves-Walker Fund The Richard and Barbara **Moore Family Foundation** The Scout Fund The Warburg Pincus Foundation\* The Wigit Fund Thigpen Hill Family Fund Van Horn January Fund Wolfensohn Family

Foundation

#### **Individuals** and **Families**

A-B

Anonymous (17) Geoff Adamson Herbert and Rochelle Adasko Kendall Albert Dave Algoso and Annie Coombs Jacob Arnold **Daisy and Christopher** Auger-Dominguez Oluwatoyin Ayanfodun Julie Flynn Badal Jessica Bauman and Ben Posel Alan Beller and Stephanie Neville Aytan Benaderet Shari Berman and Jack Pascarosa Thomas Bettridge\* and Wendy Reitmeier Neil S. Binder and Rachel Karliner **Gregg Bishop** 

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C-E

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Sophie and Andrew Ferrer	Susan Ochshorn	Babbie Jacobs	Jeremy Robbins
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Mark Foggin	Nicole Gueron* and	Hilary* and Edwin Jager	Susan and Ken
Lizanne Fontaine and	Carter Strickland	Zul* and Melissa Jamal	Mandelbaum
Robert Buckholz	Н-К	Amanda and Matthew	Jenna Mandel-Ricci
Kathy Franklin	Kristine Haag	Jones	Henry Mannix
	-		

### **BROOKLYN ORG**

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