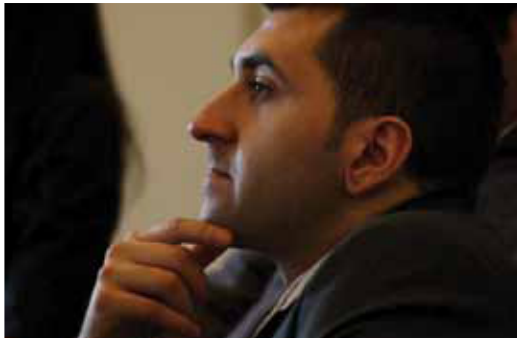




New York Needs You

2010




Connecting Ambition With Opportunity

NEW YORK NEEDS YOU CLOSES THE OPPORTUNITY GAP THROUGH AN INTENSIVE CAREER DEVELOPMENT AND LEADERSHIP TRAINING PROGRAM THAT ENABLES HIGH-POTENTIAL, FIRST-GENERATION COLLEGE STUDENTS TO REALIZE THEIR CAREER ASPIRATIONS.



Connecting Ambition With Opportunity

A Message from the Board President and Executive Director



Dear Friends,

We are excited to present the very first annual report for New York Needs You. It has been an amazing and productive year for the organization with the launch of our two-year Fellowship Program for first-generation college students. Studies have shown that only 11% of first-generation college students graduate from college, and they receive comparatively lower starting salaries for entry level positions. Our program affords our Fellows the access and exposure they need to bridge the opportunity gap with their peers. Now more than ever, it is important to equip our future leaders with the proper skills to successfully compete in the ever-changing workplace.

We have provided each of our Fellows with a dedicated Mentor-Coach from our network of over 200 talented and knowledgeable volunteers, twice monthly career development workshops as well as professional development grant funds. Through our structured comprehensive curriculum, we enable Mentor-Coaches to provide meaningful advice, share actionable feedback and empower the Fellows to achieve their own amazing potential.

In the coming year, we will grow the Fellowship class from 50 to 100 Fellows to serve 150 first-generation college students. We are excited about the opportunity to enrich the lives of even more first-generation college students and we thank you for your continued commitment to New York Needs You and our Fellows!

A handwritten signature in black ink that reads "Robert Reffkin". The signature is written in a cursive, slightly slanted style.

Robert Reffkin
Founder and Board President
New York Needs You

A handwritten signature in black ink that reads "Nicole Lindsay". The signature is written in a cursive, flowing style with a large loop at the end.

Nicole Lindsay
Executive Director
New York Needs You

ABOUT THE PROGRAM

NYNY's program targets high-potential, first-generation NYC college students in their freshman and sophomore years. These students have the tenacity, ambition, and desire to enhance their lives and their communities. NYNY's intensive 2-year program includes bi-weekly career workshops where Fellows develop relationships with more than 200 highly accomplished Mentor-Coaches and community and business leaders. The three primary program components are:

- 1 LIFE PLANNING - In partnership with their Mentor-Coaches, Fellows develop life plans that articulate a clear path to their personal and professional goals.
- 2 CAREER DEVELOPMENT - NYNY supports our Fellows' career ambitions with job shadowing and internship opportunities, professional attire, and extensive training in public speaking, personal finance, written communication, relationship management and interviewing skills.
- 3 COMMUNITY LEADERSHIP PROJECTS - Applying skills developed through NYNY, Fellows initiate community leadership projects that focus on helping first-generation community college students transfer to four-year colleges.



Our Mentor-Coaches are highly accomplished individuals whose success is not merely defined by their professional achievements, but also by their dedication to give back to our communities. Their example and experience are both a source of information and inspiration for our Fellows. Our Mentor-Coaches represent the best and brightest professionals in New York City. We have multiple Rhodes Scholars, Marshall Scholars and White House Fellows serving as Mentor-Coaches and many are rising stars in their respective fields, with extensive academic and professional accomplishments.

NYNY's volunteer Industry Specialists are seasoned professionals with generally five or more years of work experience in a variety of industries. Industry Specialists actively engage Fellows with career development insight/advice for their particular industry.

ROLE OF MENTOR-COACHES

NYNY closes the opportunity gap through an intensive volunteer-driven career development program that enables high-potential, first-generation college students to realize their college and career aspirations. NYNY Mentor-Coaches have been frontline participants in building New York Needs You. These young professionals play a central role in delivering the key messages of the NYNY curriculum to our Fellows and encouraging their networks to get involved.



“ I had a great experience working with my Fellow on his elevator pitch. At first he didn't fully understand how much he would use it going forward. Now he can recite it at the drop of a hat, with mutable variations, depending on who he is conversing with. I am proud to say that he uses his elevator pitch all the time and the hard work we put in the early sessions has continued to pay off. ”

- LAMAR MYERS



ROLE OF INDUSTRY SPECIALISTS

NYNY's volunteer Industry Specialists are seasoned professionals with generally five or more years of work experience in a variety of industries. Industry Specialists actively engage Fellows with career development insight/advice for their particular industry.

“

I think I've helped my Fellow become more self-aware and evaluative of her progress and of areas where she needs to improve. She now realizes the value in assessing her weaknesses and talks to me at length about ways to improve. Over the past year I've seen her become a much more active participant in developing a life plan and evaluating her options and outcomes. I have worked with her to set goals and also on longer term thinking. Recently, we had a very detailed conversation about time management and talked about ways she could better use her time. A couple of days later she sent me a picture of a dry erase board she put in her room, where she planned out her day to better manage her responsibilities. That was one of my “aha” moments where I felt like what I had been saying to her was getting through.

- TIFFANY MERIWEATHER

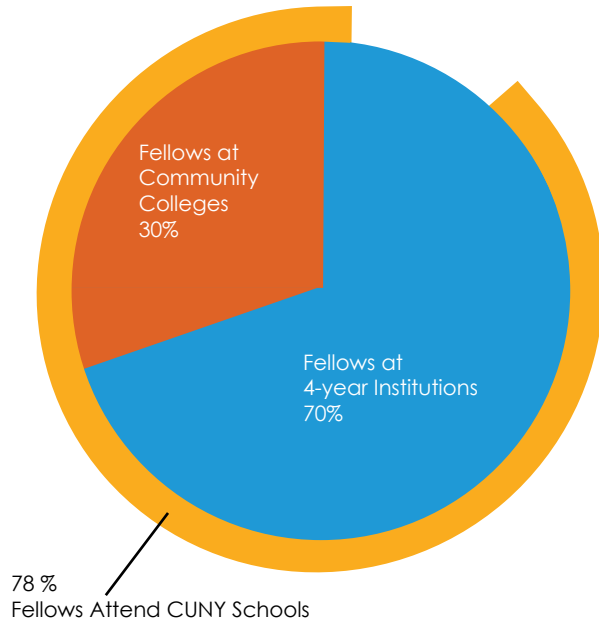
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CLASS 1 FELLOW SUMMARY

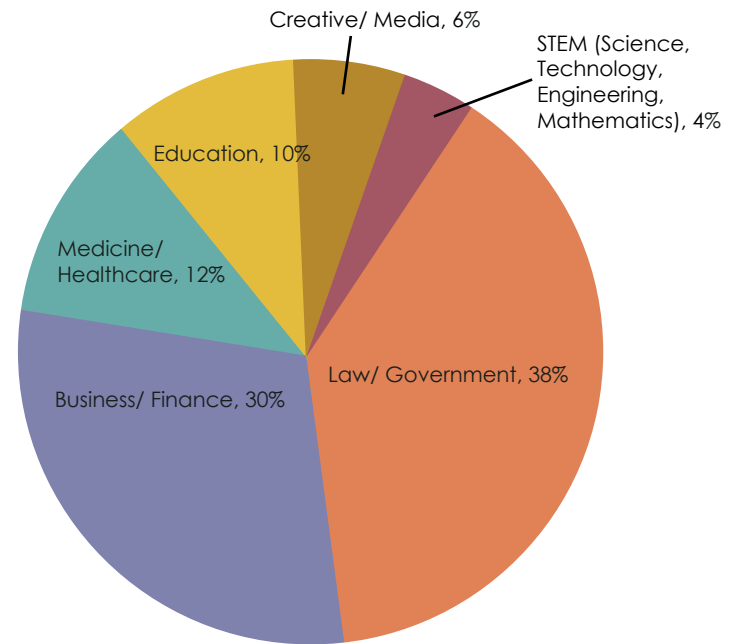
WHO ARE NYNY FELLOWS?

- High-potential, first-generation college students who have demonstrated academic excellence, leadership and ambition; and are selected through an intensive, multi-stage application process
- 50 Fellows were admitted to the program (290 applications started, and 171 applications submitted).
- The Fellows currently have an average GPA of 3.6 and represent 16 colleges and universities
 - > 78% attend CUNY schools; 22% attend non-CUNY schools (Barnard, Columbia, NYU, Pace)
 - > 74% Freshmen, 26% Sophomores

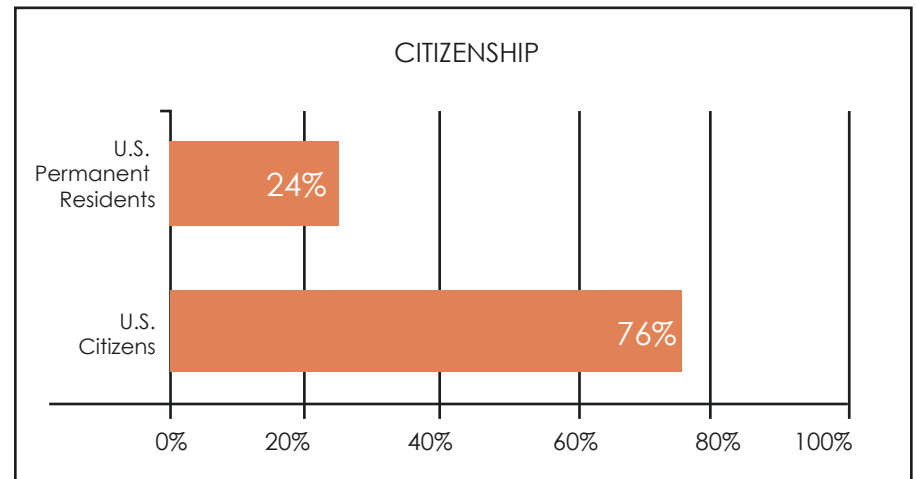
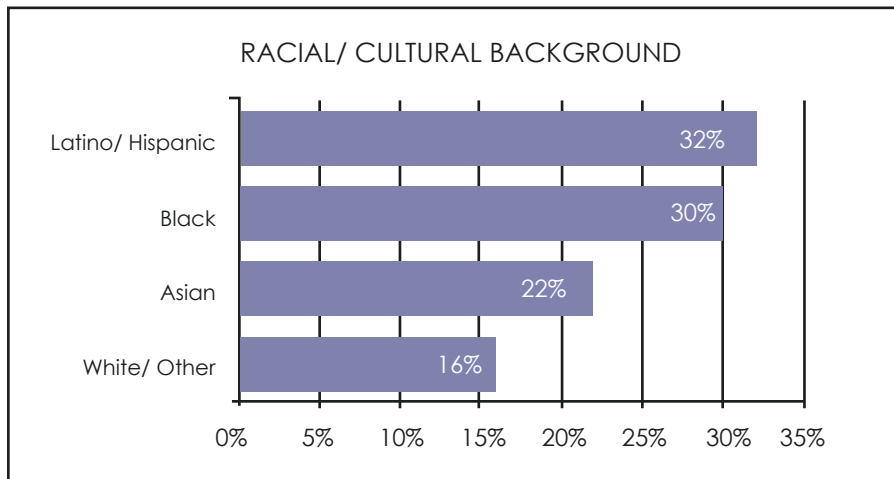
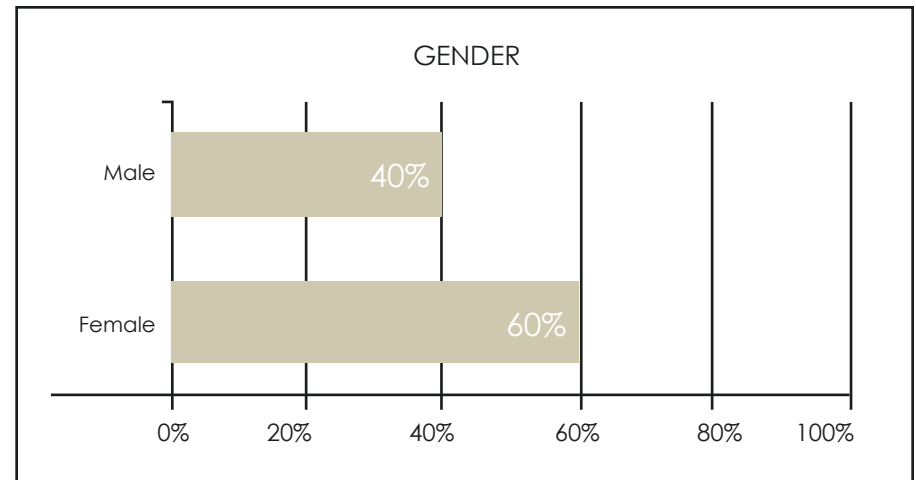
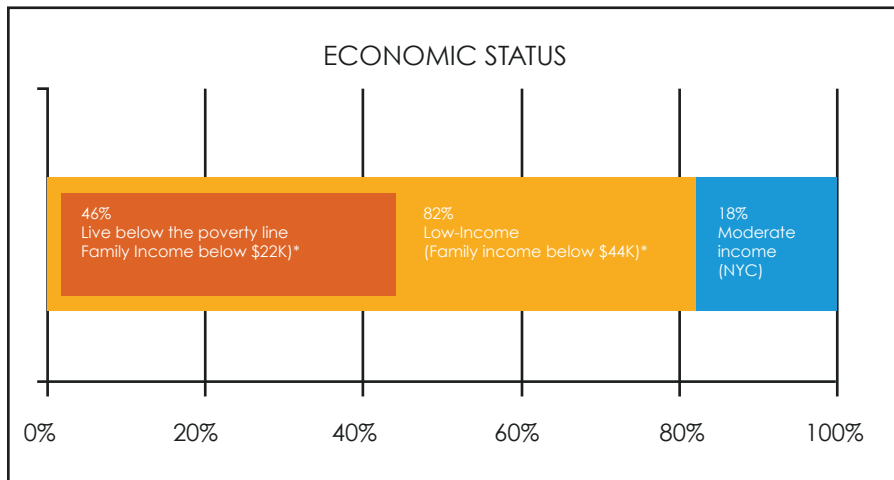
COLLEGE TYPE
(Fellows by %)



CAREER AMBITIONS
(Fellows by %)



Our goal is to create a Fellow class that reflects the economic and cultural diversity of New York City.



ACCOMPLISHMENTS

ORGANIZATIONAL

- Hired Program Manager, Chief of Staff, Director of Development, Operations Coordinator and Program Coordinator
- Completed a full website redesign in September 2010; key features include Fellow Profiles and an RSS feed
- Launched monthly newsletter (first issue published in October 2010)
- Featured in several major publications (Elle, Newsweek, Fast Company and New York Times)
- Awarded grant through the Taproot Foundation to enhance NYNY Brand Strategy and Key Messages

FUNDRAISING

- Honored Howard Marks, Chairman of Oaktree Capital and Cory Booker, Mayor of Newark, NJ at Inaugural Benefit
- Young Leadership Board hosted successful Spring Fundraiser in April resulting in \$69,000 in donations
- Raised over \$1.1MM from Inaugural Benefit
- Awarded \$75,000 grant from the Heckscher Foundation
- Won \$25,000 Pepsi Grant; NYNY project featured in Refresh Everything commercial on ABC

ACCOMPLISHMENTS

PROGRAM RELATED

- Recruited 50 students (received 171 completed applications) for 2010 NYNY Fellowship; 98% of Class 1 Fellows remain fully engaged in the program
- Led 13 workshops covering topics such as Resume Writing, Interview Skills, Personal Branding, Giving and Receiving Feedback, etc
- Engaged approximately 200 professionals as Mentor-Coaches and Industry Specialists to contribute over 2200 volunteer hours
- Provided each Fellow with a business suit and pair of dress shoes through partnerships with CareerGear, Bottomless Closet and Payless ShoeSource
- Provided Fellows with professional development grants to further their career ambitions

BOARD RECRUITMENT

- Developed 20-person board committed to giving \$400,000 (\$20,000 on average per board member)
- Selected 29-person Young Leadership Board which has spent 500+ hrs helping to develop the program
- Recruited an Advisory Board, which includes Vernon Jordan (Senior Managing Director at Lazard Ltd), Tom Bernstein (Founder of Chelsea Piers), Ray McGuire (Head of Global Banking at Citigroup), and Kathryn Wylde (President & CEO, The Partnership for New York City)

INAUGURAL CLASS of 2010 FELLOWS

Karim Abouelnaga
Felicia Agyei-Odame
Aleksandr Akulov
Nicole Alexander
Yahya Alyafai
Ayana Atkinson
Joelle Barreau
Anissa Cruz
Jehovany Cruz
Tiffany Cummings
Germain Dasilva
Kamar-Jay Foster
Melice Golding
Anival Gonzalez
Elena Guzman
Samantha Guzman
Anika Hall
Elizabeth Harrison
Loney Isaacs
Lorik Jakupi
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Robert Lee
Qiao Yun Li
Karen Lopez



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Teyu Shu
Naithram Singh
Ramandeep Singh
Yin Sok
Matthew Szenics
Tieisha Tift
Jessica Turturro
Fatoumata Waggeh
Anna Witkowska
Ka Yuk Wong
Michelle Wu
Ken Zheng
Natalie Zorrilla

NEW YORK NEEDS YOU AUDITED FINANCIAL STATEMENTS

AUDITOR: Schall & Ashenfarb Certified Public Accountants, LLC

STATEMENT OF FINANCIAL POSITION AT JUNE 30, 2010

Assets

| | |
|-----------------------------------|------------------|
| Cash and cash equivalents | \$299,968 |
| Pledges receivable | 36,100 |
| Prepaid expenses and other assets | 23,750 |
| Property and equipment, net | 8,597 |
| Total assets | <u>\$368,415</u> |

Liabilities and Assets

| | |
|---------------------------------------|-------------------------|
| Liabilities: | |
| Accounts payable and accrued expenses | \$20,101 |
| Total liabilities | <u>20,101</u> |
| Net assets: | |
| Unrestricted | 348,314 |
| Total net assets | <u>348,314</u> |
| Total liabilities and net assets | <u><u>\$368,415</u></u> |

STATEMENT OF CASH FLOWS FROM INCEPTION THROUGH JUNE 30, 2010

| | |
|--|-------------------------|
| Cash flows from operating activities: | |
| Change in net assets | \$348,314 |
| Adjustments to reconcile change in net assets to net cash provided by/(used for) operating activities: | |
| Depreciation | 1,421 |
| (Increase)/decrease in assets: | |
| Pledges receivable | (36,100) |
| Prepaid expenses and other assets | (23,750) |
| Increase/(decrease) in liabilities: | |
| Accounts payable and accrued expenses | 20,101 |
| Total adjustments | <u>(38,328)</u> |
| Net cash flows provided by operating activities | <u>309,986</u> |
| Cash flows from investing activities: | |
| Purchases of fixed assets | <u>(10,018)</u> |
| Net cash flows used for investing activities | <u>(10,018)</u> |
| Net increase in cash and cash equivalents | 299,968 |
| Cash and cash equivalents - beginning of year | <u>0</u> |
| Cash and cash equivalents - end of year | <u><u>\$299,968</u></u> |
| Supplemental disclosures: | |
| Interest and taxes paid | <u><u>\$0</u></u> |

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\$20,000+

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