

BUILDING THE FUTURE

SERVICE. TRAINING. SUSTAINABILITY. JUSTICE.





We envision a green city built on principles of social, economic and environmental justice.

GREEN CITY FORCE ANNUAL REPORT 2018

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Spotlight: Multi-Year Partners





Lisbeth Shepherd at the 2018 GCF Youth Summit.

Letter from Founder and Executive Director Lisbeth Shepherd:

In 2018, our alumni network grew to nearly 437 graduates. Across cohorts, we have maintained an average of 80% graduation and 80% job placement rate. Green City Force (GCF) has become a movement of emerging leaders guiding and inspiring future cohorts. GCF's vision and work is encapsulated in Corps Member Neffrys Vaquero's artwork created for the 2018 Youth Summit on the theme of Power. Neffrys captured the essence of GCF: the Corps Member's personal growth is at the center of our GCF world, tied to the broader transformation we seek in our cities and society as part of a global community.

Every Corps Member is like the acorn at the base of the image, the seed that grows into the mighty oak tree. We work assiduously to be that fertile ground for young people living in public housing, and together as a GCF ecosystem, we strive for justice and peace in symbiosis with the natural world.

2018 was an incredible year. We completed our sixth farm on Staten Island— a major endeavor that is also the culmination of our multi-year Farms at NYCHA initiative in partnership with the New York City Housing Authority (NYCHA), New York City government, and Community Based Organization (CBO) partners across the City. The construction and operation of six largescale farms at NYCHA, under the Mayoral Building Healthy Communities initiative, has resulted in 56,700 pounds of produce grown and distributed since 2016. Our resident-to-resident conservation education initiative Love Where You Live (LWYL), has reached more than 20,000 NYCHA residents since 2013.

This year, the Corps innovated in partnering with NYCHA resident social entrepreneur Brigitte Vicenty to bring door-to-door recycling to Brownsville as the next level of the LWYL program.



To meet the needs of our citywide farms and sustainability service, and to better serve our members, GCF's two Service Corps tracks—the Urban Farm Corps and Love Where You Live Corps—merged into one unified force to bring the full force to support integrated programming. Benefits include optimizing our staffing model; aligning member experience; ensuring capacity to operate and maintain farm sites; and more frequent enrollment dates for young adults who wish to serve.

GCF is dedicated to service leading to a next step on a path to careers. To this end, in 2018 we deepened our sectoral training and partnerships and expanded our social enterprise. The explosive growth of our social enterprise programs enabled us to provide quality work opportunities for 70 graduates, extend our environmental impact, and build earned revenue to support the financial sustainability of our organization.

GCF works in partnerships with organizations across our programs, and at the crux of our work is our partnership with NYCHA. We also partner with City agencies, employers, and with many community-based and city-wide organizations on recruitment, service projects, training and employment opportunities for our graduates.

We could not do any of this without our circles of support, from alumni to employers, partners and funders. Thank you for your part in the Green City Force movement to build the green, safe, healthy and just city we want to see.

In service, Lisbeth Shepherd Executive Director

CONSOLIDATED 2018 OUTCOMES:

85

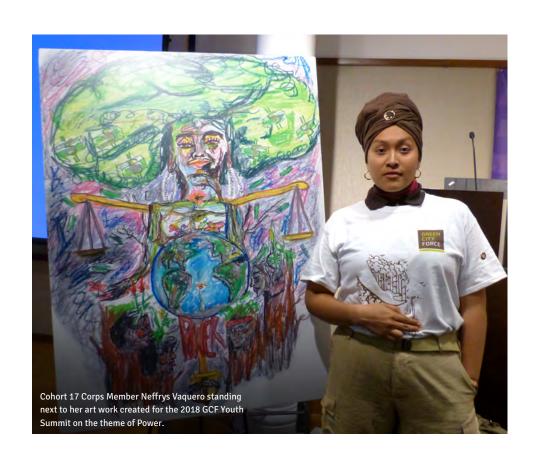
Corps Members enrolled

65

Corps Members graduated, 75% graduation rate

64

Graduates placed in school or work within 6 months, 98% placement rate



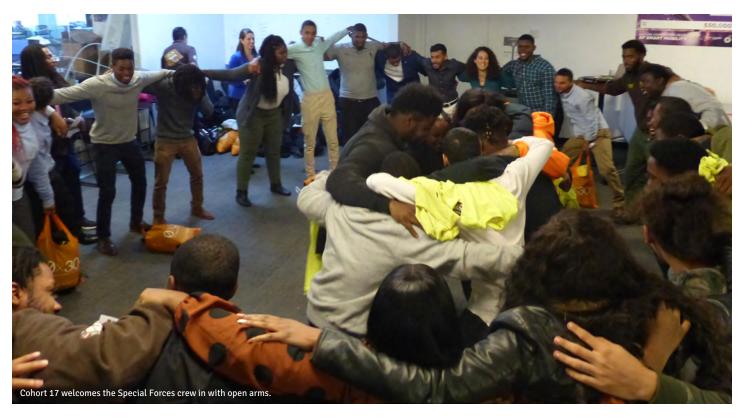
SERVICE CORPS

We are a Movement. We are the Force.

GCF's AmeriCorps program engages young adults who reside in New York City's public housing through fulltime, stipended service in visible and innovative sustainability initiatives designed by GCF, providing them with experience and skills to obtain employment or access college. Our model exemplifies a holistic approach to working with young adults ages 18-24 who are unemployed or in deadend jobs, and living in public housing communities with concentrated poverty, violence, and environmental and health disparities. In GCF, Corps Members find a platform to earn money, gain confidence, develop skills, a positive network and work ethic, and discover a potential career interest. GCF concentrates recruitment and service projects in targeted neighborhoods as part of place-based initiatives: Building Healthy Communities and the Mayor's Action Plan for Neighborhood Safety. Our program features full wraparound supportive services, with in-house Youth Development Social

Workers (LMSWs) and Career and Alumni Services Managers. When our Corps Members complete their AmeriCorps service hours, they earn a Segal AmeriCorps Education Award to use for further training or college.

ORIENTATION AND SERVICE BOOT CAMP: Service begins with **Orien**tation, emphasizing GCF foundations, expectations and the context for members' service in light of broader movements. Service Boot **Camp** allows new Corps Members to demonstrate that they have the will and the grit needed to earn their uniforms. Through team building exercises, learning and creating new GCF chants, followed by calls and responses. Also, visiting service sites to introduce the work under Love Where You Live and Farms at NYCHA to help set the stage for the months to come. Service Boot Camp culminates in a uniform ceremony from which Corps Members are officially **deployed** into service by taking the AmeriCorps oath.



Service:

In 2018, GCF's corps drove citywide service initiatives.

LOVE WHERE YOU LIVE (LWYL). The LWYL campaign promotes NextGen NYCHA Sustainability goals through resident-to-resident education about sustainable behavior changes in the home. LWYL is a resident-to-resident "credible messenger" model that educates NYCHA residents about changes they can make in their homes to reduce their impact on the environment. The LWYL campaign incorporates modules around energy efficiency, wastewater ("Cease the Grease") and recycling ("NYCHA Recycles!") in partnership with NYCHA, the NYC Department of Environmental Protection, the NYC Department of Sanitation and GrowNYC.

ZERO WASTE. In 2018, GCF continued to expand the scope of the Love Where You Live Campaign to include more priorities under the City and NYCHA's sustainability goals, as outlined in the Mayor's OneNYC plan, and NYCHA's NextGeneration plan. Work includes implementing NYCHA's first-ever door-to-door recycling pickup service designed by community-based organization Mothers on the Move and powered by GCF, and compost drop-off stations that process organic waste using a new mechanical process developed by EcoRich.

"The two most important things I've garnered from my time at GCF are an ever growing affinity for service to my community and a purpose behind my work. I'd like to take all I've learned from GCF and share it with my community, because I've learned that education is the only way to finally have 'a seat at the table'."

- Sienna Thomas, Cohort 15





FARMS AT NYCHA. Through Farms at NYCHA, GCF service Corps Members increase access to healthy food, provide youth workforce and leadership development, and promote sustainable and connected public housing communities on six large-scale urban farms located across four boroughs. Farms at NYCHA, powered by GCF, is part of Building Healthy Communities (BHC), a citywide partnership devised to improve health outcomes in 12 neighborhoods in New York City. In 2018, Corps Members built the last of the six planned NYCHA farms at Mariner's Harbor on Staten Island. Overall, Corps Members managed the farm sites and distributed approximately 20,000 pounds of produce to NYCHA residents, collected approximately 6,000 pounds of compostables, and engaged thousands of residents through weekly farm stands and events.

"The most important thing that I've learned during my term with Green City Force is how many job and career opportunities you can find just by being involved in the green field and contributing to keep the planet and environment healthy."

Roger Nunez,Cohort 14

Farms at NYCHA Partners























We work across departments at NYCHA — employment, energy and sustainability, health, resident engagement, gardening and greening, public-private partnerships, capital, communications, leadership, resident leadership, property managers, and green committees—for the benefit of the 18-24 year old public housing residents and NYCHA communities we serve.

In addition to NYCHA, we work closely with city agencies, such as the Mayor's Office of Criminal Justice (MOCJ), Mayor's Office of Strategic Partnerships, NYC Department of Sanitation, NYC Department of Environmental Protection, the Mayor's Office of the Chief Technology Officer (MOCTO). Our partnerships work to advance New York City and NYCHA sustainability, public health and workforce goals in alignment with the Mayor's OneNYC plan and NYCHA's NextGeneration Agenda.





GREEN CITY ACADEMY (GCA):

Alongside their service to NYCHA communities GCF Corps Members (CMs)spend 20% of their time in training, typically accounting for one day per week. GCA is the classroom technical education and training portion of the GCF AmeriCorps service term. CMs will take a combination of technical training courses depending on their team's specialty within the cohort. Certain trainings are also offered to GCF alumni.

GCA is designed to impart the fundamentals of eco-literacy, give CMs the technical skills they need to succeed in service and the workforce, instill professionalism, and prepare CMs to secure employment post-term. Lessons typically take place in the classroom with some lessons involving computer work. Guest speakers and site visits are designed to exem-

plify the range of career opportunities available within sustainability sectors and inspire CMs to discover their interests and passions in the professional context.

With love, compassion, and dedication, the GCF platform elevates CMs to become leaders in their communities. By supporting and striving to understand and appreciate the whole person, GCF programs build a community of support, a family and a force with its CMs. One of the GCF core rituals, Community Meeting, plays an important role: based on the principals of "Hope and Healing," as discussed by Shawn Ginwright in his book Hope and Healing in Urban Education. At Community Meeting, CMs share accomplishments, feedback with peers, and hopes for the future, building a network of support among each cohort.

"Green City Force has been a ladder to a future I thought would take years to achieve. I've grown into a young adult who has a passion for agriculture and helping others."

- Maria Martins, Cohort 14







ALUMNI CAREER PATHWAYS

SUSTAINABLE BUILDINGS AND **COMMUNITIES.** GCF is committed to continuing our work with graduates as engaged active community members with blossoming careers. We work closely with our graduates, employer partners, and stakeholders to establish a foothold for graduates as leaders in careers connected to Sustainable Buildings and Communities. Our graduates continue to blaze paths for others to follow. They are bold, persistent, prepared, poised, and career ready. They are the builders of the inclusive green economy in a wide range of organizations and companies.

"I decided to apply for this {construction} training because I was interested in construction and wanted to absorb any knowledge that was offered. I entered the training hoping to become a basic laborer, but through the classes discovered how much I am interested in electricity. I heard about Local 3 and how I could be an apprentice in the training, so it was really my launching pad for joining the union."

- Earlton Massenburg Cohort 13

Earlton participating in construction training.



Highlights of 2018:

GREEN CITY BUILDERS. Our first construction training initiative in partnership with NYCHA's Office Of Resident Economic Empowerment and Sustainability (REES), Triangle Equities, and Hollister, resulted in graduate pathways into employment and union apprenticeships.

- The New York State Energy and Research Development Authority (NYSERDA) continues to be a core partner and identified 18-24 year old Conservation and AmeriCorps members as priority populations for their \$70M workforce investment.
- GCF was selected to participate in the JobsFirst NYC Benchmarking for Young Adult Sectoral Employment Project (YASEP): a learning community that provides customized training and technical assistance to help us build capacity, baseline, test and strengthen our employer engagement practices to improve career outcomes for our graduates.

2018 Initial Placement by Sub Sector

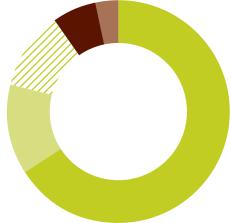
● **66.1%** Energy & Buildings

12.9% Horticulture

// 11.3% Nutrition/Food

● **6.5%** Zero Waste

3.2% Other Sectoral



- Solar Installation plans have launched at NYCHA and GCF is an integral player in three key projects with an array of dynamic partnerships with Solar One, including "Community Power", a REV Demonstration Project and Con Edison partnership.

Examples of graduate job titles include:

- IBEW Local 3 Apprentice
- C&C Apartment Management Green Building Superintendent
- Franklin Energy Direct Installer
- Aclara Technologies Meter Installer
- Con Edison Customer Services Representative
- Constellation Site Supervisor
- Community Voices Heard Base Building Organizer

- GrowNYC Farm Educator
- Brooklyn Botanic Garden Senior Organics Recovery Coordinator
- Square Roots Urban Growers Farmer
- The Brooklyn Kitchen Chef Instructor/Assistant
- Harlem Grown Farm Manager
- BKRot Composter
- Harrison Green Gardner





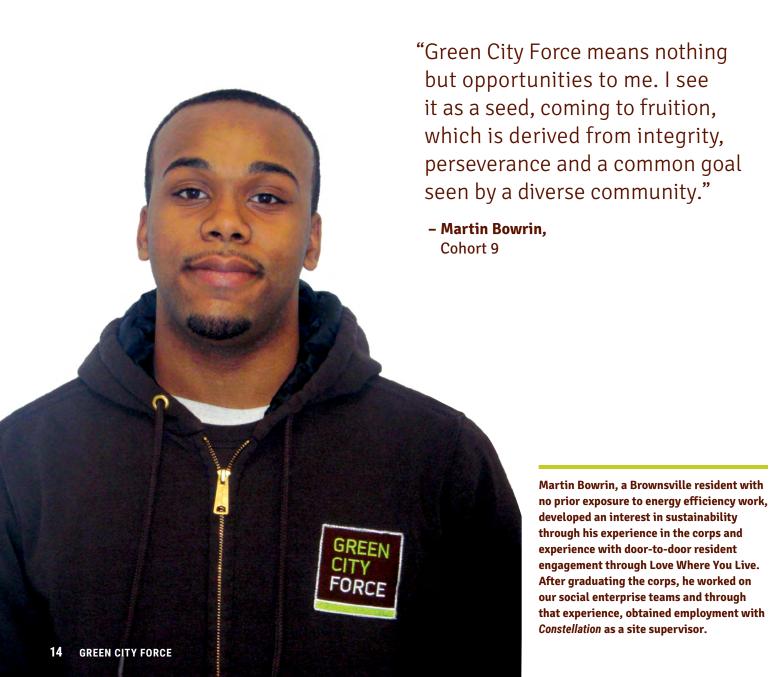


THE SOCIAL ENTERPRISE

Our goal: create career pathways in energy efficiency and ensure that investments in energy upgrades in public housing translate into economic opportunity for young adults residing there.

GCF's Social Enterprise employed 76 graduates in 2018 in sectoral employment related to energy efficiency at livable wages. GCF's *Illuminators* perform low-cost energy efficiency measures as part of the NYCHA Energy Performance Contracts, the nation's largest multi-family retrofit. GCF alumni also work in the back office developing their data entry skills and travel all across the five boroughs plus neighboring upstate towns on behalf of EmPower NY.

A New York State Energy Research and Development Authority (NYSER-DA) program that assists low-income New Yorkers in reducing their energy bills, from single family houses to privately-owned complexes. The social enterprise contracts serve as a springboard, allowing graduates to continue gaining experience relevant to their training and earning technical certifications and experience to access good jobs.













YOUTH SUMMIT: POWER

The annual GCF Love Where You Live Youth Summit, sponsored by the City Council and hosted by SEIU 32BJ, builds the movement of leadership through service and engages our members and graduates in designing GCF's and our city's future. On June 19th, over 150 Corps Members, alumni, staff, employer and community partners convened around the theme of "Power" to explore how young residents of public housing are powering the movement for sustainable and just

communities. GCF alumni working in the green economy—from composting to organizing, farm management to energy efficiency to art—shared their thoughts on power and advice, while Corps Members and alumni talent were on display through original artwork, poetry and music throughout the event. Other speakers included Ritchie Torres, New York City Council Member, Emi Mahmoud, World Slam Poetry Champion and international activist, Mark Chambers, Director of the









Mayor's Office of Sustainability,
Donnel Baird, Founder of BlocPower,
Margarett Jolly, GCF Board Member,
and Director of Demonstration
Projects—Con Edison, Sideya
Sherman, Executive Vice President
for Community Engagement and
Partnerships at the New York City
Housing Authority and Lenore
Friedlander, Assistant to the
President, SEIU 32BJ.

Corps Members and Graduates were front and center brainstorming actionable solutions to challenges

facing young people and NYCHA and pitching their ideas to City leaders. A power networking session connected attendees with representatives from a variety of organizations to learn about their work and opportunities to get involved: City University of New York's ASAP program, Big Reuse, Community Voices Heard, Green Workers Cooperative, GrowNYC, NYC Council Participatory Budgeting, business development services from NYCHA's office of Resident Economic Empowerment and Sustainability

(REES) and Square Roots. To close out the day, we took the *Walk the Talk* pledge to reaffirm our commitment to exemplifying the principles GCF upholds, and NYC's *Zero Waste Pledge*, committing to reduce our consumption and properly recycle and reuse our waste. The Summit closed with reflections on the day's activities from attendees in a signature GCF hopes session.







RECOGNITION IN 2018

TWO NATIONAL SERVICE YEAR AWARDS FROM THE SERVICE YEAR

ALLIANCE: Excellence in Employer Engagement and Transcending Outcomes for Opportunity Youth.

Exceptional Service Award from the New York State Energy Research and Development Authority (NYSERDA) for its NY Residential Existing Homes Program, in recognition of our work on EmPowerNY.

Named a *Community Progress Maker* by Citi Foundation for the second time, one of 40 organizations nationally.

GCF became the only service corps in New York State accredited by the Corps Center for Excellence, following a rigorous review and evaluation process covering all aspects of GCF's programs and operations.

GCF Employer partner Franklin Energy received the New York City Employment and Training Coalition's Outstanding Employer Partner Award for our work together.

National press shone a light on GCF's Corps and graduates: Paul Philpott in the Wall Street Journal, GCF as building the green future in CityLab, VICE News notes GCF's model in the discourse around the Green New Deal, CSQ Magazine listed GCF among their 100 nonprofits you should know.























OUR SUPPORTERS

Green City Force gratefully acknowledges the following individuals, foundations, corporations and organizations for their generous support in Fiscal Year 2018. This roster was prepared with great care, but if any errors or omissions have occurred, please accept our apologies and contact Tonya Gayle **tonya@greencityforce.org**.

FY 18 Funders Federal

AmeriCorps via The Corps Network

State and Local

Mayor's Office of Criminal Justice via Police Athletic League

NYC Council Speaker Initiative

NYC Council Member Robert Cornegy via A Greener NYC

NYC Council Member

Melissa Mark-Viverito via A Greener NYC

NYC Department of Health and Mental Hygiene

NYC Department of Youth and Community Development

New York State Energy Research and Development Authority

The Mayor's Fund to Advance NYC

Foundations

ALLINBROOKLYN

American Online Giving Foundation

Anonymous

Brooklyn Community Foundation

Donald A. Pels Charitable Trust

Giving Assistant

Hamond Family Foundation

JobsFirstNYC

Lily Auchincloss Foundation

Mary J Hutchins Foundation

Merck Family Fund

Network for Good

New World Foundation

Pinkerton Foundation

Scherman Foundation

Service Year Alliance

The Blessing Way Foundation

The Hyde and Watson Foundation

The New York Community Trust

The Staten Island Foundation

United Way of Greater Knoxville

White Cedar Fund

William C. Bullet Foundation

Corporations

Amazon Smile

Capital One

Celery Design Collective (pro bono)

Citi Foundation

Con Edison

Estee Lauder

Goldman Sachs Urban Investment Group

L&M Development Partners

Target

Triangle Equities

UnitedHealthcare

Unilever

Individuals

Abby Latour Schultz

Anita Chan

Anonymous

Anthony Wells

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Rory Christian

Sara Marti

Sarah Peter

Shannon Snead

Shawn Anderson & Margaret Anadu

Steven Berkenfeld

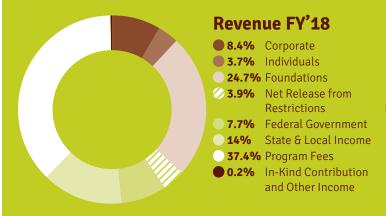
Susan Restler

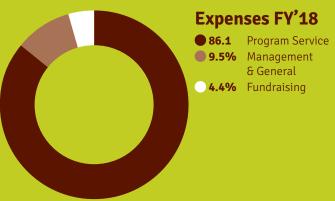
Suzanne Barlyn

Sylvia & Jim Delaney

Woldy Reyes

2018 FINANCIALS





Statement of Financial Position June 30, 2018

Assets

Security Deposit	\$ 34,602
Prepaid Expenses Security Deposit	\$ 17,412 \$ 34,602
Program Income Receivable	\$ 428,542
Contributions Receivable	\$ 621,934
Government Grants Receivable	\$ 510,284
Cash and Cash Equivalents	\$ 677,494

Liabilities

Accounts Payable and Accrued Expenses	\$ 137,562
Deferred Revenue	\$ 75,000
Total Liabilities	\$ 212,562
Net Assets	
Unrestricted	\$ 1,303,047
Temporarily Restricted	\$ 794,143
Total Net Assets	\$ 2,097,190
Total Liabilities and Net Assets	\$ 2,309,752

Note - In FY'18 GCF engaged 96 Corps Members

Statement of Activities for the Year Ended June 30, 2018

Revenue

Nevenue	
Contributions	\$ 2,300,656
Corporate	\$ 475,111
Individuals	\$ 209,799
Foundations	\$ 1,395,728
Net Released from Restrictions	\$ 220,018
Government Grants	\$ 1,225,624
Federal Government	\$ 436,470
State and Local Government	\$ 789,154
Program Fees	\$ 2,108,995
In-Kind Contributions and Other Income	\$ 10,666
Total Public Support and Revenue	\$ 5,645,941
Expenses	

Program Services	\$ 4,137,464
Management and General	\$ 454,275
Fundraising	\$ 211,743
Total Expenses	\$ 4,803,482
Change in Net Assets	\$ 842,459
Net Assets - Beginning of Year	\$ 460,588
Net -Assets - End of Year	\$ 1,303,047

SPOTLIGHT: MULTI-YEAR PARTNERS

At Green City Force, partnership is critical to our model and to our success. We are grateful to have the large-scale investment of the following multi-year institutional sponsors who have supported Green City Force at annual revenue levels of \$120,000 - \$500,000 for two years or longer. Thank you for these anchor resources, which we have been able to leverage for additional support to reach our fundraising targets. Longterm investment allows us the space to design and plan programming that ties to longerterm outcomes.

AmeriCorps via The Corps Network

Citi Foundation

Laurie M. Tisch Illumination Fund

The Mayor's Fund

The Mayor's Office of Criminal Justice / PAL

The New York City Council / DYCD

The New York Community Trust

New York State Energy and Research Authority (NYSERDA)

Pinkerton Foundation

Target

Unilever







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Board Co-Chair

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Co-Founder and Secretary

Alyson Augustin

Chris Chafe

Daria Hirsch Margarett Jolly Micah Kotch Miles

Kenneth P. Pucker

Angel Taveras

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- GCF Graduate

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Founder and Executive Director

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Operations & Compliance Director

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Program Manager – GCF Cohort 5

John Cannizzo,

Farm Specialist

Mara Cerezo,

Senior Program Officer

Bahij Chancey,

Senior Manager of Development and External Relations

Precious Colon,

Team Leader - GCF Cohort 5

Che'Von Cooper,

Team Leader

*As of 2018

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