GREEN CITY FORCE 2018 ANNUAL REPORT

BUILDING THE FUTURE
SERVICE. TRAINING. SUSTAINABILITY. JUSTICE.
We envision a green city built on principles of social, economic and environmental justice.
Cohort 16 at Brownsville Zero Waste kickoff.
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
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 dead-end 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 wrap-around 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 **Orientation,** 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.

Cohort 17 welcomes the Special Forces crew in with open arms.
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

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.
Cohort 15 on MLK Day hosting LWYL education and training at Polo Grounds.

Cohort 17 Corps Member Diomar Perez shows NYC Deputy Mayor Phillip J. Thompson around Mariner’s Harbor Houses Farm.
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 exemplify 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
Cohort 17’s first day of Orientation at May Day space.

Cohort 17 at Capital One Professional Development Day.
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

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

Earlton participating in construction training.
Earlton receiving his graduation certificate.
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

GCF alum and current staff member Miguel Rodriguez showcasing community solar gardens.

Corps Members taking part in NRTA construction training through Green City Academy.

GCF alum with Laurie Dien, Vice President of Programs at Pinkerton Foundation and Dave Wolk, Senior Program Manager at Franklin Energy Services.
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 (NYSERDA) 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.

“Green City Force means nothing but opportunities to me. I see it as a seed, coming to fruition, which is derived from integrity, perseverance and a common goal seen by a diverse community.”

– Martin Bowrin, Cohort 9

Martin Bowrin, a Brownsville resident with no prior exposure to energy efficiency work, developed an interest in sustainability through his experience in the corps and experience with door-to-door resident engagement through Love Where You Live. After graduating the corps, he worked on our social enterprise teams and through that experience, obtained employment with Constellation as a site supervisor.
GCF Board Member Miles visiting Illuminators conducting NYCHA resident door-to-door energy education.

Martin Bowrin and fellow Corps Member Patina Heyward conducting Love Where You Live service in Red Hook Houses.

Cohort 16 graduates turned Illuminators celebrating completion of OSHA 10 training.

GCF graduates Makirah Washington and Jahmil Mitchell in the field in their new roles as Illuminators.

Original Illuminators team circling up at King Towers with Social Enterprise Director of Field Operations, Lawrence Harris, Project Manager, Josh Owens and NYCHA Retrofit ESCO partner Amaresco.

Cohort 16 graduates turned Illuminators celebrating completion of OSHA 10 training.
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, Margaret 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.
Corps Member Vilmarys Roman shows off her AmeriCorps logo with the help of small friend.
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.

**OUR SUPPORTERS**

**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
- Aziza Anderson
- Bhuvaneswari Reddy
- Chitra Aiyar
- Chris Chafe
- Danielle Joseph
- Daria Hirsch
- Davide Di Cagno-Hagen
- Deborah Zients
- Dominic Petito
- Dr. Gordon & Grethe Shepherd
- Dr. Robert Simmons III
- Drs. Mike Singer & Baha Asefzadeh
- Eliza & Jim Rossman
- Erik Groszyk
- Frank Dubinsky
- Gordon M. Shepherd
- Gwen Hill
- Heath Keirstead
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- Idie McGinty
- Janice & Yoji Nimura
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- Lila Preston
- Lisa Gomez
- Lise Strickler & Mark Gallogly
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- Mark Foggin
- Matt Nimetz
- Micah Kotch
- Patricia Katsura & Brian Dougherty
- Richard Berkenfeld
- Ricki Berkenfeld
- Robin Johnson
- Rory Babich
- Rory Christian
- Sara Marti
- Sarah Peter
- Shannon Snead
- Shawn Anderson & Margaret Anadu
- Steven Berkenfeld
- Susan Restler
- Suzanne Barlyn
- Sylvia & Jim Delaney
- Woldy Reyes
## Statement of Financial Position
### June 30, 2018

### Assets
- Cash and Cash Equivalents: $677,494
- Government Grants Receivable: $510,284
- Contributions Receivable: $621,934
- Program Income Receivable: $428,542
- Prepaid Expenses: $17,412
- Security Deposit: $34,602
- Fixed Assets, net: $19,484
- **Total**: $2,309,752

### 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

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## Statement of Activities for the Year Ended June 30, 2018

### Revenue
- 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

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Note - In FY'18 GCF engaged 96 Corps Members
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 longer-term 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
Cohort 14 group photo at their Professional Development Day with GCF supporter Unilever.
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Timothy Bradley,
Board Co-Chair and Treasurer

Steven Berkenfeld,
Board Co-Chair

Lucian Cohen,
Co-Founder and Secretary

Alyson Augustin

Chris Chafe

Daria Hirsch
Margaret Jolly
Micah Kotch
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Angel Taveras

FOUNDEES AND ORIGINAL BOARD CO-CHAIRS

Ed Cohen
Matt Nimetz

STAFF

- AmeriCorps Graduate
- GCF Graduate

Lisbeth Shepherd,
Founder and Executive Director

Shontanyce Bailey,
Assistant Team Leader – GCF Cohort 12

Christine J. Bang,
Operations & Compliance Director

Wesley Booker,
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

Panayiota Fertitta-Boutis,
Development and Communications Assistant

Benaiah Foster,
EmPower Auditor – GCF Cohort 11

Tonya Gayle,
Chief Development Officer

Lawrence Harris,
Director of Social Enterprise Field Operations

Erin Johnson,
Urban Farm Corps Program Manager

Stephanie Klocke,
Career and Alumni Services Manager

Andrew Lewis,
Senior Team Leader - GCF Cohort 6

Rosalba López Ramírez

Sindri Manzanares,
Managing Director

Aram Marcelle,
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Sadie Minor,
EmPower Program Coordinator – GCF Cohort 11

Peter Orozco,
Social Enterprise Business and Operations Manager

Joshua Owens,
Social Enterprise Project Manager – GCF Cohort 9

Paul Philpott,
Operations Assistant – GCF Cohort 12

Felicia Prince,
Youth Development Social Worker

Matthias Resch,
Director of Finance

Miguel Rodriguez,
EmPower Program Coordinator – GCF Cohort 8

Carson Ross,
Team Leader

Melinda Ruiz,
Office Manager – GCF Cohort 4

Melissa Ruiz,
Program Coordinator – GCF Cohort 4

Sam Scotland,
EmPower Auditor – GCF Cohort 1

Ann Short,
Chief Financial Officer

Jennifer Tirado,
Director of Service

*As of 2018

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