



2009 ANNUAL REPORT MAKE THE ROAD NEW YORK

MAKE THE ROAD NEW YORK
BUILDS THE POWER OF
LATINO AND WORKING CLASS
COMMUNITIES TO ACHIEVE
DIGNITY AND JUSTICE.

WE ACCOMPLISH THIS
THROUGH ORGANIZING,
POLICY INNOVATION,
TRANSFORMATIVE EDUCATION,
AND THE PROVISION OF
SURVIVAL SERVICES.



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In 2009, Make the Road New York (MRNY) opened a new 5,000 square-foot community facility in the heart of immigrant Queens. We also completed a comprehensive six-month strategic planning process that will guide our work for the coming years. In February, more than 600 people participated in our Member Assembly, and in October, again 600 members mobilized for our second annual Democracy Day rally and were joined by 18 elected officials who pledged leadership in the passage of Paid Sick Leave legislation in New York City.

Close to 2000 new members joined our organization in 2009, bringing total membership to 6,400 in Queens, Brooklyn, and Staten Island. The power of our collective voices makes MRNY a leading force in shaping public policy decisions that affect our children, our families, and our communities.

WE LAUNCHED INNOVATIVE GEOGRAPHIC AND INDUSTRY-FOCUSED LABOR LAW ENFORCEMENT COLLABORATIONS WITH THE NYS DEPARTMENT OF LABOR.

YOUTH POWER PROJECT'S RESEARCH HELPS AFFORDABLE HOUSING CITYWIDE

IN THE SUMMER OF 2009, THE YOUTH POWER PROJECT (YPP) AT MAKE THE ROAD NEW YORK JOINED WITH RIGHT TO THE CITY-NYC, AN ALLIANCE OF COMMUNITY ORGANIZATIONS, TO HOLD THE FIRST CITYWIDE CONDO COUNT TO COLLECT HARD DATA ON THE STATE OF NEW HOUSING DEVELOPMENT AND THE CAUSES OF GENTRIFICATION. FROM THEIR RESEARCH CAME THE REPORT, "PEOPLE WITHOUT HOMES AND HOMES WITHOUT PEOPLE," WHICH SERVES AS A TESTAMENT TO WHAT YOUNG PEOPLE CAN ACCOMPLISH WHEN THEY GET INVOLVED IN THEIR COMMUNITIES.

All across New York City, luxury development is driving up housing prices and encouraging gentrification in historically working-class neighborhoods. High school senior Yesenia Fajardo has seen how these trends have affected her home neighborhood of Bushwick, Brooklyn: "I've lived in this area ever since coming to the United States, and I've seen how hard it is for families and businesses to hold on as the rents are going up. The wealthier people are getting priced out of other neighborhoods and moving to Bushwick, and now the poorer people in Bushwick are getting priced out of the neighborhood they've lived in all their lives."



Yesenia came to MRNY in ninth grade, looking to get involved with other youth in the community. "I wanted to see what I could do to help people facing problems with their housing or going homeless. All the new condos being built? That's not affordable. It's not for people like me and my family."

By canvassing every block, using a thorough survey process, Yesenia and other YPP participants were able to gather crucial information on the state of housing development in their neighborhood. They found that in Bushwick, where the median income is \$35,916, the average condo costs \$336,035—completely out of reach for the vast majority of residents (the neighborhood average for rental units is \$1,775). The study also found 90 luxury buildings sitting vacant or stalled in construction and 280 completed units that could be used immediately to house low-income families. Putting further strain on the city's economy, the study also identified 24 of these luxury buildings in tax arrears.

Combining this data with that of other community Condo Counts, Make the Road New York and Right To The City-NYC are using these findings to advocate for systemic changes to New York City's housing laws, with young people at the center of the work.

"As youth, we want a community that shows who we are," Yesenia says. "If Bushwick loses its roots and its diversity, our children are not going to see where we came from. I want to make Bushwick a place that people can call home—permanently. I'm going to use this information and the skills that I learned to inform people in the community and keep up the fight."

WE WON \$9 MILLION TO SUPPORT PARENT AND STUDENT ENGAGEMENT AT NEW YORK CITY SCHOOLS.

MAKE THE ROAD NEW YORK HAS HAD A YEAR OF GROWTH, RECOGNITION AND SUCCESS!

EXPANDING LANGUAGE ACCESS

We won landmark civil rights complaints against the seven largest pharmacy chains in New York State that require comprehensive translation and interpretation services at more than 3000 pharmacies, and we passed the Language Access in Pharmacies Act to require these same services at every chain pharmacy in New York City.

SHAPING FEDERAL POLICY

In coalition, MRNY won improved federal rules and regulations at the Environmental Protection Agency to prevent childhood lead poisoning.

FIGHTING FOR LGBT JUSTICE

MRNY became a citywide leader in the effort to combat hate crimes—organizing forums and mobilizations throughout the city, helping to design legislation to facilitate improved reporting of hate crimes, and working to ensure implementation of the Respect for All curricula at New York City schools.

ENFORCING LEGAL RIGHTS

Through legal action and community pressure, we won more than \$4 million in illegally withheld wages and damages for immigrant workers throughout the city. In total, we secured more than \$9 million in withheld wages and benefits for New Yorkers hit hardest by the recession.

HELPING STUDENTS ACCESS COLLEGE

We served more than 1,700 students with valuable college exploration programming and support in the college application process. We worked with allies and school partners to sustain and expand public funding for our innovative youth-led college access program.

ADVOCATING FOR ADULT LEARNERS

MRNY's advocacy efforts in coalition with NYC adult literacy providers, students and allies, preserved over \$6.5 million in City and \$5.5 million in State funding for adult literacy.

SECURING TENANT RIGHTS

Make the Road New York successfully pressured Vantage Management Services LLC, a private equity firm that owns close to 100 buildings throughout the city, to end illegal harassment and displacement of thousands of tenants each year.

WE PROVIDED CRITICAL LEGAL SERVICES TO MORE THAN 2,200 HOUSEHOLDS.

MAKE THE ROAD
NEW YORK'S
STRATEGIES
TO BUILD POWER,
EXPAND
DEMOCRACY
AND
TRANSFORM LIVES

ADULT LITERACY

English for Speakers of Other Languages (ESOL)
Spanish Language Literacy
Computer Literacy
Citizenship Preparation and Civics
Spanish GED

COMMUNITY & ELECTORAL ORGANIZING

Civil Rights and Immigrant Power
Education Justice
Environmental and Housing Justice
LGBTQ Justice
Workplace Justice
Voter Power

LEGAL SERVICES & LITIGATION

Government and Disability Benefits
Health Care and Health Insurance Access
Housing
Immigration and Citizenship
Labor and Employment
LGBTQ Civil Rights
Public Education

SURVIVAL SERVICES

Emergency Food Pantry
HIV Testing and Disease Prevention
Health Insurance Enrollment
Peer Health Outreach and Education

YOUTH POWER

Youth Organizing
Arts and Media
School Partnerships
College Access Support

COMMUNITY WORKFORCE DEVELOPMENT

Job Training and Placement
Specialized Job Skills Trainings
Small Business and Worker Cooperative Incubation

LEADERSHIP DEVELOPMENT

WE HELPED 1,162 ADULTS LEARN ENGLISH, DEVELOP LITERACY AND COMPUTER SKILLS, EARN A GED, OR BECOME CITIZENS.

IMMIGRANT SMALL BUSINESS LEADERS IMPACT NATIONAL HEALTH CARE DEBATE

IN 2009, MAKE THE ROAD NEW YORK BUILT A COALITION OF MORE THAN 500 IMMIGRANT-OWNED SMALL BUSINESSES FROM ALL OVER NEW YORK CITY TO MAKE THEIR VOICES HEARD IN THE NATIONAL HEALTH CARE DEBATE. THROUGH THIS COALITION, FREDDY CASTIBLANCO EMERGED AS A PROMINENT LEADER FOR HEALTH CARE AND IMMIGRANT RIGHTS.

Freddy Castiblanco has always valued health care as a basic human right that everyone, including immigrants, should be able to access. When Freddy emigrated from his native Colombia, he found an abandoned building in Jackson Heights, Queens and transformed it into Terraza 7 Train Café, a vibrant local bar and café with live music, readings and art. As he worked to grow his business, he realized health care reform was needed in the United States to help businesses like his provide health insurance, keep a healthy work force, and stay competitive.

When MRNY organizers came to Terraza to recruit him for the health care reform campaign, Freddy jumped in and devoted himself to the work, quickly becoming a leading small business



voice in a complex national debate. Throughout the year, Freddy spoke out on immigrant and small business-related health care issues through dozens of national-level press conferences, town halls, and meetings with legislators. He provided crucial testimony at a hearing of the House Committee on Small Business—giving voice to the interests of small businesses in a room full of large and powerful chambers of commerce.

“Thanks to MRNY, I was able to develop my skills as an advocate for small businesses and for immigrant communities,” Freddy said.

Since the passage of health care reform, Freddy has broadened

his involvement with MRNY, helping to lead the organization’s small business organizing for paid sick days legislation and the Wage Theft Prevention Act. “Like healthcare reform,” he says, “these laws are good for business, and they are just the right thing to do for the workers.”

On a recent visit to MRNY, Freddy stopped by the office of one of our advocates to sign his son up for health insurance. “MRNY supports me by helping my family meet basic needs, but also by helping me advocate for real change for families across the United States.”

2009 DONORS

Make the Road New York recognizes the generosity of the following organizations and individuals.

UP TO \$1,500,000

New York City Department of Youth & Community Development

UP TO \$750,000

Deutsche Bank Americas Foundation
New York State Department of Health
New York State Education Department
Robin Hood Foundation
Single Stop USA

UP TO \$250,000

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CUNY Homebase
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IN 2009, THE WORK OF
MAKE THE ROAD NEW YORK
AND ITS STAFF AND
MEMBERS RECEIVED SPECIAL
RECOGNITION FROM:

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Retail, Wholesale and Department Store Union Local 338
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MAKE THE ROAD NEW YORK AND AFFILIATE COMBINED STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

Year Ended December 31, 2009

	UNRESTRICTED	TEMPORARY RESTRICTED	TOTAL
PUBLIC SUPPORT AND REVENUES			
Contributions			
Foundations	\$ 1,759,369	\$ 1,736,003	\$ 3,495,372
Individuals	217,434	--	217,434
Corporations	30,200	--	30,200
Governmental grant revenues	1,928,863	--	1,928,863
Event revenue, net	207,453	--	207,453
Legal revenue	43,569	--	43,569
Other income	82,887	--	82,887
	\$ 4,269,775	\$ 1,736,003	\$ 6,005,778
Net assets released due to satisfaction of time and purpose restrictions	\$ 2,120,527	\$ (2,120,527)	--
	\$ 6,390,302	\$ (384,524)	\$ 6,005,778
EXPENSES			
Program services			
Adult education	\$ 1,086,163	\$ --	\$ 1,086,163
Youth development	932,713	--	932,713
Organizing projects	1,284,265	--	1,284,265
Legal and supportive services	1,804,905	--	1,804,905
	\$ 5,108,046	\$ --	\$ 5,108,046
Supporting services			
Management and general	\$ 424,794	\$ --	\$ 424,794
Fundraising	288,023	--	288,023
	\$ 712,817	\$ --	\$ 712,817
	\$ 5,820,863	\$ --	\$ 5,820,863
Increase (decrease) in net assets before other activity	\$ 569,439	\$ (384,524)	\$ 184,915
NON-OPERATING ACTIVITY			
In-kind contributions	\$ 38,225	\$ --	\$ 38,225
Legal expenses in-kind	(21,725)	--	(21,725)
	\$ 16,500	\$ --	\$ 16,500
Changes in net assets	\$ 585,939	\$ (384,524)	\$ 201,415
Net assets, beginning of year	\$ 911,158	\$ 1,378,743	\$ 2,289,901
Net assets, end of year	\$ 1,497,097	\$ 994,219	\$ 2,491,316

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