

10 ZIP CODES PROJECT

LEAD.NYC





LIFTING 10 FRAGILE ZIP CODES

This year's Movement Day NYC (facilitated by LEAD.NYC) was an event 40 years in the making. The day was filled with powerful messages and collaborative discussions about furthering Gospel movements in New York City. Movement Day NYC is convening leaders to accelerate Gospel impact for measurable social change. More than a conference, Movement Day NYC is a catalyst for the Body of Christ to move powerfully in the city of New York.

To that end, LEAD.NYC is working with Cinnamon Network U.S. to launch a bold new five-year program to incubate and measure transformational church-led programs within ten of the most vulnerable zip codes across metro-New York.

THE CHALLENGE

While poverty, hunger and crime are concerns for every community, recent research has shown that “where children live matters deeply in whether they prosper as adults.” LEAD.NYC and the Cinnamon Network U.S. have identified ten communities in and around New York City - from Patterson, NJ to Bridgeport, CT and all five boroughs - where children are at much greater risk of growing into poverty compared to their peers who grow-up elsewhere.

LEAD.NYC utilized research/resources from many sources, including the New York Times, US Census Tract data, and the Citizens' Committee for the Children of NY. Additionally, LEAD.NYC consulted with the NYC Mayor's office to validate source findings. The goal was to identify zip codes with community/systemic risks. These fragile zip codes were assessed for inclusion by also identifying community assets - churches, nonprofits - that have embedded presence on the ground.

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| 11208 EAST NEW YORK | 10033/10034 WASHINGTON HEIGHTS | 07501 PATERSON, NJ | 11217 BROWNSVILLE, NY |
| 11221 BED-STUY | 10030/10039 EAST HARLEM | 10456 SOUTH BRONX/ MORRISANIA | 10454 MOTT HAVEN |
| 10474 HUNTS POINT | 11433 JAMAICA, QUEENS | 06610 EAST SIDE OF BRIDGEPORT, CT | THE FOLLOWING 'PROSPECTIVE' ZIP CODES WERE IDENTIFIED AS A RESULT OF RESEARCH AND ASSET MAPPING |

At Movement Day NYC, the first two zip codes for focused collaborative effort were identified: Washington Heights and East New York, Brooklyn. Each year two additional zip codes will be engaged, selecting zip codes that reflect both fragility and potential community assets. While the first four zip codes are identified – East New York, Washington Heights, Paterson NJ, and South Bronx – selected zip codes in subsequent years may change with the speed and pace of gentrification.

THE APPROACH

Working with church, community, civic, and marketplace leaders, LEAD.NYC and Cinnamon Network U.S., will bring focused and collaborative interventions into these communities, starting with two zip codes this year (11208 and 10033) and then adding two additional communities every year for the next five years. This measured approach is designed to help ensure that the programs implemented are nurtured and supported to create lasting and measurable impact.

To bring focus to lifting the fragility level in each zip code, collaborative efforts will zone in on four areas of critical need:



INCREASING
HIGH SCHOOL
GRADUATION RATES



IMPROVING
REMEDIAL MATH
AND ENGLISH SCORES
FOR ELEMENTARY
STUDENTS



INTERVENING
TO MITIGATE
THE CYCLE OF TEEN
PREGNANCIES



INTERRUPTING THE
REVOLVING DOOR
OF JUVENILES INTO
DETENTION FACILITIES

Cinnamon Network International has developed an implementation and measurement system to track and report the collective social impact of church-led initiatives. This novel approach, and the data it provides, has transformed the relationship between churches and civic leadership communities around the world. The recently published Cinnamon Faith Action Audit calculated that church and faith-based community programs deliver £3bn worth of volunteer time in U.K. communities each year.

We will implement this system in each of the 10 zip codes to track and measure church and nonprofit's impact in these communities, particularly regarding the four areas of critical need. Working with Cinnamon Network to survey the data, we will see the measurable social impact the church is having in these neighborhoods, and opportunities for churches and nonprofits to fill the gaps and have an even greater impact.





We will continue to track and monitor this data yearly in each zip code, even as we add more zip codes. The NYC Mayor's office is committed to providing insight into the city managed data. Adam Durso, ED for LEAD.NYC, sits on the Mayor's Clergy Advisory Council and is assured of government data and collaboration. As church, community, civic and marketplace leaders utilize this data, we will be cultivating funds for collaborative efforts in these zip codes.

A newly established LEAD.NYC Economic Advisory Board will oversee this process. Utilizing the data generated by the Cinnamon Network's research and leveraging the collaborative efforts of local community leaders, this board will oversee concentrated funding investments into these communities to move the needle in the four areas of need. This board will consist of prominent community and marketplace leaders.

PARTNERSHIP OPPORTUNITY

LEAD.NYC is favored with collaborative reach across Greater New York City. Cinnamon Network has the proven measurement system to track and report the collective impact of collaborative efforts. We believe this collaborative effort of churches and nonprofits has the potential to lift the future of children in some of the most fragile zip codes in Greater New York City.

We are excited to present this vision to investors who desire to see the combined Body of Christ address the most fragile areas of our city to bring about a brighter future for children. Your partnership in this collaborative effort is essential.



Convene church and nonprofit partners in two zip codes to identify issues that need to be addressed



Engage Cinnamon Network to establish a baseline needs analysis



Coordinate activities to move toward a unified approach for greatest impact



Provide micro-grants to partners to seed fund engagement activities



Q1-Q2 2019 INVESTMENT NEED: \$500,000



**Strategic
grants within
each zip code**



**Convening
church groups**



**Convening
nonprofits**



**Creation of
Economic
Advisory Board**



**Convenor/
Collaborator**



**Admin and
Communications**

ACTIVATING THE STRATEGY

GENERAL TIMELINE

2019



FIRST THREE MONTHS OF THE YEAR

- Envision and equip stakeholders and champions in 2 current zip codes
- Coordinate with local and city-wide ministries that address the Big 4
- Coordinate with Cinnamon Network around metrics/benchmarks that will be used in survey
- Engage with Mayor's Office about their assistance
- Envision and equip leaders/potential champions in 2 zip codes for 2020
- Reach out to potential members of Economic Advisory Board



APRIL/MAY

- Work with Cinnamon Network, local champions, and volunteers to administer survey and audit
- Coordinate with Cinnamon Network to compile data/research
- Coordinate with Mayor's Office to acquire data



JUNE/JULY

- Compile and collate data with Cinnamon Network
- Meet with Economic Advisory Board regarding data from audit

AUGUST/SEPTEMBER

- Release data from audit
- Analyze data for strengths, weaknesses, opportunities, and threats
- Utilize data to envision stakeholders, potential partners, and donors from the government and marketplace sectors

OCTOBER INTO 2020

- Foster and accelerate development, partnerships, and ministry efforts using the data from the Cinnamon Network audit
- Leverage collaborative discussion and feedback from Movement Day 2019 around 10 zip codes
- Utilize Movement Day 2019 as a “launch event”. The survey results are presented. The event celebrates the accomplishments of the church in the city and represents the beginning of a new partnership between the two. Survey results are released to the media, celebrating the work highlighted in the audit and fostering partnership between churches, non-profits, the city and marketplace leaders
- The city identifies their top civic priorities and aligns with the church to address these issues. Cinnamon provides best practices for city and church cooperation
- Envision and plan for survey and audit in next two zip codes

DATA FROM THE AUDIT WILL BE UTILIZED IN THREE PRIMARY WAYS:

- 1 Celebrate and highlight the current impact the church and Christian non-profits are having in 4 areas of need in the metro New York area.
- 2 Analyzing the data using an in-depth SWOT analysis: What are our strengths and weaknesses in these zip codes? What are some opportunities and threats that can present themselves? How can we invest and catalyze partnerships to leverage these strengths and opportunities?
- 3 Encouraging partnerships between local and citywide churches and nonprofits in these 4 areas of critical need, and leveraging the support of marketplace leaders and the city to ensure transformational impact is taking place.



Utilizing LEAD.NYC's resources, the expertise and direction of our Economic Advisory Board, the support of the City and the hands-on knowledge local champions and stakeholders, we can foster and catalyze investments, partnerships, and collaborations to move the needle more in these neighborhoods:



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Providing ALL scholarships to leaders, fostering collaboration through events (Influencer's Forum, etc), catalyzing and envisioning through Movement Day NYC.

Economic Advisory Board

Envisioning donors and high-net-worth Christians to support the 10 zip code initiative - not just through their checkbooks, but through their expertise and in unity in the Body of Christ.

Provide funding/development support, as well as financial guidance and counsel.



LOCAL STAKEHOLDERS AND CHAMPIONS:

Provide leadership and groundwork towards these 4 areas of need - they are the reason we are engaging in this project!

Have hands-on knowledge, relationships, and vision for these communities. The data from the audit will catalyze their efforts.

The audit will most clearly champion the work of local and city-wide ministries addressing the Big 4 areas of critical need.



CITY LEADERS

If envisioned, could provide financial or municipal support for the work of these Christian ministries.



PARTNERS:



AVAIL



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