

10 ZIP CODES PROJECT

East New York
Faith Action Audit

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LEAD.NYC's mission is to connect and equip New York-area pastors, marketplace, and ministry leaders to transform their communities through the Gospel. At last year's Movement Day NYC, LEAD.NYC and the Cinnamon Network U.S. launched a bold, 10-year project to measure and support the church's transformational impact within ten of the most vulnerable ZIP Codes across metro New York.

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

Working with church, community, civic, and marketplace leaders, we are implementing this system to track and measure the church and nonprofit's impact in these communities, starting with two communities this year (Washington Heights and East New York) and then adding two additional communities each following year. This approach is designed to measure the quantifiable, tangible social impact of the church on a year over year basis. Utilizing this data, we will see the measurable social impact the church is having in these neighborhoods as well as opportunities for churches and nonprofits to fill the gaps and have an even greater impact.

Over the next 10 years, we will continue performing annual studies and surveys in these ZIP Codes in conjunction with needs assessments from local leaders and statistical data from the city and state - this year will be a baseline that we can measure against and improve upon going forward. Doing this research year over year, we will be able to see the change in the church's efforts and the correlated change in statistical and felt needs in these communities. The data and mapping of churches will be critical to collaborative church efforts to serve these communities - we will share this data and our findings with the faith-based organizations in these communities. By utilizing this data, we can help the faith-based community have a more coordinated, more effective impact on their neighborhoods. This can also be instrumental in the coordination of church-civic partnerships. We are already putting resources towards these neighborhoods: outside of the surveys and asset mapping, we've hired interns from these ZIP Codes, provided organizational leadership training to leaders in these communities, and have funded and fostered collaborative initiatives through micro-grants.



I would like to thank everyone that participated in this Cinnamon Faith Action Audit (CFAA). The CFAA is designed to help unify the Faith-Based Community (FBC) and to facilitate conversation around civic need between the FBC and the government. The ability to address systemic issues is limited when organizations work in silos. Additionally, the government is limited in their ability to work with, and sometimes even understand, the “value” of the FBC.

The FBC and the government have a common goal of increasing the quality of life for everyone. Inside the FBC it could be referred to as, “taking care of God’s children” or a variation, based on the specific religion. Either way, it’s a common goal to help the families of the community. The CFAA provides data on the efforts of the FBC and what programs they are involved in. Through this type of an understanding, the government and the FBC can identify gaps and where they can be mutually beneficial.

To what END? We see city leaders, both civic and social, with a renewed sense of hope after a CFAA. City leaders understand how important it is to work together. We’ve experienced city officials incorporating the FBC in community engagement strategies, additional resources provided to the FBC, and cooperation between Faith-Based Organizations (FBO) in the community. We hope to see the same in your city. Thank you again for your participation and your commitment to the people of this city.

Thank you for your consideration,

Bruce A. Barker II
U.S. Network Lead
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Research Methodology

The CFAA is designed to measure the amount of human capital the Faith-Based Community (FBC) invests in addressing civic needs. In order to do that, human capital must be translated into a dollar amount. One major part of the audit is a survey that identifies and provides data around the number of hours both volunteer and paid staff contribute in the FBC. The audit then totals the number of paid and volunteer hours and multiplies that by the living wage for a married couple with one working adult. The living wage is acquired from the Massachusetts Institute of Technology (MIT) living wage calculator.

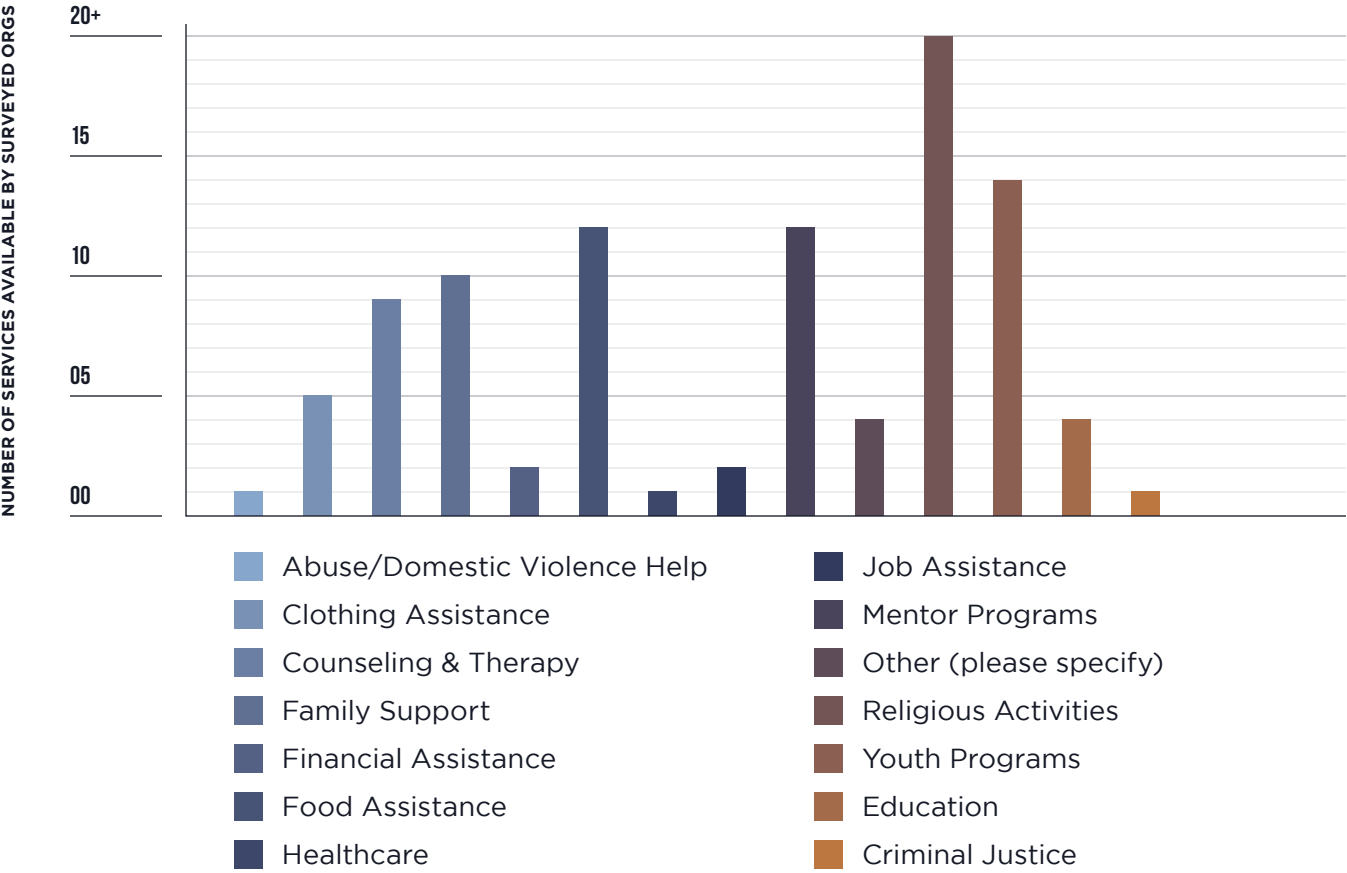


Participating Organizations

In the wake of the outreach and research for this project, we have held meetings to get input, feedback and guidance from local leaders and stakeholders. Collaboration and connection and practical next steps have come from these meetings - we're excited to see what comes from this project as we continue to measure the church's tangible impact in these communities.



Needs Being Met

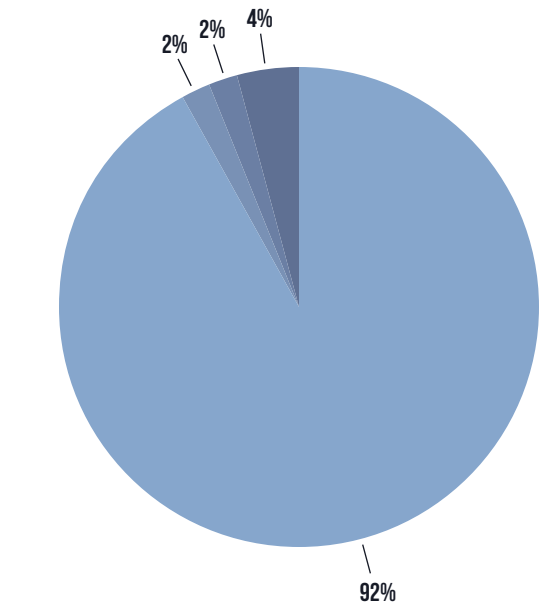


Service Offerings Not Available by Surveyed Group

- Adoption Services
- Alcohol & Drug Rehabilitation
- Anti-Trafficking Resources
- Disability Services
- Foster Care Services
- Housing Assistance
- Pregnancy Care & Support
- Refugee Support



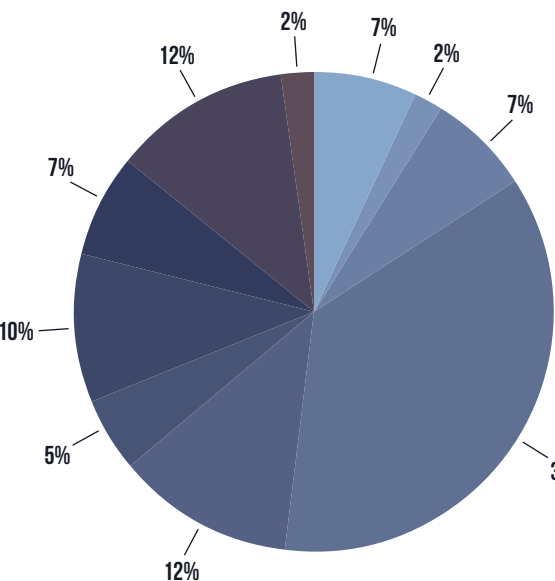
Faith Groups



Faith Traditions

- Christianity
- Islam
- Judaism
- Not Affiliated w/ Faith Tradition

If no representation is present, groups contributed 0% to recorded results



Christian Denominations

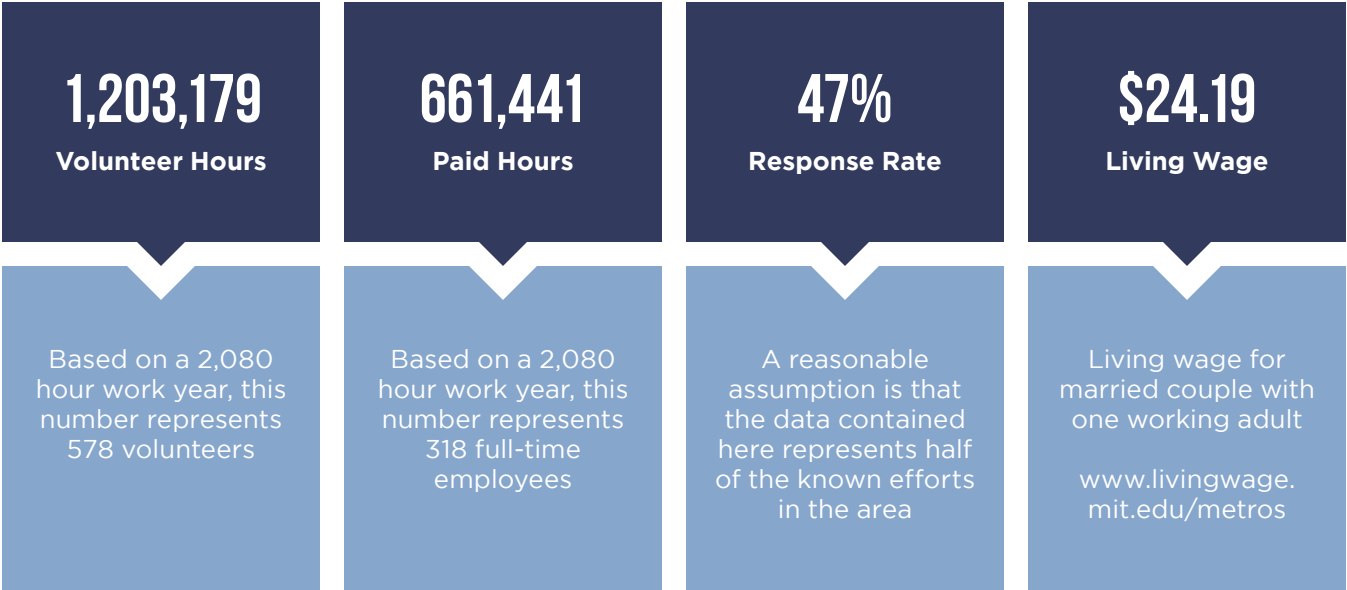
- Apostolic
- Assemblies of God
- Baptist
- Christian (no denomination)
- Church of God
- Evangelical
- Non- Denominational
- Other
- Pentecostal
- Protestant

The 'Other' category includes churches which represent more than one denomination, such as multi-church charities or groups and also a range of smaller independent church denominations and streams. If no representation is present, groups contributed 0% to recorded results.

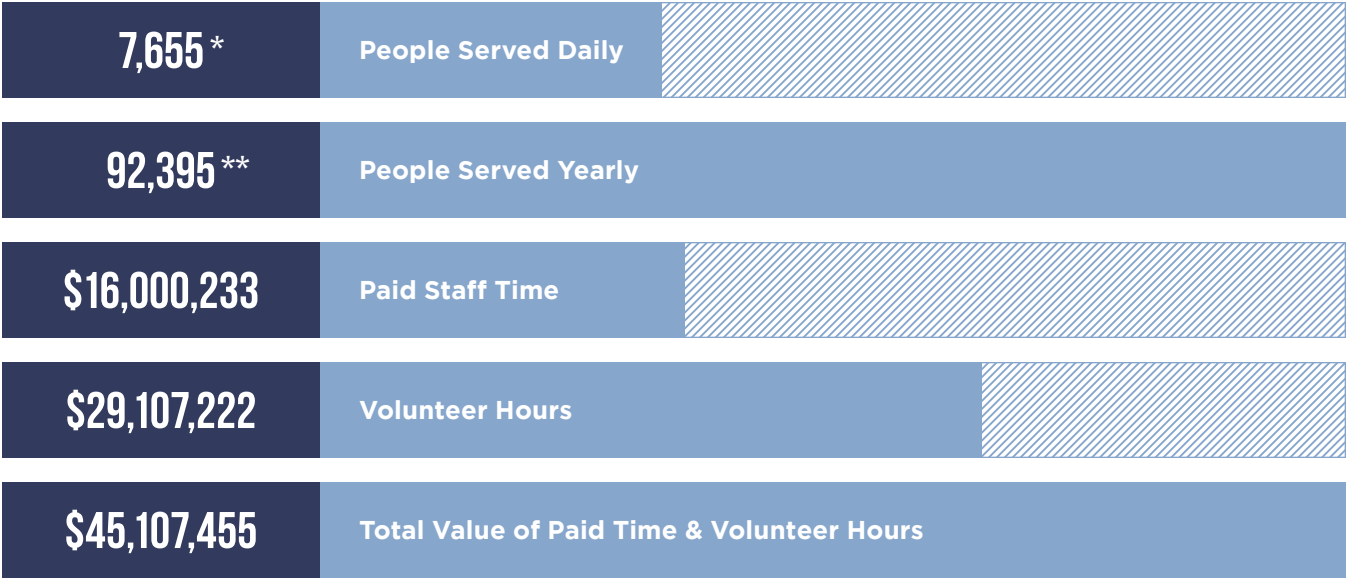


Impact Numbers

General Data | Audit Information

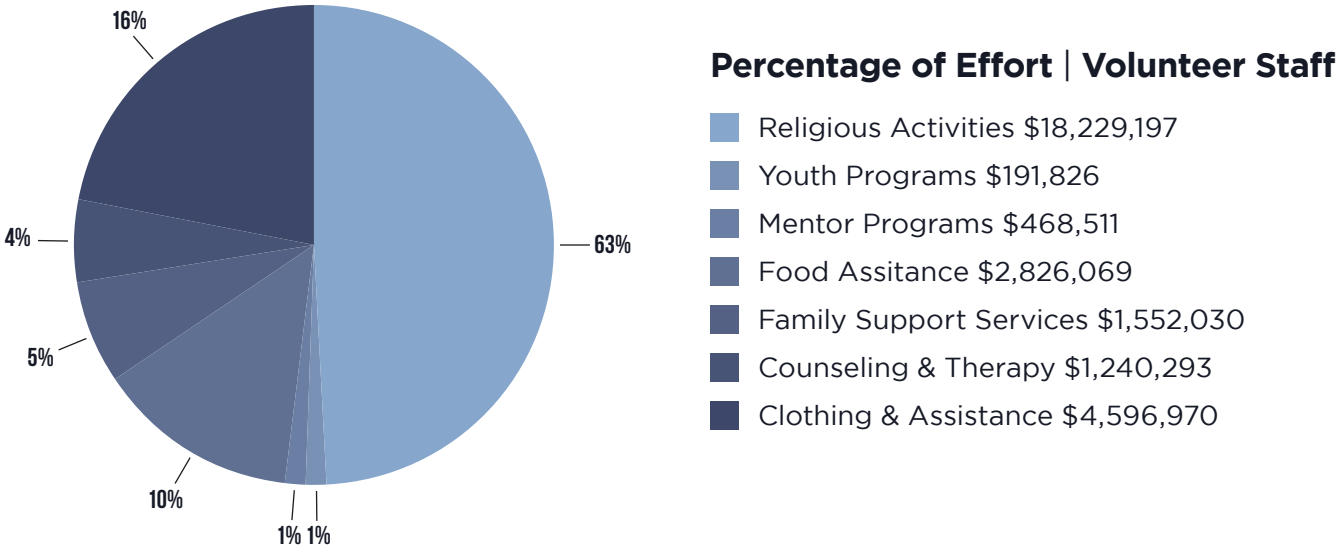
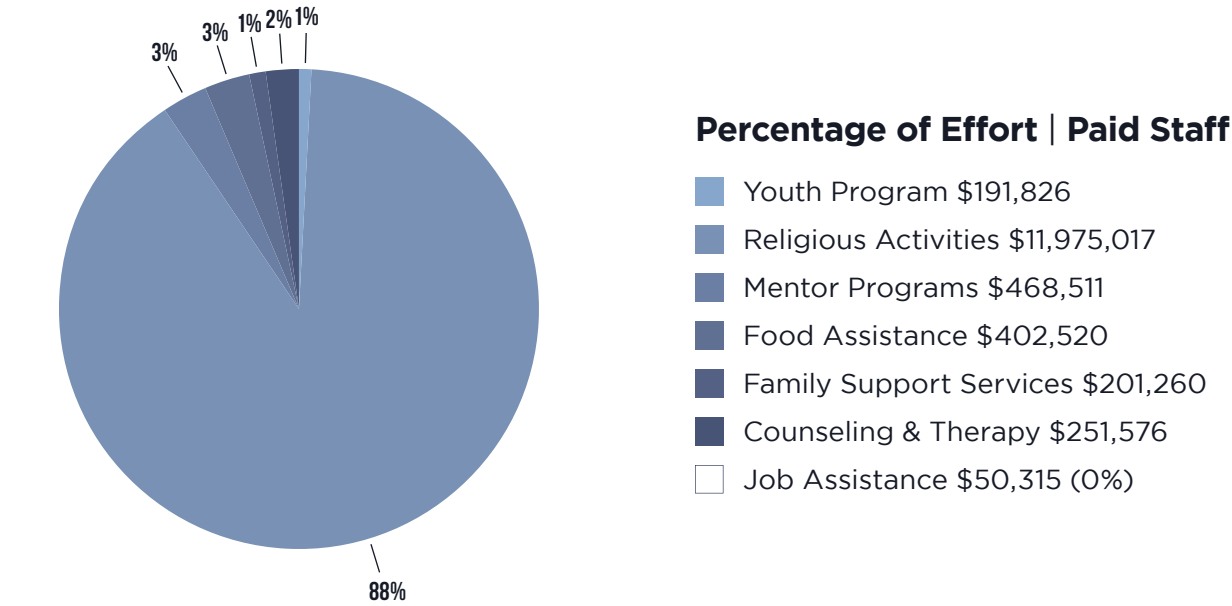


Effort & Results

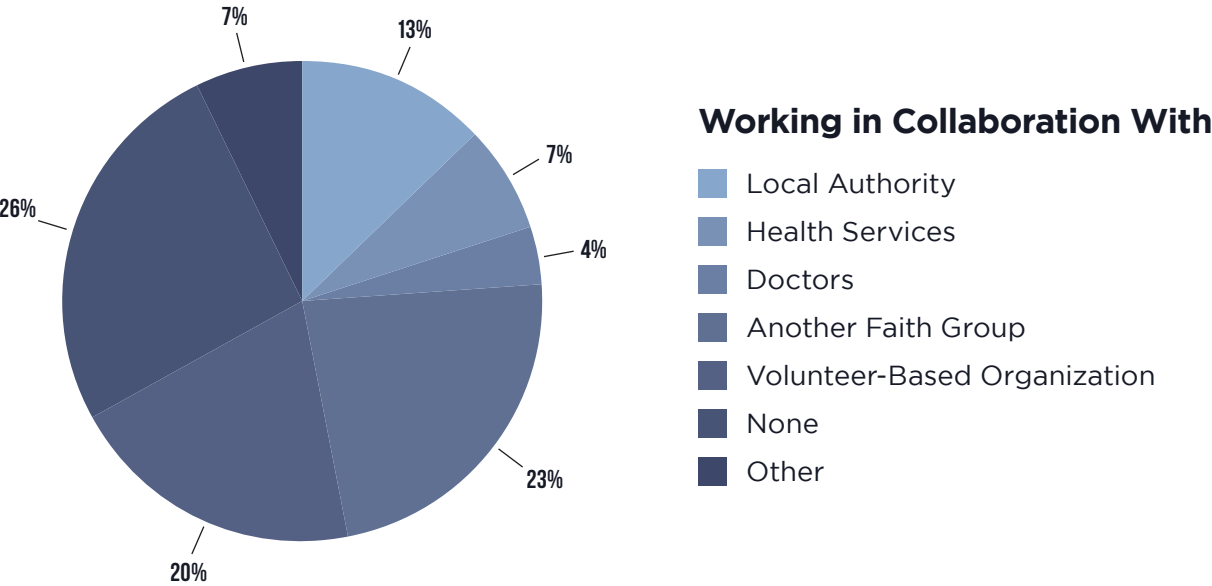


*Represents Individuals Served On a Daily & Regular Basis | **Represents All Unique Persons Served Within a Year

Impact Numbers



Partnerships



What's Next?

As we conclude our Cinnamon Faith Action Audit (CFAA), we implore you to answer the call to action that brought us together. We need to love stronger, recognize that we are all in this together, and align efforts to confront the greatest threats to this city.

We ask that you participate in the upcoming strategic planning sessions. The CFAA has allowed us to identify our cumulative value. Now, it's up to us to mobilize the entire Faith-Based Community (FBC) to win this city.



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