
The River Fund

NEW YORK



The River Fund New York

89-11 Lefferts Boulevard

Richmond Hill • NY 11418

EIN # ~ 11-3450363

Office ~ 718.441.1125

Fax ~ 718.441.1126

Website ~ www.riverfund-ny.org

Email ~ info@riverfund-ny.org

Together we make a difference!

MISSION

The Mission of The River Fund is to feed and empower those we serve to move beyond the lines of poverty:

- ◆ children
- ◆ the homeless
- ◆ working-class poor families
- ◆ low-income seniors
- ◆ children and adults living with HIV/AIDS

Towards this end, we support and affirm all people with equal regard to age, gender, creed, ethnic origin, and sexual orientation.



Together we make a difference!

FOOD PROGRAMS

The River Fund is an Emergency Food Assistance Program (EFAP), member of The Food Bank for New York City, partners with Nourish America and numerous non-profit service groups, faith-based organizations and civic groups.

CLIENT CHOICE PANTRY

Client Choice Pantry

- ◆ Distributing nutritious food, produce, poultry, meats, bread, snacks, clothing and personal care items to as many as 600 households every week, and in emergency situations on demand.
 - ◇ Open every Saturday from 7:30 AM to 11:00 AM
 - ◇ Clients choose from a range of fresh breads, poultry, meats, milk, juices, proteins, carbohydrates, canned goods, etc.

Fresh Produce Distribution

- ◆ Distributing seasonal fresh produce.
 - ◇ Potatoes, onions, carrots, sweet potatoes, cabbage, lettuce, etc.
 - ◇ Apples, bananas, melons, citrus, etc.

In 2012 our Client Choice Pantry and Office are celebrating 10 years at the current site. Our next goal is to secure a larger facility to accommodate our expanded Programs. In 10 years our services have increased more than twenty-fold! We need more space!

NUTRITIONAL EDUCATION

Community CookShop

- ◆ Partnership with Food Bank for NYC and Mario Batali Foundation to deliver an 8-week training course with the goal of getting whole families involved in making healthy food choices.

Eat Smart (Making the Most of Food)

- ◆ Partnership with Cornell University Cooperative Extension NYC providing on-site cooking demonstrations at our Client Choice Pantry location.

MOBILE HUNGER RELIEF

Our van visits crisis populations and distributes nutritious foods, produce, poultry, meats, bread, snacks, clothing and personal care items on a regular schedule.

Street Relief Outreach Program ~ Rufus King Park, Jamaica

- ◆ 1st and 3rd Tuesday every Month ~ 11:00 AM to 12:30 PM.
Serving 150 to 225 clients per visit.

Under-the-Boardwalk Outreach Program ~ Coney Island, Brooklyn

- ◆ 2nd and 4th Saturday every Month ~ 12:00 PM to 1:30 PM
Serving 100 to 175 clients per visit.

Together we make a difference!

BEYOND FOOD

INCOME SUPPORT

POS ~ HRA Food Stamp (SNAP) Direct-Application Center

- ◆ Providing Pre-screening and Application Processing.
 - ◇ Wednesday 9~2, Friday 9~2 and Saturday 9~3 by appointment

Free Self-Serve Tax Prep Center

- ◆ Providing Work Stations and support for Free Tax-Prep and Filing using TurboTax®.
 - ◇ Wednesdays 10~2, Fridays 10~6 and Saturdays 9~2 (January to April).

SUPPLEMENTARY SERVICES

Adult Vitamin Distribution

- ◆ Regular multi-vitamin supplements.

Safelink Free Mobile Phone Service

- ◆ Free cell phone plus 250 min/month for qualifying clients.

Winter Coat Program

- ◆ Distributing winter coats, gloves, hats, scarves to at least 1,000 households.

Holiday Season Support

◆ Xmas

- ◇ Toys for kids, clothing and personal care items.
- ◇ Distribution of complete Dinner Kits
- ◇ Full hot Xmas Dinner at Mobile Hunger Relief Sites

◆ Thanksgiving

- ◇ Distribution of complete Dinner Kits (including Turkeys)
- ◇ Hot Thanksgiving Dinner at Mobile Hunger Relief Sites

◆ Mother's Day/ Father's Day

◆ Valentine's Day

- ◇ Distribution of Flowers and Candy



Together we make a difference!

CHILDREN'S INITIATIVES

Back to School Supplies

- ◆ Distribution of over 750 book bags and school supplies (August and September).

Children's Vitamin Program

- ◆ Monthly multi-vitamin supplement distribution to over 750 children.

Holiday Gift Giving

- ◆ *Xmas*
 - ◇ Sharing over 7,500 toys, stuffed animals, clothing, and personal care items.
- ◆ *Easter*
 - ◇ Easter Basket distribution.

Summer Organic Gardening Program

- ◆ Hands-on organic farming.

The River Fund Cobras

- ◆ Our Basketball Team provides engagement opportunities for youths at risk.

Winter Coat Program

- ◆ Distributing winter coats, gloves, hats, scarves to over 2,500 children.



FINANCIAL EMPOWERMENT

FINANCIAL COUNSELING SERVICES

As an official “Financial Empowerment Center,” The River Fund hosts FREE financial counseling services delivered by experts from the Food Bank for New York City under the auspices of the New York City Department of Consumer Affairs’ Office of Financial Empowerment. These services include:—

Foreclosure Prevention

- ◆ Loan Modification
- ◆ Forbearance Agreements
- ◆ Repayment Plans
- ◆ Deeds in Lieu of Foreclosure
- ◆ Refinancing
- ◆ Short Sales

Consolidating Bad Debts

- ◆ Clients learn how to lower their monthly payments, reduce interest rates and late fees as well as avoid bankruptcy.

Tax Lien Assistance

- ◆ Help with IRS and NY State Tax problems
- ◆ Dealing with unaffordable tax claims
- ◆ The IRS “Offer in Compromise” process
- ◆ Managing Tax Liens
- ◆ IRS and NY State Tax Levies and Penalties
- ◆ Asset Seizures

Building Credit

- ◆ Dealing with Debt
- ◆ Developing a Budget
- ◆ How to Contact and Manage Creditors
- ◆ Coping with Debt Collectors
- ◆ Credit Counseling
- ◆ Managing Auto and Home Loans

Avoiding Wage Garnishment

- ◆ How wage garnishment works, and how to avoid it.
- ◆ How to make payment arrangements with creditors and stick to repayment plans.
- ◆ Why and how courts may intervene by issuing judgments requiring (1) employers to garnish wages and/or (2) banks to freeze accounts.

Saving and Building Assets

- ◆ One in four NYC adults does not have a bank account.
- ◆ This aspect of the program aims to help low-income families deal with the high fees, minimum-balance policies and other factors that make financial responsibility so difficult for them.

Together we make a difference!

RECENT ACHIEVEMENTS

SERVICE STATISTICS

	Projected for 2010	Achieved in 2010	Projected for 2011
Children	11,500	12,250	15,000
Youths (10 to 18 years old)	25,500	27,280	25,000
Women	23,500	26,531	32,500
Men	17,000	15,500	18,000
Seniors	18,500	19,459	23,500
TOTALS:	96,000	101,020	114,000

Service Distribution by Ethnicity

Latino	Black (Non-Hispanic)	White (Non-Hispanic)	Asian	Caribbean
33%	16%	9%	10%	32%

Our Clients Come From:

Queens	Brooklyn	Bronx	Staten Island	Manhattan	Other
67%	18%	7%	4%	3%	1%
Astoria Bayside Cambria Heights College Point Corona Elmhurst Far Rockaway Flushing Forest Hills Fresh Meadows Glendale Hollis Howard Beach Jackson Heights Jamaica Kew Gardens Laurelton Little Neck Maspeth Middle Village Ozone Park Queens Village Rego Park Richmond Hill Ridgewood Rosedale Saint Albans South Ozone Park Springfield Gardens Woodhaven Woodside	Bay Ridge Bedford-Stuyvesant Bensonhurst Bergen Beach Boerum Hill Borough Park Brighton Beach Brooklyn Heights Brownsville Bushwick Canarsie Clinton Hill Coney Island Crown Heights Cypress Hills Ditmas Park Dyker Heights East New York Flatlands Fort Greene Fort Hamilton Greenpoint Greenwood Highland Park Kensington Midwood New Lots New Utrecht Prospect Park Sheepshead Bay Williamsburg	Baychester Bedford Park Bronxdale East Tremont Eastchester Hunts Point Kingsbridge Melrose Morris Park Mott Haven Mount Eden Mount Hope Parkchester Port Morris Riverdale Van Cortlandt Village Wakefield Williamsbridge	Bloomfield Grant City Greenridge Livingston New Brighton Port Richmond Shore Acres Sunnyside Woodrow	Fort George Harlem Inwood Le Petit Senegal Marble Hill Morningside Heights Spanish Harlem Strivers' Row Washington Heights Yorkville	New Jersey Suffolk County Nassau County

Together we make a difference!

HOW WE'RE SUPPORTED

OUR SPONSORS

- ◆ AfterHours Web & Graphic Designs
- ◆ Angels on the Bay
- ◆ A.S.A.P. Logistics, LTD
- ◆ BabbyBuggy
- ◆ Benjamin Cardozo High School
- ◆ Broadway Cares/Equity Fights AIDS
- ◆ Care to Knit Inc.
- ◆ City Harvest
- ◆ Collective Brands
- ◆ Common Cents/Penny Harvest
- ◆ Conrad N. Hilton Foundation
- ◆ Continental Lift Truck Inc.
- ◆ Costco Wholesale Lawrence
- ◆ CTSC of Weill Cornell Medical
- ◆ Emergency Food Assistance Program
- ◆ Feeding America
- ◆ Feed the Children
- ◆ Food Bank for New York City
- ◆ Franco American Novelty
- ◆ Gold's Gym Howard Beach
- ◆ Go! Media International
- ◆ Herr's Food Inc. Jamaica
- ◆ Hope on Wheels
- ◆ iEat Green
- ◆ Howard E. Stark Charitable Foundation
- ◆ John Theissen Children's Foundation
- ◆ Joseph Campagna & Sons
- ◆ M.A.C. AIDS Fund
- ◆ Macho Products Inc.
- ◆ Macy's
- ◆ Marine Corps Toys for Tots
- ◆ Monteforte Italian Bakery
- ◆ New York Cares
- ◆ Nourish America
- ◆ NYC Coalition Against Hunger
- ◆ NYS Workers Compensation Board
- ◆ Payless Shoes Foundation
- ◆ Queens Center Mall
- ◆ RZN Nutraceuticals
- ◆ State Farm Insurance/Foundation
- ◆ Tiedemann Investment Group
- ◆ Trader Joe's Rego Park
- ◆ Unilever US Foundation
- ◆ United Way of NYC
- ◆ Verrazano Rotary Club
- ◆ Village Animal Clinic
- ◆ Wendy's Closet
- ◆ Whole Foods Market
- ◆ World Vision
- ◆ Young Men/Women's Real Estate

....and many individual donors

OUR "G.I.V.E." PROGRAM

GET INVOLVED VOLUNTEER EXPERIENCE

Getting opportunities to help effect positive change

Involved in serving to help reduce adversity in the lives of others

Volunteer in offering to serve another

Experiencing, observing, encountering and learning through service

Together we make a difference!

LATEST AWARD FOR EXCELLENCE

From over 1,000 Community Based Organizations The River Fund was selected by The Food Bank for NYC to receive the citywide "Beyond Hunger Award" for our work in areas that go beyond Hunger Relief.



BOARD OF DIRECTORS

Emeritus Board

Ma Jaya Founder

Executive Board

Swami Durga Das CEO ~ Executive Director

Candika Marinelli COO ~ Secretary

Frank Patello CFO ~ Treasurer

Directors

Alicia Kirschenheiter

Chris Tompkins

David E. Green

Eric Schneider

Michael Tiedemann

Otto Starzmann

R. Spencer Potts

Board Objectives

- ◆ Secure New Site for Expanded Programs
- ◆ Improve Operational Sustainability Through Endowment Expansion
- ◆ Expand River Fund Tax-Assistance beyond Self-Help to IRS-Certified (VITA) Tax Prep
- ◆ Develop Housing Support Outreach System
- ◆ Diversify Advocacy Initiatives to include:
 - ◇ Medicare Rights Support
 - ◇ Bank Account Establishment Assistance
 - ◇ Immigration Support Services

Together we make a difference!



TIMELINE: 1991–2011

1991 The River Fund New York, Inc. was founded—incorporating the philosophies of Ma Jaya. We initiated our very first outreach initiative, called the “Rounds Program,” that involved providing baked goods and gifts to residents of the *Terence Cardinal Cooke Center* in Manhattan—a long-term care facility for the terminally ill with mental and physical challenges.

1992 Expanded our “Rounds Program” to include the *Incarnation Children’s Center* in Manhattan—a long-term care facility for infants and children with HIV/AIDS.

1994 Extended our “Rounds Program” to more long-term care organizations for the terminally ill and challenged—including the *Housing Works HIV/AIDS* facility in Manhattan and *The Fineson Residence Centers* in Queens for the physically/mentally impaired.

1995 Initiated our “Street Relief” Mobile Food Outreach Program at Rufus King Park, Jamaica, Queens.

1996 Started “Mobile Holiday Feast Program” to provide special-event banquets to soup kitchens in Brooklyn, Queens and the Bronx.

1997 Established our “Holiday Gift Giving Program”—offering year-end toys, personal care items and clothing to needy families.

1998 Received 501(c)(3) tax exempt status from the IRS. Achieved annual partner status with *Broadway Cares/Equity Fights AIDS*.

1999 Initiated our “Under the Boardwalk” Mobile Hunger Relief Food Outreach to the homeless in Coney Island, Brooklyn.

2000 Expansion of “Under the Boardwalk” to include *Oceanview Adult Home* in Brooklyn—a special care facility for the aged.

2001 Celebrated our 10th Anniversary, and initiated a search for a new facility to accommodate desperately needed expansion.

2002 Became a permanent target-charity for monthly contributions from the *Verrazano Rotary Club*, Brooklyn. Became a member of *The Food Bank for New York City* and partnered with *United Way of NYC*. Qualified for the *USDOH Hunger Prevention and Nutrition Assistance Program*. Moved operations from a garage in South Ozone Park to a larger facility in Richmond Hill. Partnered with *John Thiessen’s Toys for Sick Children* to enhance our existing Holiday Gift-Giving program. Launched a two-way interactive relationship with *Gold’s Gym* and *Angels on the Bay* of Howard Beach to support our “Healthy-Happy Kids Program.”

2003 Built on-site Pantry warehouse and purchased a van for our Mobile Hunger Relief Programs with funds from *Phillip Morris/Kraft Foods*. Established partnership with *Herr’s Chips* for weekly snack foods. Elevated by the IRS to permanent public charity status. Partnered with *Campagna & Sons* for Thanksgiving Turkeys and other food supplies.

2004 Awarded **Certificate of Honor** by Queens Borough President Helen Marshall for our “Rounds Program” serving mentally/physically challenged long-term residents at end-of-life care facilities. Established connection with *World Vision* to launch our “Toiletries/Personal Hygiene” and “New Clothing Giveaway” Programs. Connected with *Nourish America* for the monthly distribution of children’s vitamins. Developed relationship with *New York Cares* and *Hope on Wheels* to enhance our “Wintercoat Outreach Program.” Gained approval as an authorized Food Pantry in NYC with the federal *Emergency Food Assistance Program*.

2005 Started a partnership with the *Conrad N. Hilton Foundation*, *COSTCO*, *State Farm Insurance*, *IEat Green* and *Young Men’s & Women’s Real Estate Association* for supporting our existing “Thanksgiving Dinner Kit” and “Holiday Gift-Giving” Programs. Launched our annual “Back to School Program”—supplying backpacks and school supplies to children. Partnered with *Yoga for Life* donating Easter Baskets.

Together we make a difference!



TIMELINE: 1991–2011

2006 Integrated with the *Penny Harvest/Common Cents* student leadership project to support charitable giving initiatives at neighborhood schools. Partnered with *Care to Knit* for distribution of winterwear accessories for children and seniors. Connected with *M•A•C Cosmetics' AIDS Fund* for operational grants.

2007 Received the **Volunteer Group of the Year Award** from the *Terrence Cardinal Cook Center* for our work with those living with HIV/AIDS. Established a Partnership with *Trader Joe's* in Rego Park, Queens, to enrich our food programs. Expanded our monthly "Vitamin Outreach" from a children's initiative to a family program by adding adult vitamins and supplements. Received support from the *Marine Corps' Toys for Tots* for our annual "Holiday Gift-Giving Program."

2008 Created a Partnership with *St. John's Bread & Life*, which enabled us to deliver in our neighborhood the *Single-Stop* program funded by *The Robin Hood Foundation*. Under this program, we implemented ETO (Efforts-to-Outcomes) technology at our site to pre-qualify, counsel and refer clients on a wide range of available public-sector social service programs. Connected with *Whole Foods* of Jericho and Manhasset, Long Island, for fundraising and operations materials. Partnered with *A.S.A.P. Logistics, Ltd.* for bulk transportation and high-value food supplies. Partnered with the *NYC Coalition Against Hunger* for annual *Americorps*VISTA* volunteer support. Collaborated with *Queens Center Mall* for backpacks and supplies for our "Back-to-School Program."

2009 Upgraded our food assistance program from the *Pantry-Bag Distribution* model to *Client Choice*—which allows beneficiaries to choose from our shelves the products they actually use. Connected with *City Harvest* for fresh foods and *Feed the Children* for special commodities. We expanded our office space from 150 square feet to 500 square feet—giving us room to go beyond referrals and actually implement various

advisory and income support services to our clients on site within our own offices. Qualified for annual grants from the *FEMA Emergency Food and Shelter Program*. Connected with *Payless ShoeSource Foundation* for children's winter footwear.

2010 *The Food Bank for New York City* bestowed on us the **Community Service Excellence Award**, identifying us as the top food pantry in the borough of Queens—simultaneously appointing our Executive Director, Swami Durga Das, to the Food Bank's Advisory Board. Linked with *Continental Lift Truck, Inc.* for forklifts, pallet-trucks and storage. We established at our site a Food Stamp Application Processing Center—linked directly into the *Paperless Operating System (POS)* of the *NYC Human Resources Administration (HRA)*. Launched our weekly "Fresh Produce Distribution Initiative." Established a partnership with *Macy's* to support our monthly clothing giveaway; and, with help for *Tiederman Investment Group* of NYC, we implemented a Client Photo ID creation and control system, allowing us to collect valuable statistical and management data to optimize our programs. Connected with *Cornel University* for "EatSmart" cooking demonstrations.

2011 Received Citywide **Beyond Food Award** from *The Food Bank for New York City*; purchased a new forklift with funding from the *Howard E. Stark Foundation*; established our "Self-Help Tax Prep and E-filing Clinic." Started distribution of Prescription Discount Cards—which provide up to 75% off prescription drugs. Partnered with the *Food Bank for NYC* for the "Community CookShop" nutrition education initiative sponsored by the *Mario Batali Foundation*. Formed a youth basketball team, "The River Fund Cobras," for boys ages 16 to 18. Launched our "Kids' Summer Organic Gardening Program." Partnered with *Baby Buggy* for infant supplies. Our site is now a Food Stamp Processing "hub center" serving 10 sub-locations throughout Queens.

Together we make a difference!