
The River Fund

NEW YORK



The River Fund New York

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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.



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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.
 - ◇ Every Saturday from 8:00 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.

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.

Our Mobile Hunger Relief Program has successfully added a new 800 cu. ft. Diesel Van. We have initiated a special Fundraising Campaign to raise \$45,000. This ensures that our Mobile Hunger Relief Program continues uninterrupted.

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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



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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.



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

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HOW WE'RE SUPPORTED

OUR SPONSORS

- ◆ AfterHours Web & Graphic Designs
- ◆ Angels on the Bay
- ◆ A.S.A.P. Logistics, LTD
- ◆ 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
- ◆ Herr's Food Inc. Jamaica
- ◆ Hope on Wheels
- ◆ iEat Green
- ◆ Howard E. Stark Charitable Foundation
- ◆ John Theissen Children's Foundation
- ◆ Joseph Campagna & Sons
- ◆ Macy's
- ◆ Marine Corps Toys for Tots
- ◆ Marino Ices
- ◆ Modell's
- ◆ Monteforte Italian Bakery
- ◆ New York Cares
- ◆ Nourish America
- ◆ NYC Coalition Against Hunger
- ◆ NYS Workers Compensation Board
- ◆ Payless Shoes Foundation
- ◆ Photos by Robert Klein
- ◆ Queens Center Mall
- ◆ Rotary Club of Brooklyn
- ◆ RZN Nutraceuticals
- ◆ State Farm Insurance
- ◆ Tiedemann Investment Group
- ◆ Trader Joe's Rego Park
- ◆ Unilever US Foundation
- ◆ United Way of NYC
- ◆ Verrazano Rotary Club
- ◆ Village Animal Clinic
- ◆ Walk a Day in My Shoes
- ◆ 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

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

Volunteer in offering to serve another

Experiencing, observing, encountering and learning through service

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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

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Ma Jaya Founder

Executive Board

Swami Durga Das CEO ~ Executive Director
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Frank Patello CFO ~ Treasurer

Directors

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Eric Schneider
Michael Tiedemann
Otto Starzmann
R. Spencer Potts

Board Objectives for 2011

- ◆ 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

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