

Media Coverage Book

the
wakeman
agency

Introduction

We consider media relations a valuable and effective component of our communications strategy for many mission-driven causes. We often work with our media contacts to garner the placement of stories in specific media venues at particular times. This allows us to amplify social issues in support of our clients' social change aspirations. Maintaining relationships with media professionals and carefully managing the contours of how we position our clients' work, as well as their impact, is essential to achieving strong media placements that actively reflect the narratives we build in support of our clients' efforts. The following pages include an array of media placements drawn from our client portfolio on topics ranging from education equity, economic mobility, social innovation and domestic violence.



141M
Unique Visits

The New York Times

***After Affirmative Action Ban, They
Rewrote College Essays With a Key
Theme: Race***

The Supreme Court's ruling intended to remove the consideration of race during the admissions process. So students used their essays to highlight their racial background.

Share full article



Keteyian Cade, left, wrote about what it's like to be a Black student pursuing engineering. Neeta Swarth wrote about the prejudice between her Korean and Black American families. Neeta Swarth
New York Times

After Affirmative Action Ban, They Rewrote College Essays With a Key Theme: Race

[Read More](#)

«In past years, some Asian American students avoided writing about their heritage, thinking affirmative action was largely unfavorable to them, said Mandi Morales, an adviser with Bottom Line, a nonprofit for first-generation college applicants catering mostly to students of color.»

CLIENT

Bottom Line

470k
Estimated Views



78M
Unique Visits



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The college-going gap between Black and white Americans was always bad. It's getting worse.

Jon Marcus | The Hechinger Report



Show Caption ▾

From the time Patrick Ben III decided he would go to college, there seemed to be an obstacle at every turn.

The high school he attended on Chicago's South Side offered few of the advantages wealthier kids got. There were no [Advanced Placement courses](#), and little help was available with college and financial aid applications.

The college-going gap between Black and white Americans was always bad. It's getting worse.

[Read More](#)

«“Having a sense of belonging is critical, and part of what has happened in the last few years is this sort of heightening of these culture wars that create even more questioning of, ‘Do I really belong on campus?’ ” said Steve Colón, CEO of Bottom Line, which provides counseling to help Black and other marginalized students get to and through college.»

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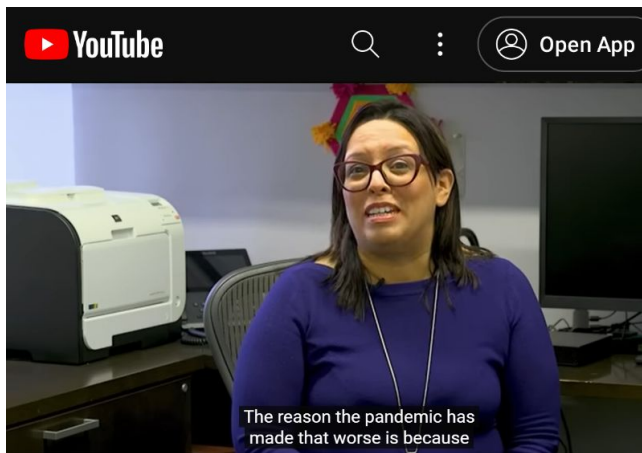
Bottom Line

1.54K

Estimated Views



3.42M
Subscribers



Why The U.S. Can't End Poverty

2.4M views · 1 year ago #CNBC ...more



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27K | | Share | + Save | Rep

Comments 14K

Add a comment...

Why The U.S. Can't End Poverty

[Watch Video](#)

«The pandemic has made inequality worse. The Gini index that measures the nation's income inequality, rose for the first time in a decade by 1.2% in 2021 [...] "Inflation was kept up with the money that most people in the 1% have made. But it has deepened and widened the gap between those that have money and those that do not."»

CLIENT

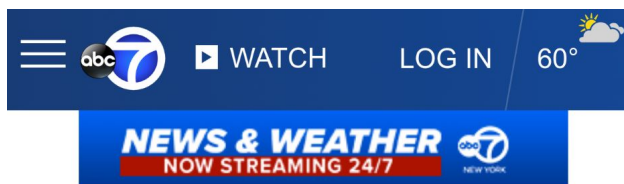
United Way of New York City

241M

Estimated Views



3.57M
Unique Visits



HERE & NOW

Here and Now for 11/19/2023: Combating domestic violence in NYC

By [Sandra Bookman](#) and Eyewitness News Sunday, November 19, 2023



Here and Now for 11/19/2023: Combating domestic violence in NYC

[Read More](#)

«Urban Resource Institute, an organization that helps transform the lives of domestic violence survivors and homeless families - with a focus on communities of color and other vulnerable populations - is the largest domestic violence shelter service in the country.»

CLIENT

Urban Resource Institute

15.3K
Estimated Views



55.9K
Unique Visits

Increasing the Bottom Line for College Completion

[Read More](#)



MEMO Published May 17, 2023 · 8 minute read

Increasing the Bottom Line for College Completion



«Bottom Line recruits low-income students in the Boston, Chicago, and New York regions and provides them with support services focused on academic, financial, career, and personal challenges as they navigate four-year universities.»

CLIENT

Bottom Line

Chazz Robinson

[JUMP TO SECTION...](#)

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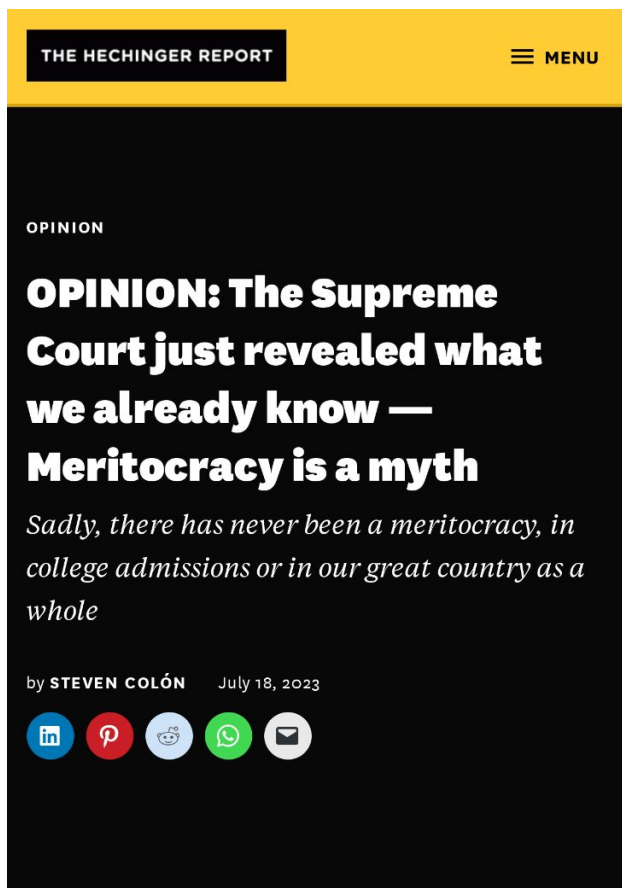
[Increasing the Bottom Line for College](#)

455

Estimated Views



159K
Unique Visits



Colleges and universities will need to take significant steps — like ending legacy admissions practices and focusing more scholarship and aid dollars on students of color — to begin to address the negative impacts of the recent Supreme Court decision. Credit: Craig F. Walker/The Boston Globe via Getty Images

The Hechinger Report is a national nonprofit newsroom that reports on one topic: education.

OPINION: The Supreme Court just revealed what we already know — Meritocracy is a myth

[Read More](#)

«“In a country where opportunities can be purchased and/or inherited, “meritocracy” is at best an unattainable aspiration and at worst a tool to justify disproportionate privilege and power.”»

CLIENT

Bottom Line

1.04K
Estimated Views



1.44M
Unique Visits

FOX 5
NEW YORK

Bottom Line
Get in • Graduate • Go far

Good Day Street Talk

Amravan Lewis talks to New Yorker Leanna Scaglione about her inspirational journey with adversity, the activist Grace Young, and Steve Colopie from the nonprofit organization Bottom Line that help with students plan for their future.

Posted April 15, 2023 2:24pm EDT

Top Videos

- Good Day Street Talk - Now Playing
- MTA seeks attacker of 8-year-old in Grand Central
- BQE closures
- U.S. fighter jets down Iranian drones
- NYPD on alert following Iran's attack on Israel
- Iran launches drone, missile attack against Israel
- Autism - Life on the Spectrum
- Men's health and fitness - STREET SOLDIERS

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Watch Full Episodes

The college degree gap between Black and white Americans was always bad. It's getting worse

[Watch the Interview](#)

«"[...] The issue of higher education and increasing lower graduation rates among low-income students, something that Bottom Line, a nonprofit organization, is working to address, trying to ensure that students attend a quality college, but also earn a degree and plan for a prosperous future.»

CLIENT

Bottom Line

5.87K
Estimated Views



42.5M
Unique Visits



POLICY

37.9 million Americans are living in poverty, according to the U.S. Census. But the problem could be far worse.

PUBLISHED TUE, MAR 7 2023-8:00 AM EST

Juhohn Lee

WATCH LIVE



KEY POINTS

- There are 37.9 million Americans living in poverty, accounting for 11.6% of the total population, according to the U.S. Census Bureau.
- The number reported by the Census

Half of N.Y.C. Households Can't Afford to Live Here, Report Finds

[Read More](#)

«Grace Bonilla, president of United Way of New York City, said the official poverty measure doesn't take very obvious indicators into consideration. To start, it looks at pretax income instead of actual take-home pay. It also doesn't consider factors such as family composition or the cost of child care.»

CLIENT

United Way of New York City

126K

Estimated Views



168K
Unique Visits

Finding ways to end cycles of domestic violence and homelessness

[Read More](#)

«Sponsored by the Urban Resource Institute, the largest U.S. provider of domestic violence residential services, the event highlighted key obstacles preventing survivors from receiving adequate care and safety, while also shedding light on subtler issues surrounding gender-based violence and homelessness.»

CLIENT

Urban Resource Institute

1.29K

Estimated Views



Finding ways to end cycles of domestic violence and homelessness

Nonprofit leaders, experts and policymakers gathered at City & State’s “Blueprint for Change: Ending Cycles of Gender-Based Violence & Homelessness” conference to bring light to key obstacles faced by survivors.



Keynote speaker, Dawnn Lewis, founder and CEO of a New Day Foundation, speaks at City & State’s “Blueprint for Change: Ending Cycles of Gender-Based Violence & Homelessness” conference Wednesday RALPH R. ORTEGA

By PHENIX KIM | OCTOBER 4, 2023

Ways to end cycles of domestic violence and homelessness were among key topics discussed at City & State’s “A Blueprint for Change: Ending



81.5M
Unique Visits

The 'Bottom Line' On The Student Debt Crisis And Affording College

[Read More](#)

«BL's advisors connect students to colleges that are low-cost and high-quality, reducing student debt while at the same time, leading to higher incomes.»

CLIENT

Bottom Line

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FORBES > LEADERSHIP > EDUCATION

The 'Bottom Line' On The Student Debt Crisis And Affording College

Marybeth Gasman Contributor

I write about systemic racism, philanthropy, HBCUs & faculty. [Follow](#)

Aug 28, 2023, 09:16am EDT

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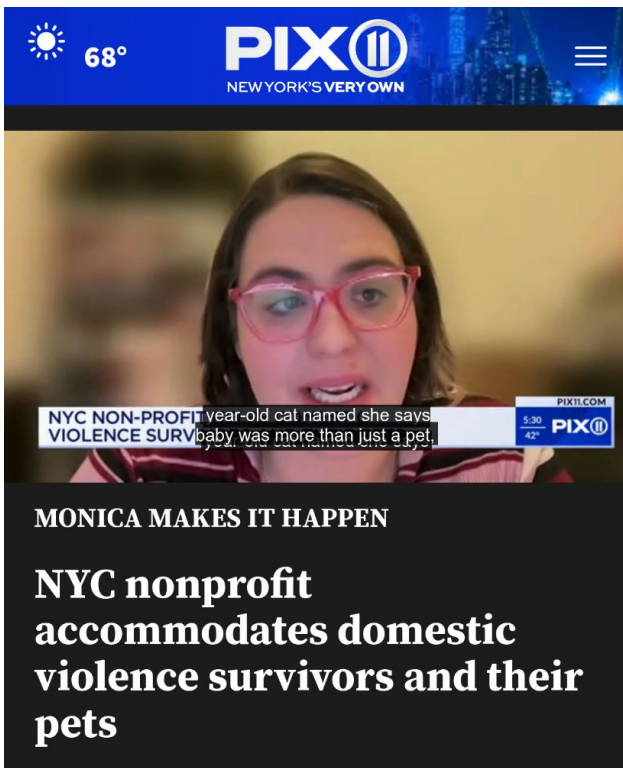
African American woman holding a hundred dollar ... GETTY [Privacy - Terms](#) [\[+\]](#)

If you aren't familiar with [Bottom Line \(BL\)](#), you should be. Philanthropist [MacKenzie Scott](#) is, and recently gave the organization a [\\$15 million donation](#). For those who aren't familiar — BL is a Boston-based, nonprofit that works to end the income gaps in degree attainment rates in order to

122K
Estimated Views



1.36M
Unique Visits



by: [Monica Morales](#)
Posted: Dec 5, 2023 / 07:27 PM EST
Updated: Dec 5, 2023 / 07:27 PM EST

SHARE

NEW YORK (PIX11) — Everyday families in New York City are forced to abandon their pets to flee for safety in domestic violence situations

NYC nonprofit helps domestic violence survivors and their pets

[Read More](#)

«"She learned about a domestic violence shelter that offers a safe haven for abuse victims and their pets. Urban Resource Institute is a social service agency headquartered in Manhattan. Their program is called PALS, People and Animals Living Safely."»

CLIENT

Urban Resource Institute

6.58K
Estimated Views



425K
Unique Visits



How the mayor's budget aims to fund migrant care. Student loan payments are resuming – what you should know. And some hip-hop tracks to round out your Hispanic Heritage Month

Chicago Tonight: Latino Voices, Oct. 12, 2023 - Full Show

[Read More](#)

«“Public loans have become a big topic of conversation and a topic that is reaching students early in high school and even younger than that,” said Tiera Diaz, success program director at Bottom Line Chicago.»

CLIENT

Bottom Line

2.07K
Estimated Views



1.53M
Unique Visits

FOX 5
NEW YORK

Watch Live

Dr. Carla Smith
Executive Global Research Officer, Urban Resource Institute

Good Day Street Talk

In this episode of Good Day Street Talk, Breast Cancer Awareness Month, the nonprofit doing outreach to young professionals about the disease. New York Road Runners is also talking all things New York City Marathon.

Posted October 28, 2023 7:28am EDT | ↗

Top Videos

- Now Playing: Good Day Street Talk
- MTA seeks attacker of 8-year-old in Grand Central
- BQE closures
- U.S. fighter jets down Iranian drones
- NYPD on alert following Iran's attack on Israel
- Iran launches drone, missile attack against Israel
- Autism - Life on the Spectrum
- Men's health and fitness - STREET SOLDIERS

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Watch Full Episodes

Good Day Street Talk

[Watch the Interview](#)

«“The Urban Resource Institute is the largest provider of shelter services in the United States for DV [Domestic Violence] victims.”»

CLIENT

Urban Resource Institute

6.5K
Estimated Views



942K
Unique Visits



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Local | Business | Investigations | Opinion | Life

Nonprofit aims to help first-generation students get into, graduate from college

Bottom Line to begin recruiting students in February.



< Caption

Credit: Erin Pence

LOCAL NEWS

By Eileen McClory

Dec 11, 2023



Nonprofit aims to help first-generation students get into, graduate from college

[Read More](#)

«The organization plans to start recruiting high school juniors in February. Next year, they hope to expand to local colleges with the high school students they recruited, and recruit directly to college students.»

CLIENT

Bottom Line

6.25K
Estimated Views



159K
Unique Visits



The college degree gap between Black and white Americans was always bad. It's getting worse

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«“Having a sense of belonging is critical, and part of what has happened in the last few years is this sort of heightening of these culture wars that create even more questioning of, ‘Do I really belong on campus?’ ” said Steve Colón, CEO of Bottom Line, which provides counseling to help Black and other marginalized students get to and through college.»

CLIENT

Bottom Line

1.54K
Estimated Views



157K
Unique Visits



NEWS **BROOKLYN BORO**

What's News, Breaking: Tuesday, January 9, 2023

January 9, 2024 Brooklyn Eagle Staff



What's News BREAKING

Share this:



**DOMESTIC VIOLENCE SPIKES IN
CITY, BOROUGH**

**CITYWIDE — A RECENT CITY STUDY
SHOWS A DRAMATIC SPIKE IN**

What's News, Breaking: Tuesday, January 9, 2023

[Read More](#)

«Recent city budget cuts ordered by Mayor Adams could jeopardize some of these programs, according to a nonprofit, Urban Resource Institute, which said the spike was "a direct result of long-standing disinvestment in services for survivors,"»

CLIENT

Urban Resource Institute

1.1K

Estimated Views



141M
Unique Visits

The New York Times

OPINION
LETTERS

Understanding Donald Trump's Appeal

Jan. 18, 2024

Share full article

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- [Freedom of Expression](#)
- [Police Courtesy Cards](#)
- [Domestic Violence in New York](#)



Opinion | Understanding Donald Trump's Appeal

[Read More](#)

«We should not be making laudatory statements about New York being the safest big city in the world while intimate partner violence — especially against Black and brown women — continues to rise.»

CLIENT

Urban Resource Institute

470K
Estimated Views



259K
Unique Visits

CRAIN'S NEW YORK BUSINESS

Home > Health Pulse

October 04, 2023 05:33 AM | UPDATED 18 HOURS AGO

The city's lack of life science 'graduation space' is an opportunity for developers, experts say

Plus:

- Urban Resource Institute receives \$22M contract renewal for domestic violence shelter
- Attorney general sues vascular care provider for performing unnecessary surgeries
- NYU Meyers and Rutgers get \$4M to develop center for Alzheimer's research in Asian and Asian Pacific Americans

JACQUELINE NEBER AMANDA D'AMBROSIO

EMAIL SHARE TWEET SHARE

The needs of the city's life science companies are beginning to change, experts say, creating a future need for "graduation space" New York doesn't yet have—and an opportunity for developers and venture capital firms.

Historically, New York's life science sector has been made up of early-stage companies coming out of hospitals and universities. The success of these firms has propelled the city to be one of the top ten life science clusters in the country, according to a new report from commercial real estate firm JLL.

Early-stage companies often have 2-8 employees, said Bill Harvey, an executive vice president at JLL, and New York offers an abundance of incubation space to accommodate people who are splitting time between their institution and the space. However, as the city's companies age and expand to 10-20 employees, they will need what's known as graduation space—larger labs and office spaces, Harvey said.

The city's lack of life science 'graduation space' is an opportunity for developers, experts say

[Read More](#)

«The city will fund temporary supportive housing at Harmony House, a 65-unit shelter that the Urban Resource Institute opened in 2019, as well as crisis de-escalation services.»

CLIENT

Urban Resource Institute

1.19K
Estimated Views



1.77M
Unique Visits

In NYC, 2022 was a grim year for domestic violence homicide. Things have gotten worse.

[Read More](#)

«The Urban Resource Institute, a service provider and advocacy group, has been critical in working with these issues. Now, it says in its own report that budget cuts have hurt efforts to address the problem and pending cuts would be disastrous.»

CLIENT


Urban Resource Institute

7.12K
Estimated Views

Gothamist Donate Q ≡

NEWS

In NYC, 2022 was a grim year for domestic violence homicide. Things have gotten worse.



Lindsey Nicholson/UCG/Universal Images Group via Getty Image



By Elizabeth Shwe, Sean Carlson and Herb Pinder
Published Feb 10, 2024
[18 comments](#)



141M
Unique Visits

The New York Times

Half of N.Y.C. Households Can't Afford to Live Here, Report Finds

The study is the latest piece of evidence to demonstrate the depth of New York City's affordability crisis, which is reshaping local demographics and culture.



The No. 4 train approaching a subway station in the Bronx. Residents of the central Bronx in particular were struggling to keep up with the cost of living in New York City. Desiree Rios for The New York Times

 By **Eliza Shapiro**

April 25, 2023

New York City is staring down the worst affordability crisis of the last two decades, according to a [new report released on Tuesday](#). A full half of the city's households did not have enough money to comfortably hold down an apartment, access sufficient food and basic health care, and get around, the report said.

Half of N.Y.C. Households Can't Afford to Live Here, Report Finds

[Read More](#)

«The report was released Tuesday by the Fund for the City of New York, which advises government agencies and was established by the Ford Foundation in 1968, and the United Way of New York City. The reports' authors used U.S. Census data from 2021 along with a measure that calculates the baseline for affordability for New York City families.»

CLIENT

United Way of New York City

472K
Estimated Views



202K
Unique Visits



PORTADA / ACTUALIDAD

¿Pobreza en NY? Millones de neoyorquinos no pueden cubrir sus necesidades básicas

Forbes Staff | abril 25, 2023 @ 8:04:43 pm



Compartir

Según estudio, cerca de 3 millones de personas en la ciudad de Nueva York no ganan suficiente dinero para cubrir sus necesidades básicas.

La mitad de los neoyorquinos en edad de trabajar, cerca de 3 millones de personas, no ganan el suficiente dinero para cubrir sus necesidades básicas, según un último

¿Pobreza en NY? Millones de neoyorquinos no pueden cubrir sus necesidades básicas

[Read More](#)

«El informe, preparado por la organización United Way of New York City, destaca que las condiciones de vida se han degradado en la ciudad como consecuencia del “profundo impacto de la pandemia de la Covid-19”, lo que se refleja en que el número de personas que no cubren sus necesidades ha crecido en un 38% en los últimos dos años.»

CLIENT

United Way of New York City

2.21K
Estimated Views



3.71M
Unique Visits



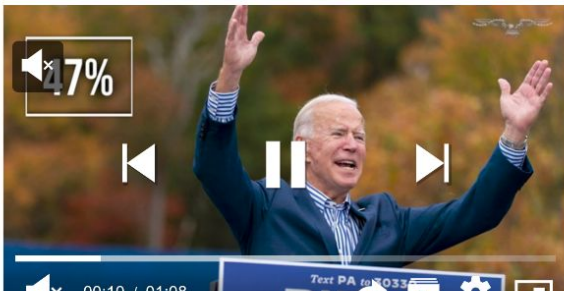
Washington Examiner

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The assumption that every parent should do paid work is a bad one

By Timothy P. Carney

April 25, 2023 7:56 pm



The assumption that every parent should do paid work is a bad one

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«Using this “New York City true cost of living,” the study concludes that 50% of New York City households do not make enough to afford the true cost of living.»

CLIENT

United Way of New York City

430K
Estimated Views



141M
Unique Visits

The New York Times

Price of N.Y.C. Subway Ride Will Go Up for the First Time in Years

The M.T.A. board voted to raise the base fare to \$2.90 from \$2.75, after pausing increases to try to lure back riders lost during the pandemic.

Share full article 277



Weekday ridership in New York has rebounded significantly but still hovers at about 70 percent of prepandemic levels. Dakota Santiago for The New York Times

By Ana Ley

July 19, 2023

Ever since the coronavirus pandemic decimated subway ridership in New York City, the Metropolitan Transportation Authority has resisted raising the price of a ride out of fear that even more people would abandon mass transit.

Price of N.Y.C. Subway Ride Will Go Up for the First Time in Years

[Read More](#)

«According to the United Way of New York City, about half of working-age New Yorkers are struggling to cover basic needs this year, up from 36 percent of households in 2021.»

CLIENT

United Way of New York City

470K
Estimated Views



157K
Unique Visits



LIBERTY LACK 'TOUGHNESS' IN PRESEASON LOSS | REP. GEORGE SANTOS PLEAD

NEWS ▾ BROOKLYN BORO

What's News, Breaking: Thursday, June 1, 2023

June 1, 2023 Brooklyn Eagle Staff



What's News BREAKING

Share this:

BILL AIMS TO EXPAND SNAP BENEFITS TO INCLUDE HOT FOODS

STATEWIDE — SNAP recipients would be able to use their benefits for hot foods like rotisserie chickens, if a bill that Rep. Dan Goldman is sponsoring gets passed.

Reps. Dan Goldman (D-10) and Grace Meng (D-Queens) on Thursday, June 1 introduced the Hot Foods Act, to expand the Supplemental Nutrition Assistance Program (SNAP) so that it allows participants to purchase hot foods such as prepared rotisserie chickens, hot sandwiches, and soups. In the current law, SNAP limits eligible purchases to foods for take-home preparation and consumption or cold prepared foods.

DAILY TOP BROOKLYN NEWS

What's News, Breaking: Thursday, June 1, 2023

[Read More](#)

«Five thousand free books related to Black history will be distributed to students as part of the Education Equity Action Plan Coalition's launch of its Black Studies: An Education for Me + You bookmobile.»

CLIENT

Education Equity Action Plan Coalition

1.09K
Estimated Views



69.8K
Unique Visits



FEATURED

Book event highlights plan for Black studies

With reading and curricula hot topics nationwide, one goal is to uplift kids

by Stephanie G. Meditz, Chronicle Contributor
Jun 22, 2023



Youngsters at York College last Saturday check out the Black Studies: An Education for Me + You bookmobile, which allows children in all five boroughs to learn about Black history as a precursor to the Black studies curriculum that will be introduced in the fall.

PHOTO BY STEPHANIE G. MEDITZ



Book event highlights plan for Black studies

[Read More](#)

«As book bans pervade school curricula across the country, the Education Equity Action Plan Coalition launched its first Black Studies: An Education for Me + You bookmobile to distribute free books by authors of color in light of the K-12 Black studies curriculum that will roll out in the fall.»

CLIENT

Education Equity Action Plan Coalition

474

Estimated Views



3.57M
Unique Visits



SOCIETY

Report finds 50% of New York City working-age households don't earn enough to meet basic needs



Wednesday, April 26, 2023



Half of NYC's households don't have enough money to comfortably hold an apartment, access sufficient food and basic health care.

Report finds 50% of New York City working-age households don't earn enough to meet basic needs

[Read More](#)

«"What I would say to the average New Yorker is it's not your imagination and it's not your fault," said President and CEO of United Way of NYC Grace Bonilla.

The percentage of households struggling to afford basic needs was higher than any other year in the report's two-decade history of studying the cost of living.»

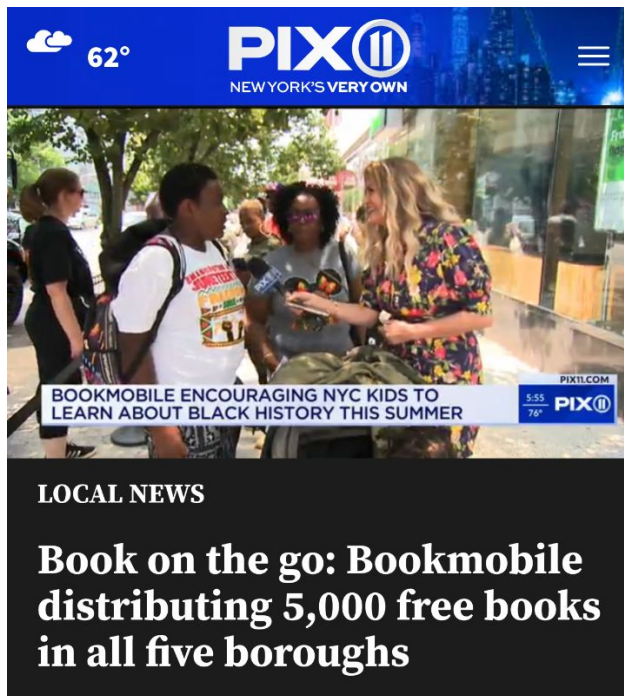
CLIENT

United Way of New York City

15.8K
Estimated Views



1.04M
Unique Visits



LOCAL NEWS

Book on the go: Bookmobile distributing 5,000 free books in all five boroughs

by: [Monica Morales](#)
Posted: Jun 19, 2023 / 06:53 PM EDT
Updated: Jun 19, 2023 / 06:54 PM EDT

SHARE    

This is an archived article and the information in the article may be outdated. Please look at the time stamp on the story to see when it was last updated.

HARLEM, Manhattan (PIX11) — To honor Juneteenth, thousands of books will be given out

Book on the go: Bookmobile distributing 5,000 free books in all five boroughs

[Read More](#)

«To honor Juneteenth, thousands of books will be given out in each borough, highlighting black studies.»

CLIENT

Education Equity Action Plan Coalition

5.26K
Estimated Views



146M
Unique Visits



Half of NYC households face cost of living crisis

25 April 2023

Share



Getty Images

Half of working-age households in New York City do not make enough money to cover basic needs, according to a new report.

That marks a significant jump from the group's 2021 study, when it found that 36% of households were struggling.

It said the surge was driven by the sharp rise in prices in recent years - especially for housing and childcare.

Half of NYC households face cost of living crisis

[Read More](#)

«The report was commissioned by the Fund for the City of New York, which is backed by the Ford Foundation, and the charity, United Way of New York City. A similar study has been conducted periodically since 2000.»

CLIENT

United Way of New York City

422K

Estimated Views



1.94M
Unique Visits



EDUCATION

Bookmobile to distribute free books related to Black studies across NYC: Here's when it's coming to Staten Island

Updated: Jun. 21, 2023, 3:59 p.m. | Published: Jun. 21, 2023, 3:48 p.m.



The Black Studies: An Education for Me + You Bookmobile is

Bookmobile to distribute free books related to Black studies across NYC: Here's when it's coming to Staten Island

[Read More](#)

«The Black Studies: An Education for Me + You Bookmobile is an initiative run by the Education Equity Action Plan Coalition, which is charged with developing a Black studies curriculum in New York City public schools.»

CLIENT

Education Equity Action Plan Coalition

10.3K
Estimated Views



5.18M
Unique Visits



04-25-2023 | IMPACT

The affordability crisis is so bad in NYC that half of its families can no longer afford to live there: report

Using a 'true cost of living' formula, researchers have determined that New York families need to earn \$100,000 a year at minimum just to get by.



[Photos: Laurenz Heymann/Unsplash, Carl Solder/Unsplash]

BY CLINT RAINEY 4 MINUTE READ

Painting a dire portrait of a burgeoning cost-of-living crisis in America's largest metropolis, a new report estimates that half of New York households can't afford to live in the city.

The paper, published biennially by the local United Way and Fund for the City of New York—a group that's advised City Hall since the '60s—argues that the affordability crisis has reached its worst point in at least two decades. It suggests that 50% of city residents do not have enough money to rent an apartment, buy food and medicine, and get around town.

Using Census Bureau data from 2021, researchers compare New York City household income to what they call the city's "true cost of living," a baseline for New York families that prices out a budget, factors in households' locations, types, and size, then determines if they can afford basic needs without

The affordability crisis is so bad in NYC that half of its families can no longer afford to live

[Read More](#)

«The paper, published biennially by the local United Way and Fund for the City of New York—a group that's advised City Hall since the '60s—argues that the affordability crisis has reached its worst point in at least two decades.»

CLIENT

United Way of New York City

8.37K
Estimated Views



57.8M
Unique Visits

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ECONOMY

Half of households in New York City don't make the \$100,000 or more needed to afford living there

Eliza Relman and Madison Hoff Apr 26, 2023, 8:06 AM PDT

🔗 Share | 📌 Save | 📱 Read in app

Ilya S. Savenok/Getty Images

- **New York City is experiencing a rapidly worsening affordability crisis, according to a major new report.**
- **Half of all of New York City's working-age households can't afford their basic needs, the study found.**
- **Job losses and rising costs, including skyrocketing housing costs, are driving the crisis.**

Half of all of New York City's working-age households can't afford the city they live in, according to [a major new report](#) released on Tuesday by the Fund for the City of New York and the United Way of New York City.

Half of households in New York City don't make the \$100,000 or more needed to afford living there

[Read More](#)

«Half of all of New York City's working-age households can't afford the city they live in, according to a major new report released on Tuesday by the Fund for the City of New York and the United Way of New York City.»

CLIENT

United Way of New York City

94.5K
Estimated Views



6.15M
Unique Visits

Chicago Tribune

LOCAL NEWS

Formerly homeless Navy vet and Englewood native receives \$80K to expand healthy food delivery

Antonio Perez / Chicago Tribune

1 of 10

Food stability advocate Dion Dawson, who started Project Dream Fridge, a public refrigerator stocked with fresh food in Chicago, April 26, 2022.

Formerly homeless Navy vet and Englewood native receives \$80K to expand healthy food delivery

[Read More](#)

«“This month, Dawson, 34, was one of 18 people from around the globe selected for the highly coveted annual Echoing Green fellowship, which will help fund his initiatives: Project Dream Fridge, a community refrigerator in the heart of Englewood where residents access fresh fruit and vegetables stocked daily, and Dream Deliveries, which delivers free food to homes across the city and suburbs.»

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Echoing Green

13K

Estimated Views



1.94M
Unique Visits

Coalition tasked with developing Black studies curriculum in NYC schools says program will launch this fall

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«A Black studies curriculum is slated to be introduced to New York City public school students in the fall, according to a coalition that has been tasked with helping to create the interdisciplinary pre-K through 12 programming.»

CLIENT

Education Equity Action Plan Coalition



EDUCATION

Coalition tasked with developing Black studies curriculum in NYC schools says program will launch this fall

Published: Jun. 22, 2023, 11:39 a.m.



The Black Studies: An Education for Me + You Bookmobile is an initiative run by the Education Equity Action Plan Coalition

10.3K

Estimated Views



582K
Unique Visits



EDUCATION | by Sharelle Burt • June 27, 2023

BOOKMOBILE KEEPS 'BLACK STUDIES ALIVE' FOR NYC PUBLIC SCHOOL STUDENTS



A mobile bus is making sure Black studies is being taught to New York City students—regardless of how hard too many other areas of the country try to stop it.

“The Black Studies: An Education for Me + You Bookmobile” is distributing books featured in this fall’s new Black Studies curriculum in the city’s five boroughs—Queens, Brooklyn, Manhattan, the Bronx and Staten Island—CBS News [reports](#).

Students of New York City public schools can get their hands on stacks of books by diverse voices with stories that cater to young readers. Created by The United Way and the Education Equity Action Plan Coalition, the bus was turned into a museum in addition to providing positive resources to neighborhoods thanks to 5,000 books by Black authors.

On top of receiving books, Bookmobile provides lessons on local [history](#) like the Harlem Renaissance and inner pride. “It’s a small snippet of what the Black Studies curriculum could potentially look like,” Grace Bonilla, president and CEO of United Way of NYC, said of the Bookmobile program. The benefits extend beyond students.

“These books will be a resource for teachers to say, well how do I talk about this particular subject or this particular time in

Bookmobile Keeps 'Black Studies Alive' For NYC Public School Students

[Read More](#)

«The bus was turned into a museum in addition to providing positive resources to neighborhoods.»

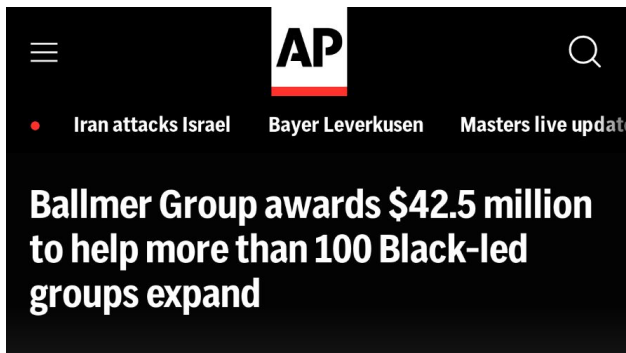
CLIENT

Education Equity Action Plan Coalition

2.08K
Estimated Views



43.3M
Unique Visits



FILE - In this July 15, 2017, file photo, Steve Ballmer, former CEO of Microsoft, addresses a plenary session on the third day of the National Governors' Association meeting in Washington. (AP Photo/Chris Wedel) [Read More](#)

BY SARA HERSCHANDER OF THE CHRONICLE OF PHILANTHROPY

Published 4:55 PM UTC, May 18, 2023



A new grantmaking effort funded by former Microsoft CEO Steve Ballmer and his wife Connie's philanthropic arm will provide \$42.5 million over the next five years to support more than 100 Black-led nonprofits focused on improving economic mobility.

The effort, announced Thursday, aims to help close the funding gap for early- and mid-stage Black-led nonprofits, whose unrestricted assets are 76% smaller than their white counterparts' assets. The 110 Black-led organizations chosen will also receive

Ballmer Group awards \$42.5 million to help more than 100 Black-led groups expand

[Read More](#)

«The 110 Black-led organizations chosen will also receive advising from the philanthropy ventures Echoing Green and New Profit, both of which invest and help expand nonprofits that are just getting started.»

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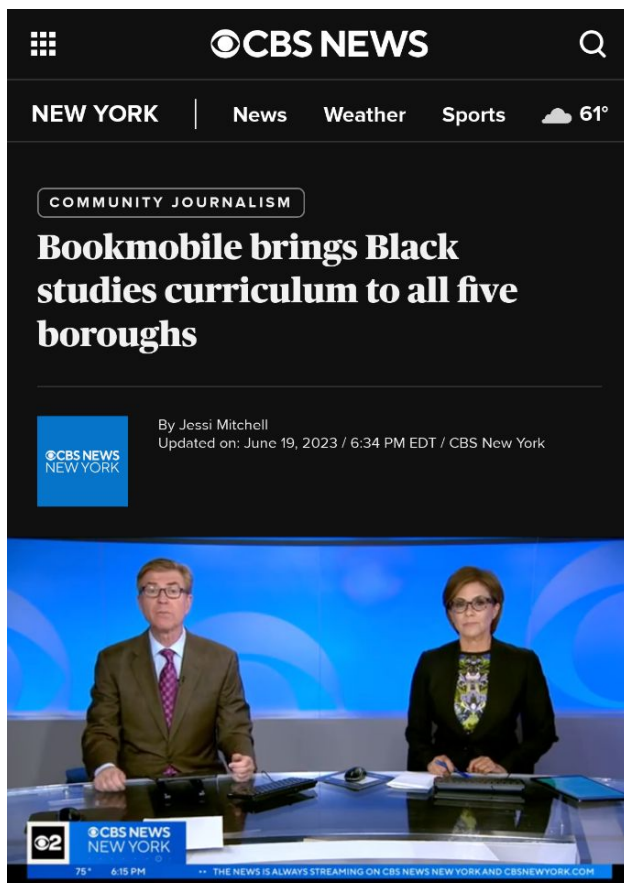
Echoing Green

114K

Estimated Views



51.8M
Unique Visits



Bookmobile brings Black studies curriculum to all five boroughs

[Read More](#)

«A study of the most commonly used books for kids aged pre-K to eighth grade found 83% were written by white authors. The United Way and a coalition of education organizations turned a school bus into a museum to bring bright smiles to neighborhoods along with 5,000 books by Black authors.»

CLIENT

Education Equity Action Plan Coalition

NEW YORK - A Bookmobile is making its way through the five boroughs, distributing books featured in this fall's new Black Studies curriculum in New York City public schools.

A study of the most commonly used books for

76.1K
Estimated Views



54.2K
Unique Visits

The screenshot shows the City Guide website interface. At the top, there's a navigation bar with 'Videos', 'Activities', 'Trip Tips', and 'Calendar'. Below that, a breadcrumb trail shows '< Calendar > Kids'. The main heading is 'EVENT DETAILS' with a sub-message: 'THIS EVENT HAS ALREADY TAKEN PLACE. VIEW THE LATEST EVENTS'. The event title is 'Black Studies: An Education for Me + You Bookmobile - Staten Island'. The date is 'Jun 23 | Fri |'. There are three main buttons: 'BUY TICKETS', 'LEARN MORE', and '+ Add to my Calendar'. Below these are social sharing icons for Twitter, Facebook, and Email. At the bottom of the event card, there's a promotional box: 'Looking for things to do in NYC? Get our free email with 8 can't-miss city events every week' with a 'SIGN-UP HERE' button. Below the screenshot, a text block reads: 'In a 2019 research study of 16 commonly used curricula and book lists from Pre-K to eighth grade, the Coalition for Educational Justice found that 1,003 books (83%) of'.

Black Studies: An Education for Me + You Bookmobile - Staten Island

[Read More](#)

«EEAPC is committed to bringing culturally relevant books and learning resources to New York City students. On Friday, June 23, 2023, EEAPC will launch the Black Studies: An Education for Me + You Bookmobile to distribute free books to the Staten Island community.»

CLIENT

Education Equity Action Plan Coalition

466

Estimated Views



6.85M
Unique Visits



Ballmer Group awards \$42.5M to help 110 Black-led groups grow

May 18, 2023 at 9:57 am

The Ballmer Group, co-founded by Steve Ballmer and his wife, Connie, announced Thursday that it will provide \$42.5 million over the next five years to support more than 100 Black-led nonprofits. (Stephan Savoia / The Associated Press, 2017) [Less](#) ^

By [SARA HERSCHANDER](#) of [The Chronicle of Philanthropy](#)

The Associated Press

A new grantmaking effort funded by former Microsoft CEO Steve Ballmer and his wife Connie’s philanthropic arm will provide \$42.5 million over the next five years to support more than 100 Black-led nonprofits focused on improving economic mobility.

Ballmer Group awards \$42.5M to help 110 Black-led groups grow

[Read More](#)

«With the funding from the Ballmer Group, Echoing Green will select Black-led nonprofits less than 2 years old to receive startup grants, plus assistance in building up their fundraising, strategic planning and other operational support.»

CLIENT

Echoing Green

20.4K
Estimated Views



97.7K
Unique Visits

Candid.

At a glance ▾

Philanthropy
News Digest



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Funding Black leaders in the social enterprise sector

August 2, 2023



By Kimberly Osagie,
Amina Fahmy Casewit

Too often, those of us engaged in social change look through the window rather than into the mirror. We gaze outward and identify myriad challenges that need to be addressed but we hesitate to look inward at the inequities reflected within our sector. When we turn our critical lens inward, our shared charge becomes clear: Black leaders remain significantly overlooked and underfunded in the social enterprise sector today.

Funding Black leaders in the social enterprise sector

[Read More](#)

«This already-limited funding, as reported by Echoing Green and the Bridgespan Group, is also smaller in dollar amount and more likely to be restricted than white-led organizations.»

CLIENT

Echoing Green

944

Estimated Views



106K
Unique Visits

These 6 social innovators are unlocking value in marginalized communities

[Read More](#)

«Published by the Schwab Foundation for Social Entrepreneurship in partnership with the World Economic Forum, the report shows how social innovators are “integrating racial equity into business practices and ... unlocking additional economic growth worldwide”.»

CLIENT

Echoing Green

1.99K
Estimated Views





18.9K
Unique Visits



5,000 Free Black Studies To Be Distributed To Students By Bookmobile

[Read More](#)

«The Coalition’s specially-designed bookmobile will give Pre-K-8th grade students access to age-appropriate books to foster identity, highlight the Black experience and encourage reading and learning.»

CLIENT

Education Equity Action Plan Coalition

5,000 Free Black Studies To Be Distributed To Students By Bookmobile

June 15, 2023



The Education Equity Action Plan Coalition (EEAPC) announced the launch of its Black Studies: An Education for Me + You bookmobile, which will distribute over 5,000 free books to community members throughout the five boroughs. The bookmobile visits, June 17-25, offer an opportunity to increase awareness and excitement about Black Studies curriculum slated to be introduced to NYC students this fall.

In a study of 16 curricula and more than 1,000 books commonly used from Pre-K to eighth grade, the Coalition for Educational Justice found that 83% were

202
Estimated Views



888K
Unique Visits



Ballmer Group awards \$42.5 million to help more than 100 Black-led groups expand

[Read More](#)

«The 110 Black-led organizations chosen will also receive advising from the philanthropy ventures Echoing Green and New Profit, both of which invest and help expand nonprofits that are just getting started.»

CLIENT

Echoing Green

6.46K
Estimated Views



256K
Unique Visits



MODERNDIPLOMACY
ALL VIEWS | ALL VOICES



REPORTS

New Report Highlights Business Case for Addressing Racial and Ethnic Equity Through Social Innovation

A report outlines a series of social innovation solutions for integrating racial and ethnic equity into business practices and unlocking economic growth worldwide.



NEWSROOM MARCH 30, 2024



New Report Highlights Business Case for Addressing Racial and Ethnic Equity Through Social Innovation

[Read More](#)

«The report, *Innovating for Equity: Unlocking Value for Communities and Businesses* – published in partnership with Echoing Green, the GHR Foundation and Dalberg – provides pathways for collaboration between social innovators from racial and ethnically marginalized communities, governments and companies to harness largely untapped opportunities for the global economy.»

CLIENT

Echoing Green

2.55K
Estimated Views



1.53M
Unique Visits

Good Day Street Talk

[Watch the Interview](#)

Echoing Green Fellow Brigitte Charlton-Vicenty's nonprofit, Inner City Green Team, is featured in a FOX 5 New York Good Day Street Talk interview, showcasing its community-based approach for improving recycling rates and management in NYC.

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Echoing Green

FOX 5 NEW YORK Watch Live

Good Day Street Talk

Good Day Street Talk's Antwan Lewis talks to Zac Hall, Senior Vice President of Programs for the Food Bank For New York City, about the program.

Posted March 11, 2024 2:09pm EDT | [Share](#)

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- Men's health and fitness - STREET SOLDIERS

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Watch Full Episodes

6.5K
Estimated Views



81.5K
Unique Visits

New Report Highlights Business Case for Addressing Racial and Ethnic Equity Through Social Innovation

[Read More](#)

«A report released on Friday by the Schwab Foundation’s Global Alliance for Social Entrepreneurship outlines a series of social innovation solutions for integrating racial and ethnic equity into business practices and unlocking economic growth worldwide.»

CLIENT

Echoing Green

11.4K
Estimated Views



Home » Breaking Barriers: New Report Makes Case for Social Innovation in Addressing Racial, Ethnic Equity

Breaking Barriers: New Report Makes Case for Social Innovation in Addressing Racial, Ethnic Equity

A Schwab Foundation report presents three pathways for social innovators, companies and governments to leverage diversity and foster economic growth.

by Staff Writer — April 13, 2024



social innovation

IN THIS REPORT

- The new research provides scalable lessons on how to drive value creation by addressing systemic socio economic exclusion at the local and global levels.
- Six unique case studies demonstrate how cross-sector collaboration and best practice sharing can sustainably spur equity, innovation and growth for all.
- Read more about the report [here](#).



2.48M
Unique Visits

Vanguard

Search



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NEWS

August 27, 2023

How Echoing Green Community will benefit Nigeria, Africa – Social innovator, Iyinolakan



... bags 2023 Echoing Green Fellowship

By Fortune Eromosele

Founder of the Center for the

How Echoing Green Community will benefit Nigeria, Africa

[Read More](#)

«“Echoing Green’s unique support model will equip us with access to seed funding and meaningful opportunities for networking and partnerships, which we look forward to leveraging for preserving African languages and localizing digital access to education, healthcare, and financial services”.»

CLIENT

Echoing Green

19.6K

Estimated Views



To learn more about our public relations services, contact Jenn Lynn at jlynn@thewakemanagency.com or 212-500-5953x110

www.thewakemanagency.com
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