Dear Friends,

2013 was a transformative year for East River Development Alliance. We have expanded to serve additional public housing neighborhoods, like Far Rockaway, changed our brand identity to better represent the people and communities we serve, and evolved to take the next step of our organizational lifecycle. Although we have changed our name, our vision and mission remains the same. ERDA is now known as Urban Upbound.

I am thrilled to announce that following Urban Upbound’s Hurricane Sandy disaster relief efforts, we are now providing financial counseling, pre-employment, and employment services to residents of public housing in Far Rockaway. In the immediate aftermath of Hurricane Sandy, Urban Upbound assisted public housing residents in gaining access to critical human services to ensure their stability and safety as well as providing individuals with tools to improve their finances and employability in the long-term. We have seen firsthand that low-income workers are struggling to get back to work and others who are suffering tremendously because of lost wages, due to the storm. In September 2013, Urban Upbound opened a second Workforce1 Career Center in Far Rockaway to serve NYCHA and other local residents still recovering from Hurricane Sandy. In 2014, our goal is to build this expansion site to serve, support, refer, and place hundreds of local residents in jobs through comprehensive employment services coupled with financial counseling.

I am also extremely honored that Urban Upbound was awarded the highly competitive Department of Small Business Services Neighborhood Challenge Grant, awarded to six organizations in NYC that presented the most innovative and impactful economic development and revitalization projects. We will work to pilot the development of new businesses and jobs that will enable local public housing residents to drive economic growth and wealth creation in the Astoria community. By the end of 2014, Urban Upbound hopes to have a business plan for a viable cooperative business that will accelerate wealth building for residents of public housing.

Other 2013 highlights that I am particularly proud of is our Jobs-Plus site in Astoria, which is connecting and placing hundreds of residents of public housing with jobs, many of which supply needed health benefits. This year with the development of new partnerships, we’ve established a significant impact developing new partnerships with employers from all over the city.
Our College Access program is making college an expectation and reality for youth in our community. We've helped improve the SAT scores of students in their junior year by an average of 210 points. In the past year, 20 of our seniors were accepted to colleges throughout the country. Every year we have a new cohort going to college. We're proud of the hundreds of young people that have been accepted and enrolled in college the last ten years.

As is true every year, all of Urban Upbound's successes and accomplishments could not have been achieved without the help of the dedicated Urban Upbound staff. Their expertise, truly impressive diligence, and steadfast dedication to helping the residents of Queens are crucial to Urban Upbound's ability to provide pathways out of poverty. I would also like to thank our dedicated, diverse, and generous funders for believing in Urban Upbound and for providing strategic guidance in all of our endeavors. Last, but certainly the biggest supporters of all, is our Urban Upbound Board of Directors. Without their expertise, support, and generosity we would be lost in our efforts to build a sustainable engine of economic development for residents of public housing citywide.

I am so proud of all the great work and impact that Urban Upbound has accomplished over the past year. As we approach our 10th year of service, our hope is that you will continue to work with us and support us in tackling poverty and changing the lives of residents of public housing across New York City. Thank you so much.

Sincerely,

Bishop Mitchell G. Taylor
Co-Founder & CEO, Urban Upbound
Financial Counseling

We provide free tax preparation, one-on-one financial counseling, long-term asset building, community-based financial education workshops, and public housing specific tenant advocacy, so our clients can improve their credit, increase their savings, reduce their debt, and be on a path to financial stability.

Employment Services

Utilizing a case management approach, we provide job readiness and placement assistance for the unemployed and underemployed. We provide job seekers with soft-skills training, like resume development and mock interviewing, as well as hard-skills training that results in jobs with career advancement opportunities in high growth sectors.

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Tackling Poverty, Changing Lives

Urban Upbound works to improve and transform New York City public housing neighborhoods by providing residents with tools and resources to increase self-reliance, economic mobility and ultimately break cycles of poverty.

We place people on pathways out of poverty through five programs:
The Urban Upbound Federal Credit Union

Urban Upbound is banking the unbanked. We are revolutionizing the way public housing residents manage their money, build capital, and achieve their financial goals; the Urban Upbound Federal Credit Union offers federally insured savings accounts, money orders, personal loans, and other safe and secure financial products geared towards improving the financial well being of low-income residents.

College Access & Youth Development

We provide in-depth SAT tutoring, college preparation, career readiness services, and one-on-one counseling on financial aid for high school students and their families. We also connect students to our robust internship program, which includes groundbreaking opportunities in Science, Technology, Engineering and Math internships with community partners.

Community Revitalization

We strive to create sustainable economic development in public housing neighborhoods by organizing critical community assets, such as mainstream financial services, fresh food, and robust retail services for residents, as highlighted by opening the Urban Upbound Federal Credit Union and establishing the Long Island City Merchants Association, the first business association in our community.
Wesley, a senior at Evangel Christian High School and resident of Ravenswood Houses, enrolled in Urban Upbound’s College Access Program in September of 2012. He attended Urban Upbound’s SAT Prep classes on Saturdays and as a result improved his SAT score by 330 points!

Wesley also enrolled in Urban Upbound’s Strive for College program, where he was paired with a college student mentor who supported him throughout his junior and senior years. Wesley worked with his mentor in completing college applications and in navigating the financial aid application process. Wesley was accepted by several schools and ultimately chose to attend Butler University in Indiana. He will begin college in the fall of 2014 and will study journalism and music. Wesley received $24,900 in scholarships and grants from Butler University, making his dream of attending college a reality!

In reflecting on his last two years as a member of Urban Upbound’s College Access programs, Wesley commented, “Being in College Access was really a good experience. It definitely kept me on track with what to do, which I know I couldn’t have done on my own.” There is no doubt Wesley will continue to excel in college and in his career. Congratulations, Wesley!
Freddie Cosmo learned about Urban Upbound's Financial Fitness program from the NYC Office of Financial Empowerment website. When Freddie started working with Urban Upbound's financial counselor, he was between jobs and was overwhelmed by his student loan debt. Freddie was looking for guidance on how to better manage his finances.

With the assistance of a financial counselor, Freddie has learned to actively track his income and expenses, secured an affordable payment plan with Sallie Mae, and opened a savings account at Urban Upbound’s Credit Union. Furthermore, utilizing the Office of Financial Empowerment's Safe Start program, Freddie opened a checking account with Capital One.

As a result, Freddie is confident about his financial situation. He has also enrolled in Urban Upbound’s Workforce Development program where he is receiving support to prepare for interviews, sharpening his skills, and accessing employment opportunities.
Our Impact in 2013

Financial Counseling

$5,173 average debt reduction for financial counseling clients

$2,746 average savings increase for financial counseling clients

67 points average credit score increase for our clients

Our counselors spent 3,153 hours with clients in one-on-one financial counseling sessions

College Access

87% of our scholars had their financial aid needs met

95% of our scholars are the first in their families to go to college

Where some of our scholars attend school

EVERY $1 invested in our programs results in $5.50 returned to the community.
Robert Hugee, a resident of Ravenswood Houses, struggled with finding work after he was laid off and had experienced several personal setbacks. Robert joined Urban Upbound’s Workforce Development program where he worked closely with a career counselor and learned invaluable strategies for getting the most out of his job search.

With his career counselor, Robert revamped his resume and cover letter and practiced how to answer interview questions. This helped Robert build up confidence in his skills and become more optimistic about finding a job. As a result of his hard work and the support of a Urban Upbound career counselor, Robert interviewed for a merchandiser position with Footprint Retail Services and was hired immediately. Motivated by his success, Robert is excited to continue growing professionally and in overcoming the setbacks he has experienced.
Shanna Ray, a Queensbridge resident, was unemployed and had a strong desire to continue contributing to her household income. Shanna enrolled in Urban Upbound’s Workforce Development program and worked with a career counselor to revise her resume and sharpen her interviewing skills. When Shanna was job ready, her career counselor referred her to a position at Marshalls where she passed the pre-screening and employer interview and was hired. Shanna has been with Marshalls for a year and was recently promoted.

Shanna also took advantage of Urban Upbound’s free Tax services to prepare her taxes and in the process discovered she owed taxes from her previous job. She was referred to Urban Upbound’s Financial Fitness program where she received assistance from a financial counselor to set up a budget, apply for income support, and enroll in a payment plan for the taxes she owed.

After participating in Urban Upbound’s Workforce Development, Tax, and Financial Fitness programs, Shanna is better prepared to continue working towards her goals of financial independence and career success.
Our Impact in 2013

Federal Credit Union

1,100 Members

Nearly 70% of Our Members Live in Public Housing

$800,000 in Members’ Savings

Employment Services

393 Job Placements

$11.56 average wage per hour

Where we place our clients

- Transportation: 17%
- Retail: 29%
- Human Services: 13%
- Construction: 10%
- Healthcare: 7%
- Food Services: 6%
- Other: Legal, Administrative, Banking, IT Services, Education: 18%

Free Tax Preparation

2,835 Total Returns Filed

$3.4 Million in Refunds

$1,563 Average Tax Refund

$22 Million Cumulative Refunds to Date

Our Impact in 2013
When Jennifer Roman enrolled in Urban Upbound’s Jobs-Plus program, she had been unemployed for two years and was overwhelmed with her student loan debt and other aspects of her financial situation. Jennifer took full advantage of the suite of programs Urban Upbound offers to assist individuals in reaching their employment and financial goals.

After participating in the Jobs-Plus program, Jennifer obtained full time employment. She also worked with an Urban Upbound financial counselor to apply to the Loan Rehabilitation Program and was able to get her loans out of default status. Jennifer also received support in establishing a budget and a savings plan.

Furthermore, Jennifer filed her taxes with Urban Upbound’s free tax program where a professional tax preparer secured the Earned Income Tax Credit she was eligible for. As a result, Jennifer opened an affordable savings account with Urban Upbound’s Federal Credit Union and has saved over $9,500.

Jennifer’s financial goals have evolved into investing her money and developing a retirement plan. “I came to Urban Upbound in search of financial stability. I found not only counseling, but also commitment and constant encouragement. Urban Upbound has dedicated its services to provide me with the tools necessary to reach my goals.” –Jennifer Roman
Income and Expenses for the fiscal year ending June 30, 2013

Program Expenses
- Financial Fitness $735,723
- Workforce Development $1,060,953
- Federal Credit Union $259,847
- College Access $135,923

How We Spent Your Dollars
- Program $2,192,446
- General & Administration $271,037
- Fundraising $220,729

Funding Sources
- Foundations and Corporations 34%
- Government 54%
- Individuals 12%

Total Expenses: $2,684,212
Total Assets: $735,636
Total Liabilities: $398,228
Net Asset balance: $337,408

To Our Supporters: Thank You!
You and many other individuals and organizations make our work possible. Thank you for your generosity and commitment to our mission.

Founders ($250,000 and up)
- Consortium for Worker Education
- NYC Council
- NYC Department of Small Business Services
- NYC Human Resources Administration (Jobs-Plus)
- NYC Office of Financial Empowerment, Department of Consumer Affairs

Pillars ($100,000 to $249,999)
- New York Women’s Foundation
- Robin Hood Foundation

Visionaries ($50,000 to $99,999)
- Catholic Campaign for Human Development
- New York Community Trust
- Single Stop USA

Champions ($25,000 to $49,999)
- Bloomberg Philanthropies
- Citi Foundation
- JP Morgan Chase Foundation
- Ben Lerer
- NYC Office of Immigrant Affairs
- O’Neill Foundation

Pioneers ($10,000 to $24,999)
- Alma Realty
- Avenue NYC
- Bethpage Federal Credit Union
- Joel Bergstein
- California Community Foundation
- Hyde and Watson
- Lerer Family
- NYC Mayor’s Office of Immigrant Affairs
- Red Apple Group
- Seedco
- Jeremy Selman
- Eric Sobotka
- Eliot Spitzer
- Tishman Speyer
- United Nations Federal Credit Union
- Zone 126

Advocates ($5,000 to $9,999)
- Lonnie Bellamy
- Broadway Stages
- Con Edison
- CUNY Research Foundation
- Fresh Direct
- Adam Gianotti
- Jaz Patel, Best Western
- JetBlue
- Karthik Krishnan
- Peter Kleinans
- Suzanne Kumar
- M&T Bank
- Robin Silverman & Jeffery Golenko

Allies ($1,000 to $4,999)
- Alma Bank
- Assemblywoman Cathy Nolan
- Astoria Studios
- The Bassiri Family
- Richard Bayles
- Constantine & Vallone Consulting
- Cozen O’Connor Foundation
- Reed Elsevier
- Floating Hospital
- Richard & Carolyn Glickstein
- Goodwill
- Sheen He
- Jeffery Katz
- Frances Katzen
- Langan Engineering
- Local 237
- Mathis Pfohl Foundation
- Mayflower International Hotel
- National Credit Union Association
- Nonprofit Solutions
- NY Credit Union Foundation
- Parand Zendehrouh
- Pittman Family Foundation
- Quedan Construction
- Perry Rahbar
- Sonia Siu
- Susan Steinhardt
- Paul & Kathleen Tully
- United Way of New York City

Audrey Sperano Dispigna
Sydell Group, LLC
VEMA Construction
Bruce Wilpon
Wells Fargo

Friends ($100 to $999)
- Ash Exantus
- Lisa Banks
- Amir Bassiri
- David Bentson
- Geoffrey Brady
- Community Service Society
- Allen Feinberg
- Fordham University
- Dawn Nolan
- ENZO Clinical Labs
- Queens Library
- Debbie Stark
- Malcolm and Carole Stogo
- Julie Turner
- Youngik Yoon
- Katherine Zien
- Zelnick/Belzberg Charitable Trust

Supporters ($1 to $99)
- Helen Bailey
- Nelson Beltran
- Terry Lozoff
- Clinton Miller
- Beverly O’Donnell
- Ruth Papazian
- Rachel Paster
- Javier Perez
- Stephan & Aileen Schreiber
- Elizabeth Schutt
- Barbara Shuman
- Jonathan Slezak
- Robert & Dian Smith
- Swain Weiner

*Funders and donors as of December 2013
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