Red Hook Initiative Named Top New York Nonprofit for 2012

Nonprofit Excellence Awards honor outstanding management practices and encourage innovation and use of effective communications among New York’s diverse nonprofits.

(New York, November 15, 2012) – The winners of the 2012 New York Community Trust - New York Magazine Nonprofit Excellence Awards were announced today at a ceremony at Citi, 399 Park Avenue. They are:

• **Gold Prize for Overall Management Excellence** to Red Hook Initiative <http://www.rhicenter.org/> in Brooklyn, which partners with community adults to nurture young people in Red Hook to be inspired, resilient, and healthy and to envision themselves as co-creators of their lives, community and society. Jill Eisenhard, Founder & Executive Director and Lisa Cowan, Board President, accepted the award and a $25,000 prize. In the wake of Hurricane Sandy, RHI has become a hub of emergency relief activities for all of Red Hook.

• **Silver Prize** to Harlem RBI <http://www.harlemrbi.org> , which uses the power of teams to coach, teach and inspire inner-city youth to recognize their potential to realize their dreams. Richard Berlin, Executive Director and Kenneth Rosh, Board Chairman accepted the award and a $10,000 prize. Harlem RBI won the Prize for Excellent Communications in 2008 and has now been recognized for its outstanding management practices.

• **Bronze Prize** to Open Door Family Medical Center <http://www.opendoormedical.org/> in Ossining (Westchester) which provides quality primary health care and human services at affordable prices to the community, particularly low-income, under-served residents and those lacking access to health care. Lindsay Farrell, President & CEO and David K. Sherman, Chair of the Center’s Foundation Board and Treasurer of its Operating Board, accepted the award and a $5,000 prize. Open Door is the first Westchester winner in the six-year history of the awards.

Each winner also received scholarships towards tuition at Programs in Social Enterprise in Executive Education at Columbia Business School, valued at a total of $18,000. In a Best Practices Workshop preceding the awards, Charlie Herman, Business and Economics Editor for WNYC Radio interviewed each of the winners about how they manage their organization to achieve mission-driven results.

“We are proud to support nonprofit management excellence as an extension of the work we do at The Trust to keep the City vibrant and healthy,” says Lorie Slutsky, President of The New York Community Trust. “We regularly make grants to help organizations plan for the future, invest in technology, and raise money. This is what nonprofits need to thrive and provide vital services efficiently when New Yorkers need them most.” The Trust became lead sponsor of the awards program for the first time this year.
A Selection Committee of 28 nonprofit experts chose these three organizations from an original group of 50 applicants. Through two stages of written applications and a site visit for each of six finalists, applicants addressed their management practices across Seven Areas of Nonprofit Excellence: (1) Overall Management Focus on Results; (2) Governance Structure that Moves Organization Forward; (3) Strong, Transparent and Accountable Financial Management; (4) Inclusive, Diverse and Responsive Organizational Practices; (5) Enlightened Use of Human Resources and Information Technology Resources; (6) Regular and Effective Communications and Use of Communications Technology; and, (7) Effective, Ethical Fundraising and Resource Development.

Since 2007, the Nonprofit Coordinating Committee of New York (NPCC) and Philanthropy New York have managed this program, which is open to nonprofit organizations based in New York City, Long Island and Westchester. The 2012 Awards are also sponsored by New York Magazine and WNYC.

“Each of these three winners showed excellent management practices across the seven areas of nonprofit excellence,” said NPCC President Michael E. Clark. “The corporate world could learn a lot from examining how efficiently and creatively these organizations are run. The funding community also learns each year how important it is to fund management so that nonprofits can thrive, grow and innovate. To help the nonprofit community learn from these three groups, NPCC also will be running a series of Pathways to Excellence workshops in early 2013, featuring winners sharing their best practices and members of the Awards Selection Committee. Education is what this awards program is all about.”

“The truly impressive response of nonprofits in the aftermath of Hurricane Sandy is a striking reminder of just how essential it is that we ensure that service providers are well-managed and effective,” said Ronna D. Brown, President, Philanthropy New York. “We salute these three outstanding winners, which have risen to the top of an impressive field. They are model organizations, and should also be highly valued voices in public discussion of how the nonprofit sector is crucial to strong communities in good times and bad.”

Financial and in-kind support for this year’s awards program is provided by The New York Community Trust, New York Media, WNYC, The Clark Foundation, Ford Foundation, McGladrey LLP, Citi, the Fund for the City of New York and the Programs in Social Enterprise in Executive Education at Columbia Business School. For more information on the program, please visit http://npexcelleunce.fcny.org.

New York Community Trust
Since 1924, The New York Community Trust has been the home of charitable New Yorkers who share a passion for the City—and who are committed to making it better. With our donors, past and present, we support an array of effective nonprofits that help make the City a vital and secure place in which to live and work, while building permanent resources for the future. The New York Community Trust ended 2011 with assets of $2 billion in more than 2,000 charitable funds, and made grants totaling $137 million.

New York Magazine
New York Media is the parent company of the ground-breaking weekly New York magazine, founded in 1968; the up-to-the-minute news and service website nymag.com; the Grub Street network of food blogs; the entertainment and culture news site Vulture; and the twice-yearly New York Weddings magazine.

Nonprofit Coordinating Committee of New York
Nonprofit Coordinating Committee of New York (NPCC) is the largest umbrella membership and service organization for nonprofits in the New York City area, serving some 1,500 organizations in the city, Long Island and Westchester. NPCC serves as the leading information source and voice for New York City area nonprofits on sector-wide issues, as well as a provider of support services and cost-saving programs for its members. NPCC informs and connects nonprofit leaders, saves nonprofits money, and strengthens the nonprofit sector by building positive relations with
government and effective, accountable and transparent management and governance practices by nonprofits.

Philanthropy New York <http://www.philanthropynewyork.org>
Philanthropy New York is the primary membership organization for private, family, corporate and public foundations based in the tri-state New York area. Its 290 member organizations award approximately $4.0 billion annually to charitable organizations in New York, across the United States, and around the globe. Philanthropy New York’s mission is to promote and support the practice of effective philanthropy for the public good. It realizes this mission by creating programs and resources that advance the impact of strategic grantmaking, and by fostering collaboration and knowledge exchange among foundations.

WNYC <http://www.wnyc.org>
WNYC is the most listened-to public radio station in the country, reaching over 1.1 million listeners each week. Consisting of FM 93.9, AM 820 and wnyc.org, WNYC aims to inform the public locally and globally on current events, politics, and civic affairs; export New York’s arts and cultural riches to the rest of the world; and, give voice to diverse audiences. WNYC produces signature programs including The Brian Lehrer Show, The Leonard Lopate Show, and Radiolab, among others, and also broadcasts the best offerings from NPR, American Public Media, the British Broadcasting Company (BBC), and Public Radio International. With more than 100,000 members, the station operates as an independent non-profit and has one of the largest membership bases of any institution in the city.

# # #