



2015 Annual Report

Creating Change From Within



RED HOOK INITIATIVE

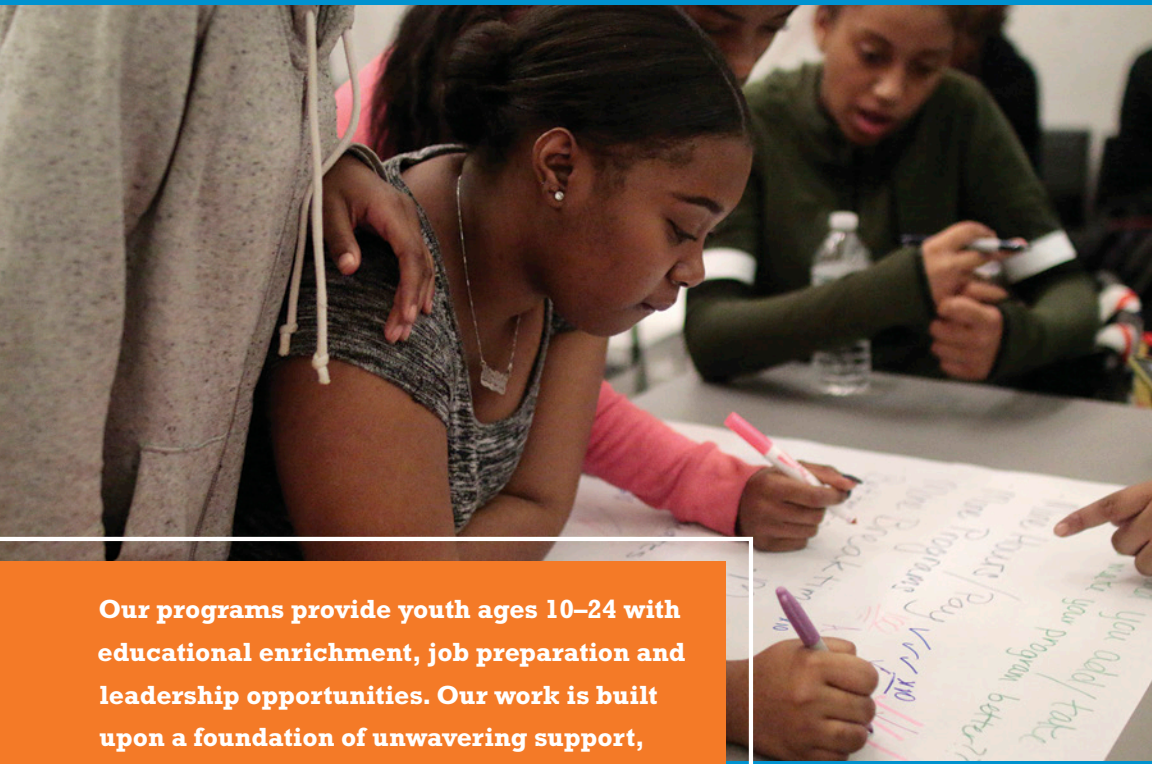
(RHI) is a community center in Red Hook, Brooklyn, that serves youth from middle school through young adulthood. We believe that social change to overcome systemic inequities begins with empowered youth. In partnership with community adults, we nurture young people to be inspired, resilient and healthy, and to envision themselves as co-creators of their lives, community and society.

We approach youth development through a holistic model designed to nurture a young person's capacity to become a self-sufficient individual. Through this model, we work to break the cycle of poverty that has plagued Red Hook for generations.

I am incredibly proud of the work we accomplished in 2015. Here you will find a story of transformation that happened day by day, person by person and block by block. Thank you for supporting our vision of a Red Hook where youth have every opportunity they deserve.

A handwritten signature in black ink, appearing to read "Jill", written on a light-colored rectangular background.

Jill K. Eisenhard
Founder & Executive Director



Our programs provide youth ages 10–24 with educational enrichment, job preparation and leadership opportunities. Our work is built upon a foundation of unwavering support, inspiration and hope that keeps community members coming back.



In 2015 our programs and community building efforts created over

7,000
POSITIVE POINTS
OF IMPACT
for Red Hook residents

OVER 400
INDIVIDUALS
PARTICIPATED
in our long-term programs and services





MEET A FEW OF OUR COMMUNITY MEMBERS

LOUIE, a 7th grade participant, had difficulties respecting staff, following directions and completing his homework assignments during our daily after-school program. RHI staff helped Louie channel his energy in a positive way by recognizing his abilities as a leader. When RHI staff formed a “Middle School Leadership Committee,” Louie wrote a speech making his case for Vice President and shared it with the entire group. When the votes were tallied, Louie won! Louie takes his leadership responsibilities seriously, taking initiative to organize field trips, clean program spaces and support staff in conducting academic activities. He models positive behavior to his peers, and his increased confidence shows at school and home.

ALINA, a teenage Youth Leader, was employed as a Peer Health Educator from fall 2014 through summer 2015. As part of her training, Alina helped implement a health fair at RHI for community youth and adults. By the time the new cohort of Peer Health Educators had signed up, Alina was successfully co-facilitating the program for 11 new Youth Leaders, using her knowledge of reproductive health and her facilitation skills to develop the curriculum and engage her peers. Alina also worked as a Youth Organizer, supporting the participatory budgeting committee to propose projects in Red Hook. The Youth Organizers helped collect a record amount of youth votes for the \$2M allocation in District 38 in 2015.

Note: Participant names have been changed to protect confidentiality.



LYNETTE came to RHI seeking counseling for various emotional issues, including debilitating anxiety. Through regular counseling with our Social Worker, she worked through her anxiety and received support to fulfill a long-held dream: getting accepted to college. When the required deposit needed to enroll as a freshman at SUNY Broome was beyond Lynette's means, RHI's College Retention Specialist advocated for Lynette and RHI made the necessary payment.

At the end of a successful freshman year, Lynette returned home in need of summer employment. When placed in an Office Assistant position paid for by RHI, Lynette excelled during her trial period and was hired for the rest of the summer. Lynette returned to college with a vital financial cushion, helping to ensure that she could weather any smaller financial emergencies and stay enrolled.

CREATING CHANGE IN 2015



Middle School Programs



70
YOUTH
SERVED

THROUGH PROGRAMS LIKE

- Tutoring and Academic Enrichment
- Service Learning and Leadership Projects
- Arts and Culture
- Health and Wellness
- Science and Technology

High School Programs

127
YOUTH
SERVED

1,600
PEERS &
NEIGHBORS
REACHED

THROUGH PROGRAMS LIKE

- Peer Health Educators
- Youth Researchers and Organizers
- Young Inventors
- Zine: Red Hook Magazine
- Teentrepreneur

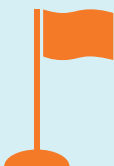


LESLIE is a High School Youth Leader who is currently a participant in the Youth Organizing program.

“In my program, I reviewed hundreds of proposals for community projects and learned how to select the three most feasible for Red Hook.”



55 youth were counseled or educated by teen **Peer Counselors**



200 youth attended **Youth Leader Expos**



160 peers & residents were fed by **Teen Chefs** at RHI events



KYEE is currently enrolled in the Young Adult Program.

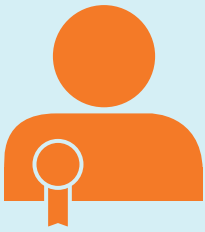
“I can remember going on field trips in middle school with RHI. And now, with the help of RHI’s College Retention Specialist, I am enrolled in college and majoring in Business Administration.”

Young Adult Programs

161 YOUNG ADULTS SERVED

THROUGH PROGRAMS LIKE

- Employment Coaching
- Professional Development Training
- College Institute (pre-college)
- College Scholars
- High School Equivalency Referral and Support
- Subsidized On-the-Job Training
- Internships



13 former youth participants were **employed in permanent positions at RHI** in 2015



85% of RHI youth graduate high school

(Only 46% of Red Hook residents graduate high school)



76% of young adult program graduates are now employed or enrolled in college

(Only 29% of 19-24 year old Red Hook residents are employed or enrolled in college)



100% of RHI alumni attribute some of their success as young adults to their participation with RHI



Community Building

1,865
RESIDENTS
SERVED



THROUGH PROGRAMS LIKE

Red Hook Local Leaders

Ready Red Hook

Participatory Budgeting

Red Hook HUB

Stronger Together

Mold Research
with Drexel University
& UC Berkeley



INSTITUTIONAL SUPPORTERS

Advocates for Youth
ALLINBKLYN
aptsandlofts.com
Barker Welfare Foundation
Booth Ferris Foundation
Brooklyn Community Foundation
Burberry Foundation
Capital One Services, LLC
Carson Family Charitable Trust
Change Capital Fund
Compass Real Estate
Con Edison
Corcoran Cares
Council Member Carlos Menchaca

Cushman & Wakefield
Deutsche Bank
Edith & Herbert Lehman Foundation
Edward S. Moore Family Foundation
Eileen Fisher
Erie Basin Marine Associates
Forest City Ratner Companies
Goldman Sachs Gives
Harry and Jeanette Weinberg
Foundation
Heisman Trophy Trust
Industry City
International School of Brooklyn
J.M. Kaplan Fund
Joseph S. & Diane H. Steinberg
Charitable Trust
Julian Price Family Foundation
Kamco Supply Corp

JULIO is a graduate of the Red Hook Local Leaders and longtime Red Hook resident.

“I noticed the positive changes RHI had on the neighborhood and wanted to be part of the community solution.”

93%
of RHI staff
were from
Red Hook

\$1.15
Million
was paid
directly to
Red Hook
residents

Koya Leadership Partners
Laura B. Vogler Foundation
Lone Pine Foundation
M & T Charitable Foundation
Mariposa Foundation
Mary J. Hutchins Foundation
May Ellen & Gerald Ritter Foundation
National Grid
New York Business
Development Corporation
New York Water Taxi
News Corp
North Star Fund
NYC Center for Economic Opportunity
NYC Department of Youth
& Community Development
Robertson Foundation
Rose Badgeley Residuary Trust

Russell Grinnell Memorial Trust
SANBA Partners/King Equity Partners
Santander Bank
Seamless
Signature Bank
Sky Ranch Foundation
Stainman Family Foundation
Stearns Charitable Trust
Stella & Charles Guttman Foundation
TerraCRG
The Greater Cincinnati Foundation
The O'Connell Organization
Union Beer Distributors
van Ameringen Foundation
Walentas Foundation
Williams Capital Group
Woodbury Fund



Technology

7,530 COMMUNITY MEMBERS CONNECTED



27 Digital Stewards

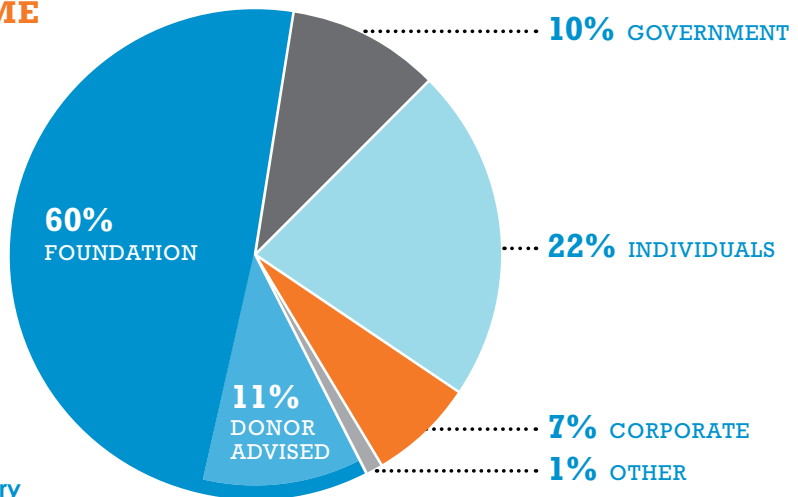


15 Red Hook WIFI
indoor/outdoor
hotspots

RHI Digital Stewards is a year-long paid training program where participants learn technology skills and media production, then apply their skills to an internship at a tech or media company.

Red Hook WIFI is a community-led effort to close the digital divide, generate economic opportunity, facilitate access to essential services and improve the quality of life in Red Hook via the deployment of a free wireless network.

2015 INCOME



90 cents of every dollar goes directly to programs and services

2015 TOTAL EXPENSES: \$3.1M

Board of Directors

Board President

Gregg Bishop

Board Vice-President

Janice McGuire

Board Treasurer

David Xi Bing Ma

Board Secretary

Maria Mottola

Directors

Dominique Bravo

Millicent Comrie

Harry A. Hayes

Brandon Holley

Sireesha Katragadda

Gregory T. O'Connell

Susan Stamler

Andrew Strauss

Jennifer Wheary

Eden Wurmfeld



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Executive Director

Jill Eisenhard

CREATING CHANGE FROM WITHIN

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