



Connecting Ambition with Opportunity

SOCIAL NEED	For first-generation college students, academic achievement often does not translate into career success. First-generation college students: <ul style="list-style-type: none">▪ Earn 10% less after graduation▪ Drop out at 5 times the rate of their peer group -- only 11% graduate▪ Provide a critical source of household income as 85% are from low-income families
VISION	All first-generation college students will have the support necessary to realize their full potential, which will enrich the social fabric of our city, country and world.
MISSION	NYNY closes the opportunity gap through an intensive career development and leadership training program that enables high-potential, first-generation college students to realize their career aspirations.
TARGET	NYNY targets high-potential, first-generation NYC college students with the tenacity, ambition, and desire to enhance their lives and their communities. NYNY Fellows will reflect the ethnic and gender diversity of NYC. The inaugural class of 50 Fellows will begin the program in June 2010, after their freshman year.
PROGRAM	NYNY's intensive two-year program includes bi-weekly career workshops in which Fellows develop relationships with over 200 highly accomplished Mentor-Coaches and engage with community and business leaders. The 3 primary program components are: <ul style="list-style-type: none">▪ <u>Life Planning:</u> In partnership with their Mentor-Coaches, Fellows will develop life plans that articulate a clear path to their personal and professional goals.▪ <u>Career Development:</u> Fellows benefit from training in public speaking, personal finance, written communication, relationship management, and interviewing.▪ <u>Community Leadership Projects:</u> Applying skills developed through NYNY, Fellows will lead projects, such as career workshops, aimed at improving success rates for their peers, which will increase NYNY's overall impact exponentially.

KEY DIFFERENTIATORS:

1. **Unique Focus:** only nonprofit in NYC focused on first-generation college students.
2. **Intensive Mentor-Coaching:** most time-intensive structured mentoring program in NYC (200+ highly accomplished professionals volunteer 10,000+ hours per year).
3. **Multiplier Effect:** each of the 50 Fellows is required to meaningfully engage 50 peers through community leadership projects, **expanding NYNY's reach to 2,500 young New Yorkers.**



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New York Needs You will launch its Fellows Program in June 2010. Please support our high potential, first-generation college students to realize their full potential.

Please consider giving at one of the levels listed below:

FOUNDER**	\$50,000 and above
FOUNDING SPONSOR**	\$25,000 - \$49,999
FOUNDING BENEFACTOR**	\$10,000 - \$24,999
PATRON	\$5,000 - \$9,999
FRIEND	\$1,000 - \$4,999
SUPPORTER	\$100 - \$999

**Donors making gifts of \$10,000 and above constitute the Leadership Society. Benefits include recognition on NYNY’s website, VIP access at all NYNY events, tailored opportunities to interact with NYNY Fellows.

To make a gift:

Please make check payable to New York Needs You and mail to:

New York Needs You
c/o Nicole Lindsay
40 Worth Street, Suite 826
New York, NY 10013

Contributions to New York Needs You are tax-deductible under U.S. law. You will receive a tax receipt for your records.

Thank you for your generous support of New York Needs You!