



FOR IMMEDIATE RELEASE: August 7th, 2020

CONTACT: Steph Halpin, shalpin@cityhall.nyc.gov, 646-784-4158

NYC SERVICE PARTNERS WITH BUSINESSES, CONTINUING VOLUNTEER COMMITMENT THROUGH 2020

NYC Service recognizes businesses demonstrating a commitment to volunteerism in NYC with the announcement of the 2019 Partnership Impact Award recipients and the launch of the 2020 Good for Me. Good for My City. campaign.

NEW YORK — NYC Service announced today the recipients of the inaugural Partnership Impact Award, Moody's and Girls Inc. of New York City, for their exemplary service in 2019, and welcomed a new cohort of businesses that have committed to deepening employee volunteer impact through the 2020 *Good for Me. Good for My City.* campaign.

"Employees at businesses and companies of all sizes have skills and talents local community-based organizations need to serve New Yorkers in need, and the 2019 Partnership Impact Awardees are exemplary in modeling how the private sector's commitment to volunteerism can impact generations of New Yorkers," said **Anusha Venkataraman, NYC Chief Service Officer**, "We are thrilled that 2020 holds the same potential for serving New Yorkers with every 2020 *Good for Me. Good for My City.* campaign partner's volunteer commitment. The employee volunteers will not only help organizations become more sustainable and reach more New Yorkers – each business will be creating space for employees' community-driven passions to unfold."

The Partnership Impact Award is one of four inaugural awards added to the [Mayoral Service Recognition Program](#), the City's annual program to recognize the organizations, businesses, and volunteers that make a difference in New York's communities. Private sector recipient, [Moody's](#), and nonprofit recipient, [Girls Inc. of New York City](#), partnered to launch the [Generation Giga Girls \(G3\) program](#) – the first-ever data analytics program for girls from low-income communities – over 6 years ago. Together, they continue to introduce NYC girls to the world of data analytics, statistics, and computer programming, as well as prepare them for college and careers in data science.

"At Moody's we believe that fair and equitable access to information is crucial to good decision-making. That same philosophy drives our commitment to preparing young people for careers in finance, economics and technology," said **Arlene Isaacs-Lowe, Global Head of CSR, Moody's**. "We are thrilled that the G3 program has been recognized and feel fortunate that we can share this award with Girls Inc. of New York City and our employees who made this happen."

“God bless Moody’s. Since G3, fully one-third of our graduates are majoring in STEM each year; the girls love the interactive, digitized approach, with avatars that look like them. It has taken us to new heights in programming,” said **Pamela Maraldo, PhD. Chief Executive Officer of Girls Inc. of New York City.**

NYC Service continues to leverage business employee engagement as a means of addressing city needs with the announcement of the 2020 *Good for Me. Good for My City.* campaign. Now in its sixth year, 21 businesses have signed a pledge committing between 5 to 30% of their employees to volunteer engagement at local community-based organizations within the calendar year. Approximately 15,000 employees from partnering businesses are expected to volunteer in 2020 on a wide variety of projects, including COVID-19 relief.

2020 Good for Me. Good for My City. Campaign Partners:

- AIG
- Axis Capital
- Barclays
- BSE Global
- Chanel
- Citi
- Company
- Credit Suisse
- Deutsche Bank
- Guggenheim Partners
- GVSolutions
- Mastercard
- Mizuho Americas
- Moody’s
- Neuberger Berman
- SL Green
- SONY
- Synpulse
- TIAA
- ViacomCBS
- Weil

A subset of 2020 *Good for Me. Good for My City.* campaign partners’ commitments will be focused on skills-based volunteer projects to fulfill gaps in talent or expertise, such as web design, marketing, and financial management, at community-based organizations and City agencies. Skills-based volunteer projects aim to build long-term capacity for community-based organizations, and will help strengthen relationships between the private sector and communities hit hardest by the pandemic.

Many of the 2020 campaign partners have begun working towards employee volunteer engagement goals by supporting community-based organizations with COVID-19 relief.

NYC Service, as lead of the Volunteer Coordination Task Force, centralizes and coordinates priority volunteer opportunities during emergency response and has worked closely to connect private sector partners to virtual and on-the-ground volunteer opportunities. NYC Service also convenes the business community through the New York City Corporate Volunteer Council, which meets quarterly to engage with and hear directly from City leaders about potential employee volunteer engagement to drive solutions to challenges across the city.

"Barclays is honored to continue to partner with NYC Service on the *Good for Me. Good for My City.* campaign," said **Deborah Goldfarb, Global Head of Citizenship at Barclays**. "We're proud of the role our colleagues play in volunteering and making a positive impact in our communities, which is more important than ever."

"Citi is proud to once again join this campaign and continue doing our part in strengthening our local communities through active engagement and volunteerism," said **Stephanie Hochman, Senior Vice President and Lead of Citi Volunteers at Citi**. "Year-round, Citi volunteers are committed to giving back by lending their skills and expertise through youth mentoring, career coaching, and empowering the next generation of leaders to pursue their career aspirations."

"Deutsche Bank remains committed to supporting its community partners as they operate at their highest capacity to meet the needs of New York City's workforce during the COVID-19 crisis," said **Alessandra DiGiusto, Head of Corporate Social Responsibility Americas and Executive Director of Deutsche Bank Americas Foundation**. "We join together with NYC Service to reimagine opportunities to build critical skills for professional success in today's new normal."

"Mizuho Americas is proud to lend its continuing support in the midst of the pandemic to this forward-thinking initiative leveraging New York City's extraordinary talent and facilitating public-private collaboration," said **Lesley Palmer, Managing Director and Head of Community Relations for Mizuho Americas**. "This program provides a much-needed bridge for corporate volunteers to help out during a great time of need."

"SL Green has been a proud partner of the *Good for Me. Good for My City.* Campaign since 2017," said **Edward V. Piccinich, Chief Operating Officer of SL Green**. "Now more than ever, it is important to support our community through volunteering and mentorship. As New York's largest commercial landlord, we understand our responsibility to give back to the communities where we operate and strive to increase our impact on New York City's youth as they are our future leaders."

"Now more than ever, it's critical that we mobilize our employees in volunteer service," said **Karen Kelso, Senior Director of Corporate Social Responsibility at Sony Corporation of America**. "We are so thankful for the opportunity, once again, to pledge our commitment to the Mayor's office and the *Good for Me. Good for My City.* campaign for the betterment of the New York City community."

About NYC Service

NYC Service is a division of the Mayor's Office that builds partnerships to deepen and expand civic engagement through volunteer and service programs, creating sustainable change for our city's greatest needs. We unite New Yorkers in service to advance lifelong civic engagement for a more equitable and inclusive city. To learn more about NYC Service and connect to volunteer opportunities, visit nyc.gov/service.

###