AN UNPRECEDENTED YEAR

ROBIN HOOD
ANNUAL REPORT ON IMPACT
2020
When I became the CEO of Robin Hood, I took the helm of an organization that invested in my neighborhood when I moved to the Bronx to live with my grandparents 30 years ago. I think often about what would have become of children like myself without the commitment of poverty-fighting organizations like ours to combat the systemic underinvestment that was taking place.

When I took this role, I knew — as we all did — that New York City was facing a poverty crisis, but also an economic mobility crisis. I knew then that we would need to use every arrow in Robin Hood’s quiver — including our metric-driven and unparalleled fundraising and grantmaking expertise — in addition to some new tactics to address much-needed systemic change.

As we were making strides and experiencing the small victories in the poverty-fight, we could not have foreseen then how the world would change in this past year. The health and economic crisis, as well as the overdue reckoning of racial equity, have brought to bear vulnerabilities and inequities for families living in poverty that we have supported for 33 years.

In 2020, your unwavering generosity helped us to respond in force to these unprecedented challenges with bold and strategic grantmaking, effective partnerships, targeted advocacy, and critical relief.

As we look to the future, I am confident in this incredible organization and our remarkable team’s ability to build on our legacy of impact for decades to come.

These are perilous and momentous times, but Robin Hood was built for this. Thank you for everything you have done this past year and all you continue to do as we work to build a (new) New York.

Elevate,

Wes Moore
THANKS TO YOU, ROBIN HOOD

- Served more than ONE MILLION NEW YORKERS across all FIVE boroughs
- Expanded support to 704 COMMUNITY PARTNERS
- Provided CASH ASSISTANCE TO OVER 125,000 underemployed households
- Wired FIVE BROOKLYN LIBRARIES near NYCHA housing for remote work and learning
- Funded 30 MILLION MEALS
- Helped secure a $1.5 BILLION INCREASE in unemployment benefits and $62 MILLION in new SNAP benefits to feed low-income New Yorkers
- Raised COLLEGE GRADUATION rates by 20%
- Fueled 29 ORGANIZATIONS providing SUMMER YOUTH PROGRAMMING to catch up on lost time
- Upskilled young adults for $20/HOUR STARTING WAGES in tech and healthcare
- Rallied $2.5 MILLION in pro bono services for our partners from nine different firms to help build capacity and scale their impact

SERVED

EXPANDED

PROVIDED

WIRED

FUNDED

HELPED

ROBIN HOOD FUNDED DEMONSTRATION PROGRAMS HAVE

RAISED

FUELED

UPSKILLED

RALLIED
ROBIN HOOD PUT YOUR DOLLARS TO WORK

In 2020, you came to the rescue of your city in crisis, responding generously for New Yorkers in urgent need. Together, we invested over $171 million to feed, house, educate, and care for our neighbors.

In addition to $80 million for COVID-19 Relief, we secured $2.5 million in pro-bono Management Assistance support, launched the Power Fund to invest in leaders of color, and advocated for smart policy changes to support the communities we serve.

100,000 DONORS MADE POSSIBLE
1,290 GRANTS SERVING
708 COMMUNITY-BASED ORGANIZATIONS
$171.8 MILLION INVESTED IN NEW YORKERS
THANK YOU

RISE UP NEW YORK RELIEF BENEFIT
The 2020 Robin Hood Benefit took the form of a telethon and raised over $115 million to support New Yorkers most impacted by COVID-19. Hosted by Tina Fey, the event featured a star-studded lineup of New York’s biggest actors, athletes, musicians, politicians, and chefs. The event culminated with a Times Square virtual performance by Billy Joel.

INVESTORS CONFERENCE
The J.P. Morgan Robin Hood Investors Conference went virtual for the 8th annual two-day event that brought together leaders in business, investing, academia and policy to share actionable, money-making insights.

ROBIN HOOD PLUGGED IN
The Robin Hood Plugged In speaker series was transformed into a virtual forum in 2020. The series featured illuminating conversations, offering a deep dive into Robin Hood’s poverty-fighting work. Speakers included philanthropic leaders, executive directors from Robin Hood-funded programs, and other experts in the field.

THE HEROES OF NEW YORK BROADCAST
celebrated the impact of the extraordinary generosity and selflessness of New Yorkers, featuring innovative and dedicated individuals and organizations that have continued to help our neighbors in need. The citywide, star-studded, one-hour show shed light on the selfless efforts by New Yorkers from all walks of life to bring awareness and provide assistance to those who have been dramatically impacted by COVID-19.

RISE UP NEW YORK RELIEF BENEFIT

INVESTORS CONFERENCE

ROBIN HOOD PLUGGED IN

THE HEROES OF NEW YORK BROADCAST
Together, We Can Rebuild A (New) New York City

In addition to supporting our incredible network of nearly 300 community partners across all five boroughs, we are doubling down on the basics to get New Yorkers back on their feet, kids back on track, and adults back to work.

Get Families Back on Their Feet

- Two million New Yorkers are struggling to put food on the table, and NYC tenants owe over $1B in missed rent payments. We’re investing in families by strengthening the safety net:
  - Rebuild NYC’s emergency food infrastructure
  - Help New Yorkers facing eviction stay in their homes
  - Invest in health and mental health — including vaccine access
  - Help eligible New Yorkers access public benefits like the child tax credit

Get Kids Back on Track

- Even prior to the pandemic, 70% of Black and Latinx students were not tracking on grade level, and 1 in 4 lacked access to an internet and/or computer when schools closed. And now, students of color could lose between 6 and 12 months of learning, double that of their white peers. We’re investing in programs to help 50,000 K-12 students reach grade level and building initiatives that close the opportunity gap long term:
  - Help women return to the workforce by expanding access to affordable childcare
  - Expand personal tutoring for students
  - Accelerate learning in subjects like math and literacy
  - Empower educators with high-quality curriculum & training
  - Prioritize mental health screenings & services for students

Get New Yorkers Back to Work

- Nearly one million New Yorkers lost their jobs, with women leaving the workforce at unprecedented levels. So many of our beloved New York institutions and small businesses closed. We’re getting New Yorkers back to work by reimagining the jobs of the future:
  - Prepare 10,000+ New Yorkers for higher-paying jobs by leveraging the tech sector
  - Reduce barriers to college enrollment by strengthening CUNY’s career pathways
  - Help businesses reopen and rehire through advocacy and assistance programs
  - Empower educators with high-quality curriculum & training

We Learned So Much from 2020

Here are a few ways we are approaching our work in 2021 and beyond:

We Will be Laser Focused on Diversity and Equity in Our Grantmaking.

- We’ll invest in leaders of color and those who are reflective of the communities they serve as we acknowledge the obstacles these leaders have historically faced in accessing capital.

We’ll Elevate Community Voices at Every Turn.

- We’ll leverage the learnings of our participatory grantmaking pilot with the Design Insight Group and community-centric Mobility LABs and Power Fund initiatives to develop new approaches.

We Will Advocate for Smart Policy Changes to Support the Communities We Serve.

- And, we’ll advise our leaders on how best to invest the federal dollars flowing into New York City so that they fund what works: 1) closing the achievement gap by expanding equitable education, 2) keeping families in their homes through rental assistance and legal support, and 3) cutting child poverty in half by expanding the child tax credit.

We Will Follow the Data.

- Our ROI lens will take a longer-time horizon because sustainable change doesn’t happen overnight. We have reconfigured our reporting mechanisms to create more effective and targeted evaluations of our programs. We’ll scale what works and pivot when we falter.

As Always, Robin Hood is an Investment with Good Returns.

- Robin Hood’s board covers all operating costs so that 100% of your gift goes directly to the poverty fight.
WAYS TO GET INVOLVED

BENEFIT 2021
Join us at the Javits Center on October 20. On this date 20 years ago, we gathered for the Concert for New York City after 9/11. This year, we’ll gather on the very same day for the 2021 Robin Hood Benefit.

CELEBRATE A MILESTONE
Commemorate birthdays, weddings, and other special occasions by inviting friends and family to give to Robin Hood in lieu of gifts.

JOIN A BOARD
Help boost the organizational capacity of a frontline poverty-fighting organization. We’ll match you with and place you on the board of one of our community partners, carefully aligning your expertise with their needs.

OPEN A DONOR ADVISED FUND (DAF) AT ROBIN HOOD
Donor Advised Funds (DAF) are low-cost, tax-efficient tools for philanthropic giving. Robin Hood DAFs offer the lowest fees available as well as flexible investment terms to help you grow your charitable dollars.

MATCH YOUR GIFT
Double your impact with an employer match for your charitable gift. Ask your human resources department if your company offers a match, and invite others to request a corporate match, too.

FIND US ON SOCIAL MEDIA
Connect with us on Instagram, LinkedIn, or Twitter to learn more about our upcoming events, initiatives, and more ways to get involved.

JOIN THE FOREST
Our young professional group rebranded and launched The Forest. The initiative offers young professional Robin Hooders access to volunteering opportunities, networking, social events, and Robin Hood Unplugged events.

TEACH YOUR CHILDREN
From Lemonaid stands for school-aged philanthropists to Camp Robin Hood and Fellows for teens, Robin Hood’s family philanthropy programs instill the joy of giving in big-hearted New Yorkers of all ages.

LEAVE A LEGACY
Consider Robin Hood’s Planned Giving program.

GIVE
100% will go directly to organizations serving New Yorkers in need.

To get started, contact Jayme Rothman at rothman@robinhood.org.

YOU + ROBIN HOOD CAN MAKE A DIFFERENCE

$300 provides 250 hot meals at a local soup kitchen

$1,000 pays for 20 tablets for students working remotely

$2,000 provides seven students with a counselor for college applications, scholarships, and financial aid

$5,000 helps provide frontline workers with mental health services for a year

$10,000 helps transition a family from shelter to permanent housing

$25,000 provides 200 New Yorkers in need with unlimited monthly MetroCards

$50,000 provides cash assistance for 100 unemployed workers to cover expenses like rent and utilities

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All revenue and expense numbers reported herein are based on Robin Hood’s 2020 Unaudited Financial Report. A copy of our 2020 Audited Financial Report, along with our 2020 Form 990, will be available on our website at www.robinhood.org this summer.