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Letter from Executive Director Michael Stoller

Despite the bad news surrounding the State and City budgets, HSC is doing all it can to "fight the good fight." For one thing, we launched our new [Who Cares? I Do.](#) campaign on February 14 and found it has energized our Board and staff - and we hope, all of you - to show we care.

In just two months, we've had over 11,000 unique visitors who viewed over 38,000 pages of our new [website](#) and who hailed from 55 different countries! In addition, our new social media efforts are paying off; we're followed/liked by about 500 people on both our new Who Cares? I Do. [Twitter](#) and [Facebook](#) pages.

More importantly, we've had over 4,600 people and organizations [sign the petition](#), which we submitted to State Senator Diane Savino, Chair of the Senate Committee on Children and Families, and Assemblywoman Amy Paulin, Chair of the Assembly Committee on Children and Families, during a March press conference in Albany. We also submitted the petition to City Council Chairs of Social Service Committees at our City Hall rally on April 12.



In addition to our lobby days in Albany and the April 12 rally, we held an earlier rally at City Hall on March 24 and also a virtual online rally. Combined, these have brought out almost 1000 people who braved both cold and rain to show

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News on New York Budgets

New York State Budget

On March 31, the State legislature voted to enact the FY12 State Budget, worth \$132.5 billion, which reduces overall spending by two percent from the previous year. This budget fills a \$10 billion deficit for FY12. Savings were accomplished largely through cuts to services and State operations and streamlined government actions (such as prison and juvenile justice center closures and merging various agencies). The enacted budget provides \$9.4 billion for human services programs and \$8.2 billion in mental hygiene programs in FY12.

While the legislature made some important restorations to the cuts proposed in the Governor's budget, the final budget does not meet the need for services in New York's communities. HSC will provide a full analysis of

how much *they care* about human services. Please see the *Advocacy Results* section below for more information about these rallies and the press coverage we've received.

Because the Budget numbers are telling us that the cuts will severely impact our ability to meet our clients' growing needs, we must start next year's budget battle immediately! Please make sure you have a representative on HSC's Advocacy Action Response Group (AARG - see the *ACT NOW* section below to see how to join); our voice is stronger when we stand together.

My letter would be incomplete without my deep thanks to the New York Community Trust and United Way of New York City for providing us with grants this quarter; these grants are helping to support our new proactive advocacy campaign and our work to find efficiencies with the City and State governments. Without their continued support of HSC - and yours - we would not have been able to accomplish all that we have this past quarter.



(Michael Stoller at the Who Cares? I Do. rally in front of City Hall, March 24, 2011)

Many thanks,
Michael Stoller

You can forward this e-newsletter to a friend or colleague who is interested in supporting the human services sector.



Act Now!

Join the Who Cares? I Do. campaign to protect human services. Let your voice be heard! Sign the [petition](#) if you haven't already and see other ways to take action. Be on the

the Enacted FY12 State Budget soon; in the meantime, please see [here](#) for highlights.

New York City Budget

Mayor Michael R. Bloomberg released his FY12 Preliminary Budget in mid-February. See HSC's recent analysis of the proposed budget [here](#). The Mayor's Executive Budget proposal is expected on May 5.

Government Relations

HSC Board members met with **NYS Senate Majority Leader Dean Skelos** on February 10. This meeting was made possible through the hard work of our lobby team in Albany: Cynthia Dames Consulting and Bogdan, Lasky & Kopley, LLC. The agenda covered the impact of taxes on the not-for-profit sector, the FY12 Budget, and HSC's Who Cares? I Do. campaign. Following the meeting, Senator Skelos nominated Michael Stoller to sit on the State's not-for-profit Contracting Advisory Committee.

HSC spent much of March in Albany, bringing member clients and program staff with us to tell their stories and speaking with legislators and their staffs to advocate on the behalf of the human services sector. We met with the offices of the following elected officials and staff during these lobby days:

Senator Patrick Gallivan, Chair Social Services Committee

Senator Kemp Hannon, Chair, Health Committee

Senator Diane Savino, Chair, Children and Families Committee

Assembly Member Richard Gottfried, Chair, Health Committee

Assembly Member Felix Ortiz, Chair, Mental Health Committee

Assembly Member Amy Paulin, Chair, Children and Families Committee

Assembly Member Robin Schimminger, Chair, Economic Development, Job Creation, Commerce & Industry

Assembly Member Michele Titus, Chair, Social Services Committee

Megan Baldwin, Senate Finance, Children & Families and Social Services Analyst

Simonia Brown, Assembly Program & Counsel, Team Leader, Health & Human Services

Charlie Voss, Senate Finance, Counsel Staff, Health/Human Services

On March 16, HSC testified at the **joint budget conference committees** to voice concerns about the budget cuts. You can see a video of the testimony [here](#). HSC urged its members to also testify at this hearing and many echoed our Who Cares? I Do. message during their testimonies.

look out for more instructions from HSC regarding a letter-writing day on April 21 and call-in day on April 28.

Please participate in our online poll and answer the following question: **In balancing the budget, should NYC consider revenue options, such as fees & taxes, before enacting cuts to human service programs like child care, senior services, food pantries & HIV/AIDS programs?** Submit your answer [here](#) by 4/24.

If you haven't already joined, **please join HSC's Advocacy Action Response Group (AARG)**. Due to the fiscal forecast and the reality that our sector will likely face more cuts in the coming budget year, HSC is pursuing a coordinated advocacy strategy that will highlight the importance of our sector. Contact [Michelle Jackson](#) for more information.

Advocacy Results

HSC's new proactive advocacy campaign, [Who Cares? I Do.](#), successfully launched on February 14, thanks to our supporters, lead advocates, and funders: namely, the United Way of New York City (UWNYC), New York Community Trust, and The Clark Foundation. We've already garnered significant media attention, some highlights of which are below.

- Allison Sesso was quoted in a February 24 [article](#) in *The Chronicle of Philanthropy* on the impact of budget cuts and HSC's new campaign.
- The *Gotham Gazette* ran a [commentary](#) on March 22 authored by Michael Stoller and Allison Sesso on how State and City spending cuts hit women the hardest.
- Allison Sesso was interviewed on WBAI on March 22 regarding the *Gotham Gazette* article; she spoke about the disproportionate impact of the budget cuts on women. Click [here](#) to listen.
- HSC's City Hall Rally was covered extensively in the media, with quotes from demonstrators on the impact of cuts to social services on their livelihoods. Rally media coverage included [CBSNewYork](#) on March 24, *New York Nonprofit Press (NYNP)* and [Housing Works](#) the same day, and [The Brooklyn Daily Eagle](#) on March 28.
- The *Examiner* published an [article](#) on

On March 24, HSC organized a public rally at **City Hall** in collaboration with **Council Member Annabel Palma**, Chair of the General Welfare Committee. The rally highlighted the City's budget cuts to human services funding; we were joined by other human services organizations and their clients supporting the [Who Cares? I Do.](#) campaign, as well as by **Public Advocate Bill de Blasio**. Advocates, providers, and clients joined elected officials to voice concerns about cuts to human services. The rally was a resounding success; about 300 participants joined us amid freezing temperatures, and media covered the event. Please see our *Advocacy Results* section for more on the media coverage. Following the rally, HSC was the first speaker to testify at the public portion of the General Welfare Hearing.



HSC held a second rally on [April 12](#) at City Hall Park to celebrate human services, highlight the continuing needs of New Yorkers, and urge Mayor Bloomberg to consider these needs as he develops his budget proposal. Over 500 people attended and stood for an hour in the rain. **John C. Liu, Comptroller of the City of New York**, and six members of the City Council spoke and led the crowd in call-and-response chanting of "Who Cares? I Do." HSC thanks the following Council Members for lending full support to the campaign with their presence: **Council Member Margaret Chin, Council Member Robert Jackson, Council Member Letitia James, Council Member Stephen Levin, Council Member Annabel Palma, and Council Member Jumaane Williams.**

HSC Board Members met with **Public Advocate Bill de Blasio** on April 13 to discuss the state of the human services sector, City budget cuts, the Who Cares? I Do. Campaign, and how we can work together in our advocacy efforts.

The **Spending and Government Efficiency**

March 28 about HSC and its fight to keep human services alive in New York City through the Who Cares? I Do. campaign.

- Michael Stoller was interviewed on WBAI's Wake Up Call on April 12, speaking about the campaign and the second rally at City Hall. Listen to the clip [here](#).

Visit the [WCID website](#) to find links for all related coverage.



On March 8, HSC held a **press conference** in **Albany** and delivered its Who Cares? I Do. petition to the Chairs of the Senate and Assembly Children and Families Committees. The press conference received great coverage, including National Public Radio (NPR) and the *Albany Times Union*. There were also 76 pickups of the press release, from websites including Marketwatch (*Wall Street Journal*) and Yahoo!, which resulted in broad national and regional exposure. See the [WCID website](#) for links to related stories.

On March 14, HSC and supporters held a virtual online rally for the Who Cares? I Do. campaign. Organizations and individuals shared videos, photos, and stories about why human services matter and why government must preserve funding for vital programs. Some statistics from the online rally:

- Over 120 participants in the one-hour Virtual Rally to Protect Human Services
- 135 posts to our Facebook page
- 67 tweets about the campaign
- One tweet was retweeted frequently enough to make it a Top Tweet, highlighting it on the Twitter main page
- 45 elected officials were contacted on Facebook, including Governor Cuomo, to let them know about the rally and campaign.

(SAGE) Commission was established by the Governor to eliminate inefficiencies at the State level and HSC was invited to submit recommendations to SAGE. Members who receive letters inviting feedback to the SAGE Commission can forward their letters to HSC; we will prepare a consolidated response.

Technology Update

Social media allows nonprofit organizations to reach beyond their immediate community into an ever-expanding, uncharted territory of potential supporters, donors and volunteers. The numbers are staggering.

- Facebook has over **400 million** active users, of whom 50% log in and 35 million update status daily.
- Twitter had over **75 million** visitors as of January 2010.
- YouTube videos are viewed more than 2 billion times per day with 24 hours of video uploaded **per minute**.
- Flickr hosted more than **5 billion** images at the end of 2010.
- LinkedIn has over **100 million** users worldwide.

All these massive amounts of data are easily searchable by location, interest, school/workplace, friends/connections, events/activities, and so on, as decided by the viewer. Clearly, nonprofit organizations need to embrace this means of targeted communication for maximizing exposure to new audiences.

Social media is an easy, inexpensive way to supplement an organization's advocacy, fundraising, and marketing needs without depleting limited resources. According to the [2011 Nonprofit Social Benchmark Report](#), of the 86% of surveyed organizations that manage social profiles regularly, the majority (**61%**) allocate only a quarter of a full-time employee equivalent to the task. Furthermore, because most social networking services require only an email address to create a basic account, the cash outlay is minimal. In fact, more than half (**52%**) of nonprofits surveyed manage their social media without a formal budget.

The key to social media's unprecedented appeal is that it replaces static, one-way, dated communications with the ability to engage, collaborate and interact. Organizations can post and distribute information instantly and are immediately notified of feedback; they cease to

The campaign has received considerable attention, thanks in no small part to our lead and partner agencies and groups that actively support the cause. These partners have featured the campaign on their websites and newsletters. We'd like to thank them for featuring the campaign:

- F.E.G.S Health and Human Services System
- Jewish Board of Family and Children's Services
- Jewish Child Care Association
- **State Senator Liz Krueger** (Community Bulletin)
- New York Community Trust
- [New York State Community Action Association, Inc.](#)
- Project Renewal
- Safe Space
- The New York Women's Agenda
- [The Schuyler Center for Analysis and Advocacy](#)

Also, many agencies have featured the campaign on their Facebook pages - we thank you all for your support!

HSC was also mentioned in the media outside of the new campaign:

- An [op-ed piece](#) by Michael Stoller was published in the *Brooklyn Eagle* on March 11 on how extending the personal income tax surcharge is a better solution than cutting human services to close the budget gaps.
- Michael Stoller was quoted in a March 22 *NYNP* article, advocating for the personal income tax surcharge as an alternative to budget cuts. Read the full article [here](#).
- Allison Sesso was quoted March 8 in a [top story on NY1](#) on the newly passed lobbying laws and their impact on nonprofits.
- Allison Sesso was quoted in an April 8 [Brooklyn Ink article](#) about how budget cuts imperil the healthcare and social assistance sector.

Please see the [HSC website](#) for links to all general HSC coverage.

HSC worked with the City on the audit provisions of the **Standard Contract Template**, which was amended to reflect some of HSC's suggestions.

HSC, with Lawyers Alliance for New York and the Nonprofit Coordinating Committee, met with the **NYC Lobbying Commission** on March 24 to

simply preach their mission statement and instead initiate conversations among advocates, organizations, clients, and other interested parties. This enables supporters to feel they are being invited to contribute ideas rather than simply donate funds. Not that the two are not mutually exclusive; those who feel most involved in a cause are more likely to financially support it. With the help of social media, nonprofits can reach out to individuals and harness their interests by marrying their [favorite past-time](#) with a cause to propel positive social impact.

As an example, [Who Cares? I Do.](#), HSC's grassroots campaign to protect New York's human services organizations, is using social networking for nonprofit advocacy. The campaign seeks to unite the human services sector and, as such, requires community outreach, communication, involvement, and cooperation. We continue to use email to update our membership about the campaign, but use social networking sites to organize press conferences, meetings, and rallies. We found the [interconnectedness](#) of different social networking platforms facilitates maximum exposure; activity on social media forums supplements our more conventional outreach by directing readers back to the website and newsletter. We at HSC maintain traditional communications, while simultaneously generating content for social media ([HSC Facebook](#), [HSC Twitter](#), [WC?ID. Facebook](#), [WC?ID. Twitter](#), [YouTube](#), [Foursquare](#), [Wordpress](#), and [StumbleUpon](#)). Thus, to amplify HSC as the *voice* of the human services community, we tweet, post, stumble upon, like, and blog to share our messages.

Upcoming Workshops & Events

Thanks to a packaged grant from **IBM**, HSC is able to offer a free [Strategies for Social Media workshop](#). The workshop had to be postponed due to unexpected illnesses but HSC will contact all enrolled participants when a rescheduled date is available. We thank the 20 participants from member organizations who have signed up for this great opportunity and look forward to seeing you there.

[NPower's](#) Technology Service Corps (TSC) is offering **FREE technology assistance** on April 28 (9 am - 6 pm) to local nonprofits. [TSC student volunteers](#) will use their newly-developed IT skills by providing services such as setting up

discuss issues related to New York City's lobbying laws. The group recommended changes to lobbying laws, including increasing the reporting threshold and eliminating unnecessary double reporting. Following this meeting, on March 30, **HSC testified at the Lobbying Commission Public Meeting** to express its concerns about the dual filing requirements for New York City and State.

Did You Know?

HSC is collaborating with a collective of banks, nonprofits and CDFIs to propose a **new loan program**. This program will open the credit market to nonprofits that experience cashflow problems as a result of payment delays when contracting with the State. HSC met with **Alexander (Pete) Grannis, First Deputy Comptroller for the Office of the State Comptroller**, to discuss ways to move this work forward.

On March 10, HSC's Contract Reform Committee met with the City's **HHS Accelerator Team** for a work session on the **proposed prequalification process**. The primary goal of HHS Accelerator is to speed up the procurement process for City staff and providers. The Accelerator Team developed criteria for a prequalification process in the following five areas: Regulatory Compliance, Governance and Oversight, Internal Controls, Operational Capacity, and Service Area Experience. The Committee's next meeting is scheduled for April 29 at HSC. The meeting will include a presentation by **Vanessa Champion, Special Counsel to the City Comptroller**, on the ClearView system, which is the City Comptroller's online system allowing the public to track contract details for both registered contracts and those pending registration. The presentation will be followed by a discussion on the draft Contract Template and Appendix A.

The **U.S. Administration on Aging (AoA)** announced the availability of approximately \$2.25 million for implementing the Lifespan Respite Care Act of 2006. The 2011 Lifespan Respite Care Program will award 12 grants to states with federal funding of up to \$200,000 each for a three-year project period. Applications are due by May 20. The **deadline for submission of a letter of intent to apply for funding is April 25**. Letters should be submitted by e-mail to [Greg Link](#) or by fax (202-357-3558). Please go to their

computers and networks, fixing printers and hardware, installing software, removing viruses and other troubleshooting. If you are interested in receiving IT assistance, please contact [Patrick Cohen](#).

The **City Hall News** is hosting a non-profit panel discussion on using communications and advocacy to achieve organizational goals on April 29, 8:30 -10:00 am at Baruch's School of Public Affairs. The panel will be moderated by Peter Madonia from the Rockefeller Foundation (previously Mayor Bloomberg's Chief of Staff) and includes Council Member Jimmy Van Bramer, Claudia Wagner, Andrew Friedman from Make the Road, and Anthony Ng from United Neighborhood Houses. Please contact [Anat Gerstein](#) for more information.

The **Center for Urban Community Services (CUCS)** is offering a new training initiative for human services organizations. Click [here](#) to find out more about the training sessions. (If your program is funded by the New York City Department of Health and Mental Hygiene (DHMH) or the New York State Office of Mental Health (OMH), click [here](#) for trainings more specifically tailored to these areas.) **HSC members receive a one-time 10% discount off registration packages** (valid thru 6/30); please see our [members' only trainings and meetings page](#) to see how to get this discount.

Welcome to HSC

Please welcome HSC's newest members and check out their websites (if available) to learn more about the valuable services they provide to the community.

- [Care for the Homeless](#)
- [Episcopal Community Services of Long Island](#)
- [Families on the Move of New York City, Inc.](#)
- Recreation Rooms & SettlementStarrett City Early Learning Center
- [Staten Island NFP Association](#)

Member News

Announcements

We offer our heartfelt congratulations to **Dr. Peter Campanelli**, founder, CEO and President of the **Institute for Community Living**, who was

[website](#) to learn more.

This June, Mayor Bloomberg's Fatherhood Initiative will present the **NYC DADS Matter Awards** to ten fathers from across the City, recognizing fathers who have overcome challenges to become positive and consistent forces in the lives of their children. Click [here](#) for the nomination criteria and submit nominations [here](#) by **April 29, 2011**.

The U.S. **AoA** also announced the **Connecting Generations Video Challenge**, in celebration of Older Americans Month. Anyone can participate by joining an intergenerational team - which requires at least one person older and one person younger than age 60 - to produce a video on how older Americans maintain and strengthen connections in our communities. **Entries must be submitted by May 2**. To find out more please go to their [website](#).

The Manhattan Office of Community Affairs and Immigrant Services of the **Human Resources Administration (HRA)** provides outreach to community-based organizations with a vested interest in social services. If you need information on HRA services, including food stamps, Medicaid, child support enforcement programs, or services that support seniors, victims of domestic violence, and New Yorkers with HIV/AIDS, you can contact [Karina E. Cuevas](#) for assistance.

State Comptroller Thomas P. DiNapoli released a return-on-investment report on February 11 supporting preventive programs for at-risk children. Read the full report [here](#).

You can read more about how organizations can create sustainable avenues of support by building a diverse community of individual donors. Please see the [article](#) in the *NYNP* by **Cause Effective's Judy Levine** for more information.

HSC received funding from **United Way of New York City (UWNYC)** to help strengthen the not-for-profit human services sector. We were funded to continue our work in the areas of contracting efficiency, government relations and advocacy, technology standardization, and capacity-building of the not-for-profit human services sector. We thank UWNYC for this generous grant.

HSC received funding from the **New York**

awarded the **2011 Visionary Leader Award** on May 3 by the National Council for Community Behavioral Healthcare at the annual Awards of Excellence in San Diego, CA.

We are pleased to announce that **Mary D. Redd**, President and CEO of **Steinway Child and Family Services**, and HSC 2010 Leadership Award honoree, will be awarded the Community Health Service Award by the Harlem Hospital Center Community Advisory Board at its Annual Public Meeting on April 30.

Job Opportunities & Resources

The **Food Bank For New York City** is seeking nominations/applications for its President/Chief Executive Officer position. For the past 27 years, the Food Bank For New York City has been recognized as the city's major hunger-relief organization, working to end food poverty throughout the five boroughs. Click [here](#) for more information and to apply.

The **Center for Urban Community Services (CUCS)** has open positions for [LCSW Clinical Coordinator, Benefits Advisor, Program Director](#), and more. Visit the [CUCS website](#) for more information.

Lawyers Alliance for New York is seeking an experienced attorney and/or public policy professional to serve as a Policy and Advocacy Specialist/Counsel and coordinate Lawyers Alliance's Nonprofit Advocacy Initiative. Click [here](#) for more information.

The **Nonprofit Coordinating Committee of New York** is accepting vendor applications for the searchable database of its **Nonprofit Outsourcing Clearinghouse** program, designed to match nonprofits with outsource service providers. Please feel free to share this email with vendors you feel would benefit from this great marketing opportunity. If your organization provides outsourced services to local nonprofits and you would like to apply, click [here](#).

Community Trust to support our proactive advocacy campaign. We thank the Trust for furthering our work with government, allies, partners, and the public to seek effective, sustainable strategies that will address systemic government issues affecting the human services sector.

Our Sponsors

HSC is grateful to our members and funders who support our work on behalf of the human services sector.

Valued supporters of HSC include:

Booth Ferris Foundation*

The Buchman Foundation, Inc.

The Clark Foundation

The Gimprich Family Foundation

IBM Corporation

Mutual of America

New York City Council and Speaker Christine Quinn

New York Community Trust

United Way of New York City

W.K. Kellogg Foundation

Thank you again for your generous support!

If you'd like to contribute to HSC or the Who Cares? I Do campaign, you can make a tax-deductible donation by sending a check to:

Human Services Council

130 East 59th Street

New York, NY 10022

Or you can donate online using the following links:

[Who Cares? I Do donation](#)

[HSC donation](#)

Thank you!

* A special thanks to the Booth Ferris Foundation, whose generous support enables us to publish this Newsletter.

We would also like to thank our members for their continued membership and support. We realize that the not-for-profit sector is facing the toughest budgetary constraints in years and that our [200 members](#) make difficult trade-off decisions daily regarding where and how to spend limited funds. We are pleased and grateful to have you with us!

Finally, you can help the sector by asking other not-for-profit human services agencies to join HSC. Our collective voice gets louder as we add more members. Please see our [website](#) for our application form, HSC video, and information about the benefits of joining HSC. Or contact [Cynthia Tao](#) at 212-

836-1623 for more information.

Please remember that you can follow us on Twitter or find us on Facebook. We'd love to have you become our fans!

Find us on Facebook 

Follow us on 

We hope you enjoyed reading this quarter's edition of the Human Services Council Newsletter. Please feel free to share your thoughts about this newsletter with us. We'd love to hear from you.

Our collective voice gets louder as we add more members. Please see our website, www.humanservicescouncil.org, to learn more about HSC's mission and work. You can also visit our website for an HSC application form, HSC video, and information about the benefits of joining HSC. If you have any questions, please contact [Cynthia Tao](#), Director of Communications, Membership, and Development, at 212.836-1623.

HSC's mission is to build broad recognition and support for the substantial and essential contributions of the not-for-profit human services sector to the citizens and the fabric of New York City.

The Voice of the Human Services Community

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