The Trust gets so many proposals—how does your staff decide which to select? Our two dozen program areas range from biomedical research to strengthening arts groups, and from bettering the life of the elderly to helping poor people become more self-sufficient. We publish guidelines for the kinds of projects we support and the objectives we’re trying to meet, and judge every proposal against these guidelines.

What recent project made you proud? We’ve spent five years helping redesign the Sheridan Expressway, which slices through a neighborhood in the South Bronx. Thanks to private, City, State, and federal money, the area is now slated for new parks, new housing, and pedestrian-friendly amenities.

You often talk about The Trust’s strategic approach. What is it? Even though we make mostly one-year grants, we have long-term agendas. We support multiple organizations working on an issue from different approaches. For example, educators are focusing on the challenges of the new national Common Core Learning Standards. We make grants at the State level to ensure New York’s policy focuses on helping students here, at the City level to see that public schools have resources to train teachers, and at the neighborhood level to make sure parents are involved in schools.

New York and its suburbs have so many pressing issues. What difference can The Trust’s grants make? Because we’re the City’s community foundation, we are here for the long haul. We do everything possible to make sure that our donors’ dollars alleviate poverty, improve quality of life, and create opportunities.

Why should someone set up a fund in The Trust now or name it in a will? We’re a leading supporter of nonprofits in New York. We know them, and we help them seize opportunities. If someone loves New York and wants to give back, this is the place.

Words of Wisdom from Nonprofits


**BronxWorks** offers job skills training, services for people with HIV/AIDS, preschool, summer camps, and eviction-prevention programs. Its tips:
- Create an environment where quality and excellence are the norm and mediocrity is frowned upon.
- Don’t be afraid to ask questions—they’re one of the keys to getting and staying smart.
- Use data to make decisions and do not be intimidated by it. Data is a powerful tool.

Legal-service provider **Bronx Defenders** says:
- Never lose sight of who you serve, and make sure that shapes every decision you make.
- Don’t be afraid to take on difficult, creative projects that could impact your clients’ lives.
- Schedule time to take a step back and consider the “Big Picture” for your organization, your cause, and your clients.