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## Morgan Stanley Grant Funds New "Jobs-Plus" Site at BronxWorks

Wednesday, 09 February 2011 09:58



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Public housing residents in the Bronx will be getting a new "Jobs-Plus" site through a \$500,000 grant by Morgan Stanley which will support job training and placement services. The new Jobs-Plus site will be operated by BronxWorks, in partnership with the NYC Center for Economic Opportunity, the Department of Consumer Affairs Office of Financial Empowerment, and the New York City Housing Authority. In addition, the Morgan Stanley grant will support the first-time integration of financial counseling into the portfolio of on-site Jobs-Plus services.

Jobs-Plus is one of five Social Innovation Fund programs planned for New York City. The federal Social Innovation Fund is a new public-private partnership established by the Corporation for National and Community Services to support innovative and effective programs.

"We are grateful for the support of Morgan Stanley to help us realize this national initiative and pilot innovative programs including Jobs-Plus," said Mayor's Fund to Advance New York City President Megan Sheekey. "Strategic partnerships such as this are the cornerstone of the Social Innovation Fund and of the critical work we do in partnership with Mayor Bloomberg's Center for Economic Opportunity."

The Jobs-Plus model is a site-based approach to job placement and career services. The program works with both unemployed and employed public housing residents to help them achieve their employment goals and advance in the labor market. The model also features a community-building component, seeking to strengthen social ties and support for work among residents, and provides access to a range of financial incentives, work supports, and on-site and referral services. Morgan Stanley is the sole financial services firm to provide funding support to the BronxWorks Jobs-Plus site. The Morgan Stanley grant will support both the Jobs-Plus employment services and a new financial capability enhancement to provide individuals with important financial literacy skills.

"Morgan Stanley is proud to support the enhanced Jobs-Plus program with this grant because we believe that the combination of supporting employment opportunities and enabling financial self-empowerment will have a tremendous positive impact on hard-hit communities," said Audrey Choi, Head of Global Sustainable Finance at Morgan Stanley. "Morgan Stanley is committed to partnering with the City to bring greater economic opportunities and financial capabilities to the community."

"We are delighted to work with the Jobs-Plus partners and neighborhood residents and stakeholders to bring this successful model to Mott Haven," said Carolyn McLaughlin, Executive Director of BronxWorks. "Jobs-Plus brings important resources the community and is responsive to residents' desire for employment and engagement. As residents connect with BronxWorks for employment and financial counseling, we will, in turn, connect them with area businesses, education partners, and community resources. Residents will also have access to the other supportive services BronxWorks provides, including after school and teen services, educational support, and family support. Our role is to facilitate residents in realizing an economically stable and work-supportive community."

Jobs-Plus is one of five New York City pilots to be replicated with the support of the Social Innovation Fund, a new federal grant program championed by the White House and administered by the Corporation for National and Community Service. This public-private partnership is designed to address major social challenges by growing high-impact nonprofit organizations delivering proven solutions. The Mayor's Fund and NYC Center for Economic Opportunity (CEO) are one of eleven grantees nationwide. Mayor's Fund and CEO received an annual grant of \$5.7 million to support the replication of programs in New York and seven other cities across the country.

"The Social Innovation Fund provides a unique opportunity to expand effective programs and build a national body of evidence to inform future policy and investment," said CEO Executive Director Veronica M. White. "CEO is pleased to work with the Corporation for National and Community Service, the Mayor's Fund to Advance New York City, Morgan Stanley, and other funding partners to replicate some of CEO's most promising programs – including Jobs-Plus – in cities across the country."

Initial private funding for New York City's Social Innovation Fund pilots was provided by



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NYCHA and Habitat for Humanity Roll Out "Brush With Kindness"
- 02/01 - 02/28  
Human Services Workshops/GSS
- 02/09  
Economics Against Abuse Training - sponsored by the Allstate Foundation
- 02/09  
"WOMEN & WORK" - FREE JOB TRAINING PROGRAM FOR WOMEN QUEENS COLLEGE, CUNY
- 02/10  
The SUS Fire & Ice Ball
- 02/10  
Women's City Club of New York (WCCNY) - Contemporary Settlement Houses- Innovative Models
- 02/10  
IRI's Valentine's Wine Tasting
- 02/10  
Carter Burden Center for the Aging's Gallery 307 hosts an Artist Talk
- 02/10  
Block by Block Retrofit NYC Kick-Off
- 02/11  
Food Bank for Westchester To Host 15th Annual Take Heart Against Hunger

Bloomberg Philanthropies, Open Society Foundations, Ford Foundation, and The Rockefeller Foundation. The Mayor's Fund is seeking additional support for all five Social Innovation Fund pilots, including Jobs-Plus, SaveUSA, WorkAdvance, the Young Adult Program, and Family Rewards.

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