



ABOUT THE NEW YORK LIFE FOUNDATION

- Inspired by New York Life's tradition of service and humanity, the New York Life Foundation has, since its founding in 1979, given \$240 million in charitable contributions to national and local nonprofit organizations.
- Since 2004, the foundation's overall budget has grown steadily, topping \$18 million in 2016.
- The Foundation supports programs that benefit young people, primarily through two distinct focus areas: childhood bereavement and educational enhancement for middle school children
 - Over the past eight years, the Foundation has made a strategic commitment to support and raise awareness of grieving children and their families – and today we are the largest corporate funder in the emerging grant-making area of childhood grief support.
 - Over the past three years, the Foundation has focused its historical commitment to middle and high school educational enhancement by targeting late middle school as a key transition point affecting children's educational futures.
- The Foundation also encourages and facilitates the community involvement of employees and agents of New York Life through its programs supporting local philanthropic engagement. We seek to integrate our financial investments with sustained, company-wide philanthropic activity through volunteer programs, fundraising campaigns, team grant opportunities, and more.

Focus Area #1: Childhood Bereavement

Since 2008, the Foundation has worked to help children who have experienced the death of a loved one through a concerted grant-making effort to elevate the level of support grieving children receive and raise public awareness of the issue.

We have a strong connection to the issue of childhood grief as helping families cope with the death of a loved one – both financially and emotionally – is at the heart of the company's mission and day-to-day business.

- The company identified childhood bereavement as a cause without a champion and to date, we are proud to have invested **over \$30 million** in support of grieving children and their families
- The goal of our bereavement work is to elevate awareness and understanding of grief as an everyday issue, and to educate the public – particularly key community stakeholders – to better recognize and understand the variety of forms grief can take.
- Our dedication to the issue began with initial direct service support for grieving kids through a nationwide bereavement camp network. Through that relationship, we quickly learned that supporting grieving children was something our employees and agents were particularly passionate about.
- The Foundation funds a wide variety of grief-related nonprofits, underwriting bereavement camps, children's support groups, tragedy assistance for military families, university research, and more.
- The Foundation also provides support through its nationally recognized site, www.achildgrief.com, which aims to provide critical insights and resources to parents, educators and the broader community



and includes a [National Bereavement Resource Guide](#) to help children and their families locate local bereavement centers, camps and general resources.

- Additionally, the Foundation has been the driving force behind three groundbreaking surveys exploring the needs and effects of the death of a loved one on survivors and caregivers including parents who lost a spouse or partner, bereaved children, and educators.
- As an active partner and creative collaborator with nonprofit organizations across the grief “field,” we’re helping to build communication and teamwork among grantees in addition to assisting individual organizations.
- The Foundation is currently focusing its bereavement funding efforts on three key priorities: building capacity in the field, research/evaluation initiatives, and direct service support.

Key Partnerships/Programs:

- [National Alliance of Grieving Children](#): a national network of grief stakeholders whose reach we have helped expand considerably over the past few years.
- [Coalition to Support Grieving Students](#): a groundbreaking collaboration of leading K-12 professional organizations convened by the Foundation to produce new educator-specific grief resources and training materials.
- [Camp Erin/Moyer Foundation](#) and [Comfort Zone Camp](#): leading networks of free bereavement camps. The Foundation sponsored the HBO documentary “One Last Hug,” an intimate portrayal of the Camp Erin program, which premiered in 2014 and won an Emmy for Best Children’s Programming.
- Grief Reach: a concerted effort to deliver direct support to childhood bereavement centers/programs across the country through community expansion grants and capacity building grants (totaling 153 since 2011).
- [Tragedy Assistance Program for Survivors](#) (TAPS) offers compassionate care to those grieving the death of a loved one who served in our armed forces.
- [Shared Grief Project](#): a new site that seeks to bring hope and inspiration to grieving youth by showcasing stories of prominent athletes and celebrities who lost a parent or sibling as children themselves and have gone on to enjoy healthy, happy, and highly successful lives.
- [Scholastic/Alliance for Young Artists and Writers](#): creation of the New York Life Award and scholarship to recognize excellence in teen art and writing related to grief and bereavement and support of a new dedicated workshop on bereavement for Scholastic’s summer series for teens.
- [University of Texas at Houston Trauma and Grief Center for Youth](#) (TAG): a new initiative to establish a practice-research network that will help develop industry-leading assessment tools and interventions for children suffering from maladaptive grief.
- [Boys and Girls Clubs of America](#): the Foundation’s latest grant to the Boys and Girls Clubs of America will deliver training and technical support to help local Club staff support grieving youth through their *Be There* program.



Focus Area #2: Educational Enhancement for Middle School Students

Part of New York Life's mission is to help policy holders and their families build brighter tomorrows by preparing for the future with solid building blocks. Funding initiatives that offer appropriate support, structure and resources for middle school – often a particularly critical time in children's lives – is a direct, natural extension of that.

Studies show that habits formed in middle school persist through adulthood, and that kids who begin high school well-prepared are four times as likely to graduate and go on to college. To this end, the Foundation supports organizations that offer programs to help build stronger academic foundations for students in middle school during the critical after-school and summer hours.

- For many years, the Foundation focused on educational enhancement for middle school and high school students, and in 2013 we implemented a new, strategic narrowed focus on the transition from middle school to high school, targeting extended learning models whose programs support high school preparation during and outside of school time.
- Middle school is a particularly vulnerable time period for students, yet in the field of extended learning time, only a small percentage of programs target middle school students, leaving many without a safe, productive and enriching place to go after school.
- Our dedication to the issue of educational enhancement for middle school students began with the support of After-School All Stars, the Foundation's largest grantee, in 2013 – and we have continued to build our commitment to the area since then through a range of expanded learning time opportunities.
- To date, the Foundation has given over **\$23 million in grants** to this new focus area. The Foundation focuses its funding in this area on three specific categories: after-school time, summer learning, and extended day programs.

Key Partnerships/Programs:

- [After-School All-Stars](#): provides comprehensive after-school programs that keep children safe and help them succeed in school and life.
- [BELL](#) (Building Educated Leaders for Life): exists to transform the academic achievements, self-confidence, and life trajectories of children living in under-resourced communities.
- [City Year](#): partners with most at-risk schools to help bridge the gap between what their students need and what the schools are designed to provide.
- [4-H](#): the National 4-H Council's Juntos program aims to assist Hispanic youth to make a successful transition to high school and prepare them to graduate on time and achieve post-secondary success.
- Should we add Aim High since we have Grief Reach listed in the bereavement section?



Community Engagement Initiatives

Our two grant-making focus areas are closely aligned with New York Life's mission and business – resulting in particularly high levels of employee and agent volunteerism. We support local philanthropic engagement among our robust agent and employee networks through a series of programs including the following:

Grants for Good

- Grants for Good are programs that New York Life associates can apply for to support individual and team-based philanthropic efforts in their local communities. Programs include:
 - *Community Impact Grants*: created exclusively for agents and select employees, this competitive grant program provides awards ranging from \$5,000 to \$25,000 for specific projects of nonprofit organizations exemplifying New York Life's dedication to the community.
 - *Individual Volunteer Grants*: the Foundation gives \$1,000 grants that support a variety of local nonprofit organizations where New York Life agents and employees volunteer on a regular basis.
 - *Team Volunteer Grants*: through the Foundation's Volunteers for Good initiative, grants are given to support team volunteer efforts. Projects like walk-a-thons, park beautifications, soup kitchens, and other group projects can receive up to \$10,000 for their nonprofit partner.

Volunteers for Good

- Volunteers for Good is our national community service program for agents and employees. Our two major initiatives include:
 - *Month of Service*: during the dedicated month of September, we support several larger-scale initiatives by agents and employees focused on helping grieving children and families (e.g., volunteering at bereavement camps, making comfort items for grieving children, raising funds for bereavement service providers in local communities).
 - *Season of Giving*: each holiday season, employees participate in programs such as "adopting" senior citizens and families living in public housing. They provide gifts and help with holiday celebrations, among many other efforts.

Give for Good

- Through Give for Good, we support and facilitate giving across the company with:
 - *Matching Gifts*: the Foundation matches the gifts of employees and agents to accredited schools, childhood bereavement organizations, and the Foundation's educational grantees and their affiliates up to \$5,000 per year.
 - *Giving Campaign*: the Foundation facilitates employees' and agents' charitable giving to most U.S.-based nonprofit organizations. Since 1983, thousands of New York Life people have pledged millions of dollars to the local charities of their choice.