



# Bloomberg Philanthropies

APRIL 2015

**Bloomberg Philanthropies works to ensure better, longer lives for the greatest number of people. We focus on five key areas for creating lasting change: arts, education, the environment, government innovation, and public health. These areas encompass the issues Mike Bloomberg and his team are most passionate about, and where we believe the greatest good can be achieved.**

#### **ABOUT THE COVER: BANGLADESH**

**Drowning is the top cause of death for children between 1-4 years old in Bangladesh. To address this critical issue, Bloomberg Philanthropies is supporting two interventions: community-led daycare programs and locally made play pens, which are helping to keep children in rural Bangladesh – like the ones featured in this photo – safe.**

**RIGHT, VENEZUELA:** Faced with extreme shortages of water and electricity, C40 member city Caracas has introduced a number of measures to cut demand and reduce carbon emissions.





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# ANNUAL LETTER ON PHILANTHROPY

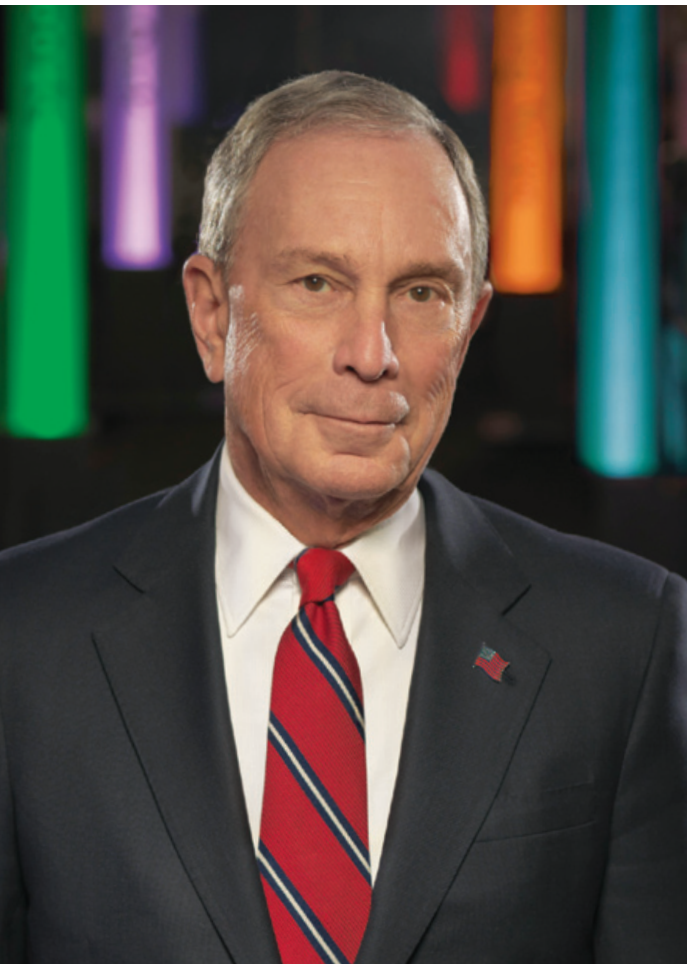
**Modern philanthropy began as a substitute for government. Where government failed, philanthropists stepped in, providing food for the poor, hospitals for the sick, and libraries, museums, and colleges for the masses. Philanthropy continues to play a vital role in all of these areas. But some still see philanthropy as an alternative to government. I see it as a way to embolden government.**

In so many areas, governments represent our best hope for making the broad-based societal changes that philanthropic organizations are devoted to bringing about. Governments have the authority to drive change in ways that philanthropic organizations cannot. By leveraging our resources, and forming partnerships with government, philanthropic organizations can help push those changes forward. That mindset may be untraditional, but it is at the heart of nearly everything Bloomberg Philanthropies does.

I have been lucky to see this issue from the other side. Serving for 12 years as mayor of New York City gave me a special appreciation for government's ability to be a force for good and a catalyst for global change.

For instance, my first big contribution to the fight against tobacco was not a check that I wrote but a bill that I signed. The law that we adopted in New York City banning smoking in bars, restaurants, and all indoor workplaces set in motion a wave of change that has spread around the world. Nations in South America and Europe – where smoking was such an ingrained part of the culture – adopted similar laws, as did states around the U.S. By proving that the law could work in New York City, we helped start a global movement.

At Bloomberg Philanthropies, we're adding momentum to that movement by focusing much of our tobacco work on government advocacy. We support groups that are pushing their governments to adopt tobacco control measures that are proven to have an impact, such as tobacco tax increases, graphic health warnings on tobacco products, and smoke-free laws. In 2014, this approach helped achieve some important victories. For instance, we supported successful efforts to pass a smoke-free law in Beijing, which we hope will pave the way for a national smoke-free law in China. In India, the government began requiring some of the world's largest health warnings on tobacco packaging.



We are also pushing for governments to address climate change. The world faces dangerous risks from warming temperatures, rising sea levels, and intensifying storms. Solutions depend on global cooperation. While an international treaty has thus far been elusive, cities – where 70 percent of the world’s emissions originate – have been making great strides. To help accelerate that work, we have strongly supported the C40 Cities Climate Leadership Group, which provides a forum for 75 of the world’s largest cities to discuss strategies for addressing climate change. It also serves as a platform to help mayors convince their national governments to set more ambitious climate action goals. As the UN Secretary-General’s Special Envoy for Cities and Climate Change, I have been encouraged to see national governments increasingly recognize that cities can help accelerate their carbon reduction efforts.

Here in the U.S., we have formed a partnership with the Sierra Club to move our nation Beyond Coal. Together, we help mobilize communities to replace coal power plants with cleaner forms of energy production. Coal plants are the single largest source of carbon pollution in the U.S., and they take an enormous toll on public health. Since we began working together, more than 180 coal plants have either closed or committed to closing. That achievement is a major reason why the U.S. has led the world in reducing its carbon footprint in recent years, and it has helped reduce the number of annual deaths caused by coal pollution from 13,000 to about 7,500.

Advocacy like this is essential, because even when government leaders believe in the need for action, they often wait for the public to act first. With political capital always at a premium, elected officials tend to pick their battles. Philanthropy can help nudge them into the toughest battles by showing that they’re winnable.

One of those battles concerns obesity, which has rapidly become one of the leading causes of death – and not just in the United States. Mexico has one of the world’s highest obesity rates, and it’s no coincidence that it also has one of the highest rates of soda consumption, a leading contributor to obesity. To help save lives in Mexico and reduce the stress on its health care system, we supported local advocates who led a campaign for a national tax on sugary drinks. They succeeded in 2013, convincing a majority of the Mexican Congress to vote for the tax, despite a well-financed attack campaign funded by the soda industry.

Since then, we’ve been working with partners in Mexico to measure the law’s impact. Preliminary data shows that soda consumption is falling, partly because prices are higher, but also because public awareness of the health dangers has increased. If that trend continues, not only will it make a big difference in Mexico, it will give public health supporters in other countries the evidence they need to push their governments to adopt similar policies. In November 2014, voters in Berkeley, California passed an initiative creating the first soda tax in the U.S. – a campaign I contributed to personally.

Advocacy is not the only way to spur public sector change. In many cases, government leaders are eager to test out new policies and programs but cannot justify spending scarce resources on unproven ideas. Citizens rightly expect their representatives to be careful stewards of their tax dollars, which is one reason why risk-taking is harder in the public sector than it is in the private sector. But without experimentation there is no innovation, and without innovation, there is just stagnation. I know from talking with mayors around the world that they have an enormous appetite for new experiments, but often don’t have the funds or capacity to undertake them. Philanthropy can help bridge the gap between ambition and implementation.

In 2012, we created a competition called the Mayors Challenge, which invites cities to develop creative experiments aimed at addressing their most pressing problems. It proved to be a big success, and so last year we expanded it to Europe, where we received an overwhelming response: More than 150 cities in 28 nations submitted proposals. We awarded the five winning cities a total of €9 million. Not every idea may work, but those that do will spread, producing positive change on a scale that would otherwise be beyond the reach of philanthropy.

While the Mayors Challenge incentivizes innovative ideas, another program we began – called Innovation Teams – helps implement them. In New Orleans, for instance, the Innovation Team that we funded and Mayor Mitch Landrieu hired, focused on reducing the city’s murder rate. Last year, New Orleans’s murder rate hit a record low. Our grant to the city was \$4 million over four years. We could not possibly have helped save as many lives if we had directed that money away from city government.

We also fund innovation by encouraging governments to embrace and support the arts. With these governments struggling to meet so many pressing needs, the arts often don't receive the funding they should, even though they are an essential component of economic development and job creation. In New York's City Hall, our support for the arts not only helped us increase tourism by 40 percent, which benefitted many different industries, it also helped make the city a more attractive place for companies to invest. People want to live and work in places that have vibrant arts communities, and public art is the most visible and accessible expression of a city's interest in the arts. This year, to encourage more cities to embrace public art, we invited city governments across the U.S. to propose projects that engage people and strengthen communities.

There is no shortage of government leaders who are seeking help in taking on additional challenges. A year ago, we formed Bloomberg Associates, which is essentially a free consulting firm available to cities. It's composed of former members of our administration who had phenomenal success in city government and earned international reputations for their work. Demand for their services has been extraordinary, and they

have taken on a roster of clients – from Kansas City to Mexico City – that continues to grow. They work closely with mayors and their staffs, offering the guidance, support, and data that can help cities implement and institutionalize new policies and programs.

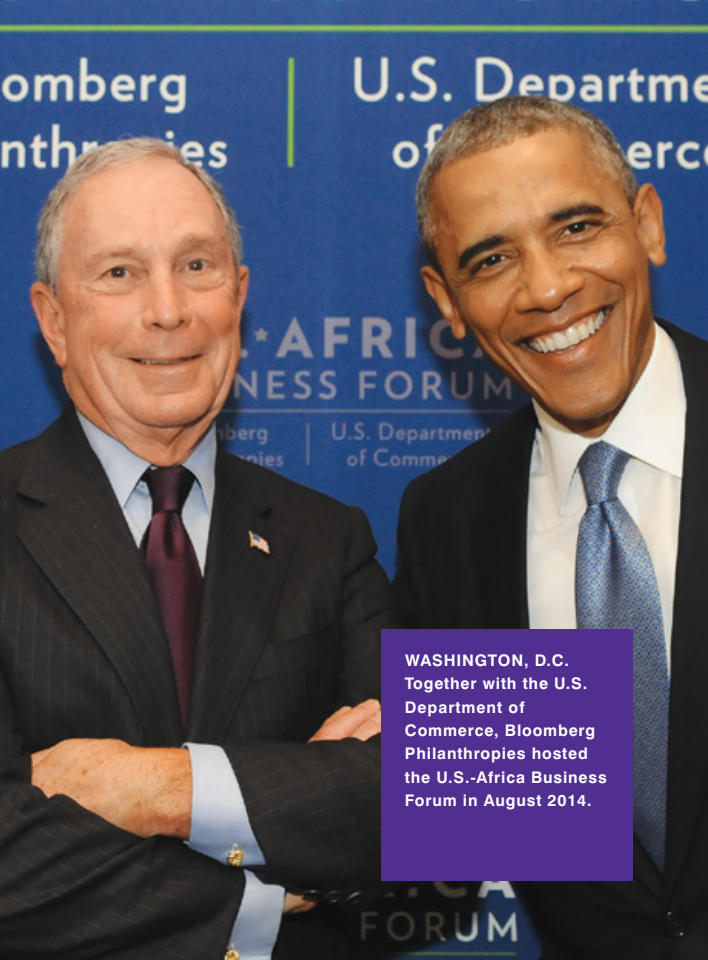
Empowering individuals and communities to take charge of their futures has always been a focus of philanthropy, and we can be much more successful when that work is aligned with the goals of governments. Our women's economic empowerment program in Africa is a good example of why that's true. We have worked closely with the governments of Rwanda and the Democratic Republic of Congo to create job training programs in industries that are central to their national economic development goals. By working within a government's economic agenda, we are helping to ensure that those who are most in need of economic opportunity – in this case, women in post-conflict zones and their families – share in the benefits of growth.

Whether in Africa or here at home, education is the key that opens the door of opportunity. This year we launched a new education initiative that is designed to help more high-achieving high school students from low- and

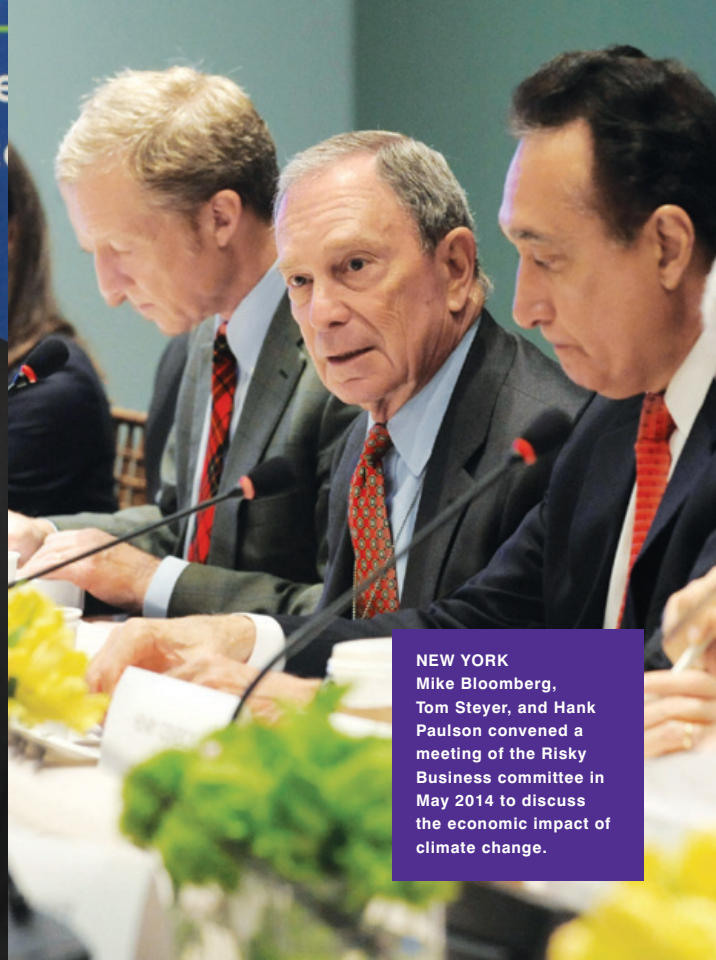


**FRANCE**  
Mike Bloomberg announced the winners of the Mayors Challenge Europe competition.

**GERMANY**  
Mike Bloomberg hosted Ideas Camp in June 2014 for the Mayors Challenge Europe finalists.



**WASHINGTON, D.C.**  
Together with the U.S. Department of Commerce, Bloomberg Philanthropies hosted the U.S.-Africa Business Forum in August 2014.



**NEW YORK**  
Mike Bloomberg, Tom Steyer, and Hank Paulson convened a meeting of the Risky Business committee in May 2014 to discuss the economic impact of climate change.

middle-income families apply to top colleges and universities. Currently, too many do not, even though they have the grades to get in and succeed. The initiative provides one-on-one virtual advising to students so they can find the best school for them and secure the financial assistance they need to attend. We've also put together a diverse group of college leaders and experts to figure out ways that the top schools can accept more of these students.

We are committed to working with partners inside and outside government who are positioned to help us fulfill our mission: ensuring better, longer lives for the greatest number of people. In 2014, we found new opportunities to advance this mission in all five of our major areas of focus, and it was exciting to see some of that work firsthand. After serving 12 years in City Hall, last year I was able to spend more time on philanthropy. This year has brought more change for me, as I've reassumed full-time leadership of the company I founded 34 years ago, Bloomberg LP. But the constant throughout my career has always been – and always will be – philanthropy.

In 2015, I will remain as involved as ever in the growing work of Bloomberg Philanthropies, and I'm looking forward to building new partnerships with leaders around the world – in government, philanthropy, and business – who share our goals.

Sincerely,

**Michael R. Bloomberg**



**We have always believed in big, bold ideas at Bloomberg Philanthropies, and in 2014, our ambitions continued to grow. It was a year in which our founder – Michael Bloomberg – left public office and returned to the private sector, allowing him to spend more time on his philanthropic passions. As a result, it was a year filled with new commitments on new issues, new partnerships with new allies, and new initiatives aimed at achieving new goals.**

Our approach to philanthropy, as Michael Bloomberg explains on the previous pages, is unique. We're entrepreneurial at heart and apply the best lessons from business and government to the management of our global philanthropic work. By staying lean, our talented team of experts and staff can act quickly and boldly to tackle emerging issues. It keeps us nimble and allows decisions to be made quickly, as well as empowers every staff member on every level to put their best ideas forward and interact directly with key leadership.

We also work to identify serious problems that receive too little attention – or that are too easily accepted as social or cultural norms. Reducing tobacco use, our first major investment in a global campaign, certainly fits that description, but so do many other areas of our work. And last year, we announced new initiatives, including one to combat drowning deaths in Bangladesh, where 32 children drown every day.

We also added a new program to reverse the decline in the world's fish supply, which threatens both human health and the ecosystems that sustain oceanic life.

Last year, both our drowning and oceans initiatives showed very encouraging results, as did programs in all five of the areas where our work is focused: arts, education, the environment, government innovation, and public health. This report offers a snapshot of the work we did and the progress we made in each area. As you will see, just as data drives the decisions we make about where to invest, data also defines the way we measure success.

For instance, our Beyond Coal campaign does not measure success only by the number of power plants that have closed or transitioned to cleaner burning fuels. Our goal is cleaner air that is healthier for our lungs and planet, with fewer of the greenhouse gases that contribute to climate change. And there may be no better evidence of the progress we've made toward that goal than the fact that the U.S. now leads the world in carbon emission reductions. Of course, the Beyond Coal campaign isn't the only force driving that change, but it's one of the most important.

Ensuring better, longer lives for the greatest number of people is our mission, and it is inspiring to come to work each day knowing that we have an opportunity to advance that mission. In the year ahead, we will continue pushing the pace of progress, and pushing in new directions, too.

Sincerely,

A handwritten signature in black ink that reads "Patricia E. Harris". The signature is written in a cursive, flowing style.

**Patricia E. Harris**  
Chief Executive Officer



# OUR APPROACH

- Look for **unmet needs** that can be addressed with **proven** solutions
- Rely on **data** and continually measure progress
- **Lead from the front** and tackle controversial issues
- Utilize **advocacy** and lobbying when others aren't willing
- Focus on **cities** to drive progress
- Identify and engage **strong partners**
- Remain **flexible** to invest boldly and quickly and maximize our impact

## ARTS

- Provide **arts management** training (marketing, fundraising, board engagement) to small and mid-size arts organizations
- Increase public understanding of the arts through **Bloomberg Connects** technology at cultural institutions
- Support temporary **public art** projects in U.S. cities to enhance urban identity and catalyze economic development
- Partner with **ArtPlace** to invest in the arts as a strategy for revitalizing communities across the U.S.

## EDUCATION

- Increase **college access and success** for high-achieving, low- and moderate-income students through virtual guidance counselors to help them enroll in top U.S. colleges and universities
- Run a **fellowship program** for the nation's top teachers, principals, and superintendents to foster collaboration, spread effective teaching and management methods, and allow them to directly shape education policy
- Measure and share **data on school performance**, empowering educators, parents, and the public to bring about reform

## ENVIRONMENT

- End America's energy dependence on coal by:
  - Working to close **coal-fired power plants**
  - Helping states pass legislation to **transition from coal to cleaner energy**
  - Securing tough reform to ensure safe **fracking** in the states where the majority of natural gas production is occurring
- Invest in **Little Sun**, a solar-powered lamp sold in off-grid communities to transition from kerosene
- Empower cities to be more sustainable through role as **UN Special Envoy** and the **C40 Climate Leadership Group**
- Protect **oceans** and fish populations by reforming fishing practices in Brazil, Chile, and the Philippines and protect coral reefs and fish species by securing **marine protected areas**

## FOUNDER'S PROJECTS

- Support the **Johns Hopkins Transformation Initiative** to solve large-scale problems through cross-disciplinary work at Johns Hopkins University
- Promote **economic opportunities for women** in Rwanda and the Democratic Republic of Congo by providing vocational training in line with government goals

## GOVERNMENT INNOVATION

- Promote public sector innovation and spread effective ideas among cities through initiatives such as the **Mayors Challenge**, **Cities of Service**, and **Innovation Teams**
- Convene the world's most innovative mayors and civic leaders at **CityLab** to share best practices, successful urban strategies, and emerging trends

## PUBLIC HEALTH

- Reduce **tobacco use** worldwide through smoke-free laws, advertising bans, and other proven measures
- Improve **road safety** in countries with the highest burden of traffic fatalities and injuries
- Improve **maternal health** in Tanzania and increase access to **family planning** services for women in high-need countries
- Raise public awareness and support policy reform to combat **obesity** in Mexico
- Partner with the Bill & Melinda Gates Foundation to end **polio**
- Address the high rate of **drowning** deaths among children in Bangladesh

# IN 2014 BLOOMBERG PHILANTHROPIES DISTRIBUTED \$462 MILLION

**DOTS REPRESENT THE LOCATIONS WHERE  
BLOOMBERG PHILANTHROPIES IS WORKING  
AROUND THE WORLD**



## EDUCATION

"I chose to serve as a Virtual Advisor to be a part of something new and exciting. We are creating new ways to reach more students through the use of technology, which is so relevant to our students' lives. Video chatting is my favorite way to connect with my students."

**BIANCA MARTINEZ**

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## ARTS

"In New Orleans, and in cities across the country, temporary public art is striking – it disrupts the urban backdrop, prompts discussion, and encourages connection amongst viewers. Artists use public space as an open platform to showcase – and spur – creativity."

**MAYOR MITCH LANDRIEU**

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## GOVERNMENT INNOVATION

"City Halls dedicate much of their time to day-to-day operations. It can sometimes be hard to find the bandwidth to step back and solve problems holistically, but Atlanta's Innovation Team is helping us do just that."

**MAYOR KASIM REED**

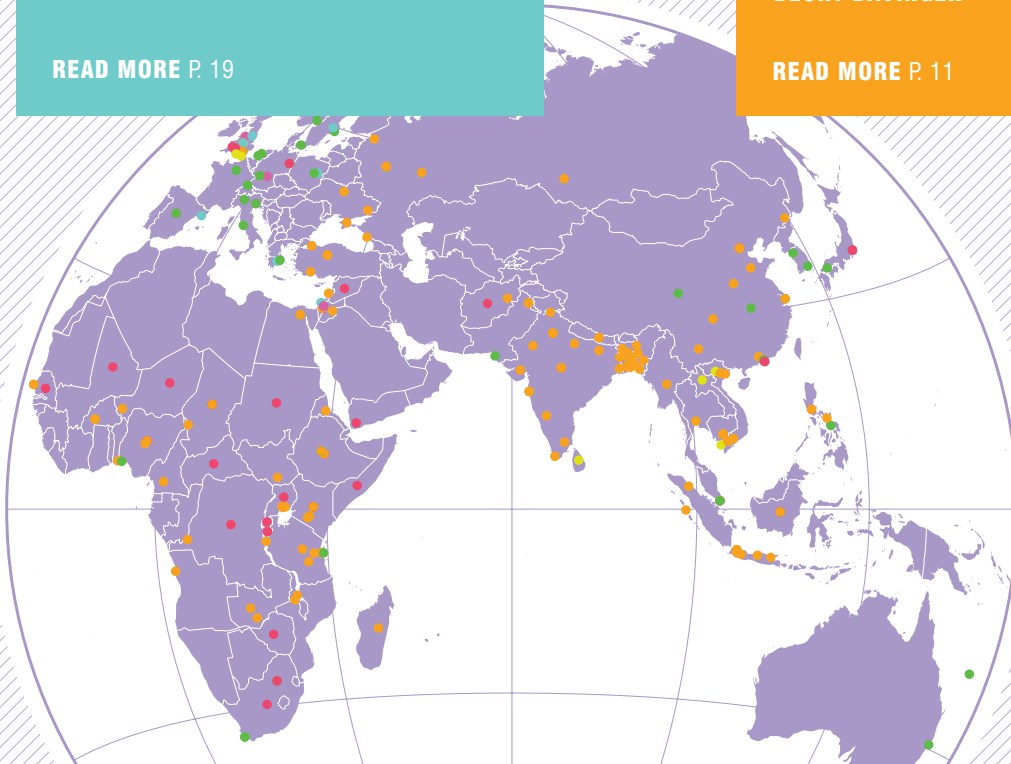
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## PUBLIC HEALTH

"Thankfully, the C-section was successful, and because the couple decided that these children should be their last, the Assistant Medical Officer counseled them in family planning options. This is just one of many success stories. As our partners upgrade more health centers, mothers can take comfort knowing that quality obstetric care is within their reach."

**BECKY BAVINGER**

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## FOUNDER'S PROJECTS

"Thanks to this training, Asterie and thousands of additional women farmers gain access to coffee agronomy best practices as well as training in coffee processing, roasting, and tasting... She and her cooperative members are able to support themselves and their families and, as local entrepreneurs, engage with the global coffee market."

**RUTH COLEMAN**

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## ENVIRONMENT

"We fishers really depend on the seas as our life and our livelihood and believe that this resource is the last frontier. Sadly, it is dying today due to the abuse of illegal fishing. The Vibrant Oceans initiative empowered us and gave us a voice in every step of project implementation."

**SUSAN SACO**

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# PUBLIC HEALTH



## BANGLADESH

As one of the drowning prevention interventions in Bangladesh, children attend a community-organized day care during busy morning hours, which is the time when most child drowning deaths occur.

## SPOTLIGHT PROJECT

# GOING GLOBAL WITH REPRODUCTIVE RIGHTS TO SAVE LIVES BURKINA FASO, SENEGAL, UGANDA & NICARAGUA

**Lack of access to contraception and medical services contributes to almost 300,000 deaths and millions of injuries to women every year.** Since 2006, Bloomberg Philanthropies has been working to improve maternal health in Tanzania, which has one of the world's highest numbers of maternal death. The program is training non-physicians to perform life-saving surgeries and building operating rooms in remote health centers so more women have access to emergency care closer to home.

In 2014, Bloomberg Philanthropies expanded its reproductive health work in a number of ways by:

- Partnering with Planned Parenthood Global and the UN Foundation to help increase contraceptive access for 120 million more women and girls by 2020.
- Expanding into Nicaragua, Burkina Faso, Senegal, and Uganda, and working with Planned Parenthood to strengthen reproductive health rights.
- Establishing a Global Rapid Response Mechanism with the UN Foundation, which will deliver grants to local organizations in 69 low-income countries to ensure health services continue to be provided when there are urgent gaps or catalytic opportunities.

## IMPROVING ACCESS TO FAMILY PLANNING SERVICES WORLDWIDE WILL:



HELP SAVE MORE LIVES



CREATE STRONGER FAMILIES, COMMUNITIES AND NATIONS



SAVE GOVERNMENTS MILLIONS ON HEALTHCARE COSTS



**TANZANIA**  
Over 50,000 women in rural Tanzania have delivered their babies at a Bloomberg Philanthropies-supported health facility.

## FIRSTHAND ACCOUNT

**“I met a father at the Ujiji Health Center in Tanzania. He had just donated a unit of blood for the mother, who was experiencing complications during the birth of twins. The first twin was delivered successfully, but the second twin was in breech position and the Assistant Medical Officer needed to perform an emergency C-section. Thankfully, the operation was successful, and because the couple decided that these children should be their last, the Assistant Medical Officer counseled them in family planning options. This is just one of many success stories. As our partners upgrade more health centers, mothers can take comfort knowing that quality obstetric care is within their reach.”**

**Becky Bavinger**  
Bloomberg Philanthropies  
Public Health

## SPOTLIGHT PROJECT

# SECURING LASTING IMPACTS THROUGH POLICY CHANGE

## TAKING ON SMOKING IN CHINA AND OBESITY IN MEXICO

China is the world's largest producer and consumer of tobacco and each year up to 1 million people in the country die due to tobacco use. In 2014, Beijing passed an historic tobacco control law that will make the city one of the world's largest to go smoke-free.

Partners working in China supported the law which:

- Bans smoking in all indoor public places, including schools, workplaces, and on public transportation – protecting more than 20 million residents from the dangers of secondhand smoke.
- Reinforces national bans on sales to minors under the age of 18.
- Restricts where tobacco ads can be placed.

Mexico currently has one of the world's highest rates of obesity, which causes many preventable deaths and illnesses and places stress on the national health care system. The Obesity Prevention Program raises public awareness about the causes and consequences of obesity via media campaigns, research, and support to advocates who shape policy.

- Partners successfully pushed for a national one-peso-per-liter tax on sugary beverages. A preliminary evaluation shows that the tax has resulted in people buying less soda and more water.

### CHINA

Taxi drivers proudly display their no smoking signs. A smoke-free law was passed in Tianjin in March 2012, and protects the 7.5 million people that live there.



## SPOTLIGHT PROJECT

# FINDING A SOLUTION TO A LEADING KILLER

## OF CHILDREN

# SUPPORTING DROWNING PREVENTION IN BANGLADESH

In Bangladesh, drowning is the leading cause of death among children with 10,000 deaths per year, and 1- to 4-year-olds account for over 65% of these drowning deaths. These deaths are largely preventable. Studies show that most occur in small bodies of water, close to where children live, and during hours when adults are working and children often go unsupervised.

To address these major factors – lack of supervision and easy access to water – the Drowning Prevention Project is testing two interventions that have high potential to save lives and can be replicated elsewhere if they are successful: daycare for children under the age of 5 provided by members of the community and locally manufactured playpens to prevent children from entering open water sources.

To help draw attention to this leading cause of death and the need for preventive action, Bloomberg Philanthropies helped fund the first World Health Organization study on the subject, called *The Global Report on Drowning: Preventing a Leading Killer*. The report is the first major study of its kind to look at drowning deaths worldwide and their causes, and to recommend practical solutions that will prevent these needless deaths.

## PUBLIC HEALTH DISPATCH

### BLOOMBERG PHILANTHROPIES REINVESTS \$125 MILLION IN ROAD SAFETY

In 2014, Bloomberg Philanthropies announced a new commitment of \$125 million over five years to strengthen national road safety legislation in five countries and support the implementation of proven interventions in ten cities. Each year, millions of people are killed or injured in road traffic crashes, making it the ninth leading cause of preventable death. Bloomberg Philanthropies has been working with partners to improve road safety, and it is having an impact:

- Over 1.9 billion people have been covered by strengthened road safety laws.
- 65 million people have been exposed to hard-hitting media campaigns promoting road safety.
- Over 36,000 professionals have been trained on road safety tactics.
- Governments have committed more than \$4 billion towards infrastructure improvements that will make roads safer.



**BANGLADESH**  
As part of the drowning prevention program, Bloomberg Philanthropies is conducting an injury and demographic survey for 1.2 million people in Bangladesh.

# ENVIRONMENT

An underwater photograph of a vibrant coral reef. The water is clear and blue. In the foreground, there are several large, branching coral structures with a yellowish-brown hue. Numerous fish of various species are swimming around the coral. Some fish have distinct stripes, while others are more uniform in color. The background shows more coral and fish, creating a sense of a healthy, diverse ecosystem.

## BRAZIL

Coral reefs are critical to ocean preservation, as they provide protection and shelter for many different species of fish.



## SPOTLIGHT PROJECT

# VIBRANT OCEANS

## THE LARGEST PHILANTHROPIC COMMITMENT TO REFORM INTERNATIONAL FISHING PRACTICES

Oceans provide food and livelihoods for 3 billion people, and demand is expected to increase as the global population grows. But overfishing – taking more out of the ocean than can be naturally replaced – is leading to a vicious cycle where fishers work harder and use more advanced technologies, but are catching fewer or smaller fish.

Bloomberg Philanthropies is invested in reversing this trend, because the degradation of our oceans is a potential public health emergency and can cause local and global economic crises.

The Vibrant Oceans initiative, piloted in **Brazil**, **Chile**, and the **Philippines**, takes a multi-pronged approach to reform both industrial and small-scale fishing simultaneously by:

- Advocating for national policies that set common-sense limits on industrial fishing.
- Working with local fisher communities to ensure they have rights to their fishing grounds and can create protected areas that help fish populations recover.
- Creating financial incentives to help communities and industry transition to more sustainable fishing practices.

**PHILIPPINES**  
Communities around the world depend on local and industrial fishing to fuel their economies.



## FIRSTHAND ACCOUNT

**“We fishers really depend on the seas as our life and our livelihood and believe that this resource is the last frontier. Sadly, it is dying today due to the abuse of illegal fishing. The Vibrant Oceans initiative empowered us and gave us a voice in every step of project implementation.”**

### **Susan Saco**

President of the Peoples’ Association of Santo Niño United Resource Protectors, at the Vibrant Oceans site of Inabanga, Philippines

**THAILAND**  
C40 member city  
Bangkok has introduced  
several infrastructure,  
public health, and  
educational initiatives  
to help fight  
climate change.



## SPOTLIGHT PROJECT

# CITIES LEADING ON CLIMATE CHANGE

**Cities have a critical role to play in the effort to confront climate change.** The majority of the world's carbon footprint comes from cities, and city leaders usually have control over many of the biggest sources of emissions. They can take action immediately, and they are.

From ambitious flood prevention plans in Dar es Salaam, Tanzania, to new mass transit systems in Rio de Janeiro, Brazil, cities around the world are acting to fight climate change, all while building better infrastructure and improving the health and livelihoods of billions of people.

Bloomberg Philanthropies is working to accelerate progress in cities, including through support of the C40 Cities Climate Leadership Group, a network of cities working together to fight climate change and help spread effective strategies.

- As the UN Secretary-General's Special Envoy for Cities and Climate Change and as President of the Board of the C40 Cities Climate Leadership Group, Mike Bloomberg is promoting cities' vital role in the fight against climate change. Supported research, released at September's UN Climate Summit, found that if all the world's cities took aggressive steps to reduce their emissions, the impact would be equivalent to a more than 60% reduction in the world's long-term coal use.
- The newly launched global Compact of Mayors – the world's largest effort by cities to reduce their emissions and publicly track their progress – will help demonstrate the role cities can play in reducing national emissions.

## SPOTLIGHT PROJECT

# RISKY BUSINESS

## CLIMATE RISK ASSESSMENT FOR THE U.S.

The Risky Business Project, co-chaired by Mike Bloomberg, Hank Paulson, former U.S. Secretary of the Treasury and Bloomberg Philanthropies board member, and Tom Steyer, retired founder of Farallon Capital Management, released a report that reframes the way businesses and policymakers measure the serious risks that the U.S. economy currently faces from climate change. The report found that if the U.S. continues on its current path:

- **Rising sea levels and storm surge will threaten coastal infrastructure:** If we do nothing, by 2030 climate change could cost coastal states up to \$3.5 billion every year in property losses.
- **Extreme heat will put food supply at risk:** Midwestern and Southern states could see up to a 50-70% loss in crop yields – devastating local economies and driving up the cost of food.
- **Climate change will impact the energy production industry:** Temperature extremes will affect demand for air conditioning in the summer and heat in the winter, increasing commercial energy prices.

This is critical information for private and public sector decision makers to have as they plan for the future.

“Even if you’re skeptical about climate change, there’s no denying that it presents major risks that no company, city, or country can afford to ignore.”

Mike Bloomberg

## ENVIRONMENT DISPATCH

### DELIVERING SOLAR-POWERED LIGHT TO OFF-GRID POPULATIONS:

- Seven out of ten people in Sub-Saharan Africa lack access to basic electricity. That’s why Bloomberg Philanthropies announced an impact investment in Little Sun, portable solar-powered lamps designed by artist Olafur Eliasson.
- The lamps bring light and economic opportunity to off-grid populations currently dependent on toxic, CO<sub>2</sub>-emitting kerosene to light their homes.

### C40 MAYORS SUMMIT

- The C40 Mayors Summit hosted in Johannesburg, South Africa, brought together mayors from cities around the world to commit to new climate-change actions and welcomed three new members: Cape Town, Dar es Salaam, and Nairobi.

### SHUTTING DOWN MORE COAL PLANTS WITH THE SIERRA CLUB’S BEYOND COAL CAMPAIGN

- Coal is the largest contributor to America’s carbon footprint and places an enormous burden on public health.
- The campaign has secured commitments to more than 180 coal plants, and coal retirements have driven U.S. carbon emissions to the lowest levels since 1994.

# GOVERNMENT INNOVATION



LOS ANGELES, CA  
Mike Bloomberg  
participated in a  
conversation about  
innovation at CityLab  
in September 2014.

## SPOTLIGHT PROJECT

# INNOVATION TEAMS HELPING CAPITALIZE ON NEW POSSIBILITIES

**Cities are pioneering new approaches to many of our most challenging social and economic issues.**

To support their efforts, Bloomberg Philanthropies has piloted an Innovation Team approach to help mayors generate and implement new ideas, and to make innovation the rule rather than the exception in City Halls. The results have been impressive:

- New Orleans reduced its murder rate by 20% in less than two years.
- Memphis reduced retail vacancy rates by 30% along key commercial corridors.
- Louisville redirected 26% of acute 911 medical calls to a doctor's office or immediate care center instead of requiring an ambulance trip to the emergency room.
- Chicago cut the licensing time for new restaurants by 33% and more than 1,000 new restaurants have opened.
- Atlanta moved 1,022 chronically homeless individuals into permanent housing, quickly establishing itself as a national leader.

Given the successful pilot and growing demand for innovation approaches from mayors worldwide, Bloomberg Philanthropies expanded the program in 2014. The latest Innovation Team grantee cities are Albuquerque, NM; Boston, MA; Centennial, CO; Jersey City, NJ; Jerusalem, Israel; Long Beach, CA; Los Angeles, CA; Mobile, AL; Minneapolis, MN; Peoria, IL; Rochester, NY; Seattle, WA; Syracuse, NY; and Tel Aviv, Israel.



ATLANTA, GA  
Mayor Kasim Reed and the Atlanta Innovation Team moved 1,022 chronically homeless individuals into permanent housing.

## FIRSTHAND ACCOUNT

**“City Halls dedicate much of their time to day-to-day operations. It can sometimes be hard to find the bandwidth to step back and solve problems holistically, but Atlanta’s Innovation Team is helping us do just that. Atlanta’s Innovation Team brought this unique approach to two of my top priorities: homelessness and customer service. Partnering with multiple government agencies and community stakeholders, the team helped create solutions to substantially reduce the number of homeless in Atlanta, and revolutionize how city residents access information.”**

**Kasim Reed**  
Mayor of the City of Atlanta

## SPOTLIGHT PROJECT

# MAYORS CHALLENGE GOES TO EUROPE

## IDENTIFYING AND SPREADING BOLD IDEAS

The Mayors Challenge is a competition that inspires cities to generate bold, scalable ideas that improve city life. Cities are uniquely positioned to generate breakthrough ideas, but certain barriers like the lack of time, resources, and staff bandwidth make it difficult.

By offering flexible funds for untested ideas, peer networking, and skills building, the competition provides a powerful set of incentives for innovation.

The first Mayors Challenge took place in the U.S. in 2012 and in 2014, the Mayors Challenge expanded to Europe, where 155 cities from 28 countries applied. These cities proposed new approaches to some of Europe's most critical issues, from unemployment to energy efficiency to obesity.

Barcelona, Spain received the Mayors Challenge Grand Prize, supporting its proposal to use technology to create a network of family members, friends, neighbors, social workers, and volunteers to care for at-risk elderly residents. Mayors Challenge innovation prizes were also awarded to Athens, Greece; Kirklees, UK; Stockholm, Sweden; and Warsaw, Poland.

“Innovation involves taking risks and trying new ideas, which doesn't often come easy to government. But more and more leaders around the world are embracing the challenge.”

Mike Bloomberg

## GOVERNMENT INNOVATION DISPATCH

### CITYLAB 2014, DEVELOPING A NEW GLOBAL NETWORK FOR CITY INNOVATORS

Aspen Institute, The Atlantic, and Bloomberg Philanthropies brought together global mayors and urban visionaries in Los Angeles for the second annual “CityLab: Urban Solutions to Global Challenges.”

The multi-day summit in downtown Los Angeles included mayors from around the world, architects, artists, economists, urban scholars, and other civic leaders for conversations about the ideas that are making cities more livable and sustainable. Thirty attending mayors also participated in a Mayors Innovation Studio, where they discussed tools and techniques to bring more innovation to the public sector.



**GERMANY**  
Bloomberg Philanthropies hosted 21 Mayors Challenge finalists at Ideas Camp in June 2014 to help develop their proposals further and encourage cross-collaboration.



# ARTS

**ISRAEL**  
A close-up of Mike and Doug Starn's public art installation *Big Bambú: 5,000 Arms to Hold You* on exhibit at the Israel Museum.

## SPOTLIGHT PROJECT

# NATIONAL PUBLIC ART CHALLENGE

## 1,400 CITIES INVITED TO APPLY FOR GRANTS

**Art can bring vibrancy and growth to communities, revitalize neighborhoods, and make cities more appealing to visit and live in.** From the *Dazzle Ship* in London to *Big Bambú* in Jerusalem to *We the People* in New York City, Bloomberg Philanthropies has supported public art projects around the world to help enhance the quality of life in cities.

In 2014, Bloomberg Philanthropies launched the Public Art Challenge, an invitation for U.S. mayors to collaborate with artists and arts organizations in developing innovative projects that engage residents and attract visitors. The program drew applications from 237 cities across 45 states, along with Puerto Rico and Washington, D.C.

The Public Art Challenge will grant at least three cities up to \$1 million each over two years to support temporary public art projects that celebrate creativity, enhance urban identity, encourage public-private partnerships, and drive economic development.

“Public art projects play a vital role in bringing new energy to cities.”

Mike Bloomberg



NEW ORLEANS, LA  
Mayor Mitch Landrieu has worked to make arts and culture an important part of his city's economic development plan.

## FIRSTHAND ACCOUNT

“In New Orleans, and in cities across the country, temporary public art is striking – it disrupts the urban backdrop, prompts discussion, and encourages connection amongst viewers. Artists use public space as an open platform to showcase – and spur – creativity. For residents, it breaks up the routine. For tourists, it provides a unique, memorable experience and another reason to visit a city.”

### Mitch Landrieu

Mayor of the City of New Orleans and Chair of the Tourism, Arts, Parks, Entertainment and Sports Standing Committee at the U.S. Conference of Mayors



## SPOTLIGHT PROJECT

# CREATING CUTTING-EDGE TECHNOLOGY AT CULTURAL ORGANIZATIONS AROUND THE WORLD THROUGH BLOOMBERG CONNECTS, A DIGITAL ENGAGEMENT PROGRAM

**Cultural institutions have world-class resources, which technology can make accessible to more people.** That's why Bloomberg Philanthropies is supporting the development of state-of-the-art technology, from mobile applications to immersive galleries and other dynamic digital tools. Through Bloomberg Connects, visitors can explore and engage with cultural organizations on and offsite.

Bloomberg Philanthropies supports digital projects at the American Museum of Natural History, the Art Institute of Chicago, the Jewish Museum, the Museum of Modern Art, the Metropolitan Museum of Art, the Tate Modern, the Metropolitan Opera, the New York Botanical Garden, and the Solomon R. Guggenheim Museum.

The initiative expanded in 2014 to include the newly re-opened Cooper Hewitt Smithsonian Design Museum, the Brooklyn Museum, the San Francisco Museum of Modern Art, Singapore's Gardens by the Bay, and London's Science Museum.

“You must digitize to survive, and Bloomberg Philanthropies is helping us do that.”

**Thomas P. Campbell**

Director and CEO,  
The Metropolitan Museum of Art

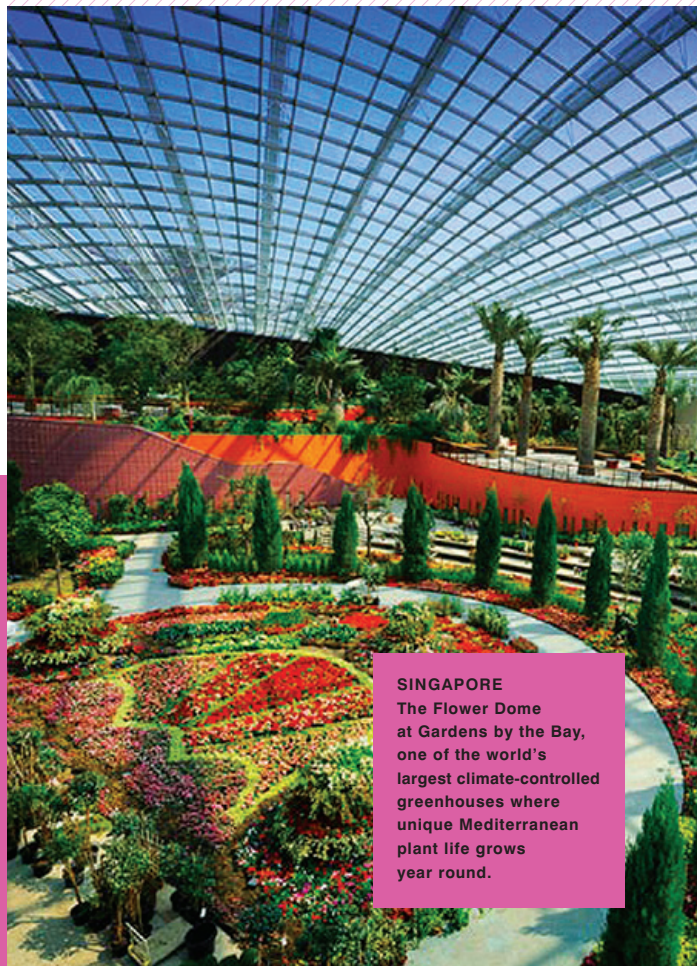
## ARTS DISPATCH

### COOPER HEWITT CREATES THE FIRST SMART PEN FOR MUSEUMS

- All visitors are equipped with an interactive Pen to digitally collect objects on view and access other elements on ultra-high-definition interactive tables. The Pen enables visitors to become designers with the ability to create their own designs, record their visits, and share them online.

### GARDENS BY THE BAY CONNECTING VISITORS TO THE PLANT WORLD

- The Gardens by the Bay mobile app uses dynamic mapping tools and educational games to encourage exploration of the vast collection of plant life featured at Singapore's iconic garden. Available in five languages – English, Mandarin, Malay, Tamil and Japanese – the app introduces basic science concepts and promotes an understanding of urban design and environmental issues to both actual and virtual visitors from around the world.



**SINGAPORE**  
The Flower Dome at Gardens by the Bay, one of the world's largest climate-controlled greenhouses where unique Mediterranean plant life grows year round.

# EDUCATION

A woman with glasses and braids is leaning over a desk, pointing at a document. Two students, a young man and a young woman, are looking at the document together. The young man is smiling and looking down at the document. The young woman is looking at the document with a focused expression. The background is a classroom or office setting with a purple wall and a computer monitor.

SAN ANTONIO, TX  
Virtual college advisors  
receive training on  
effective ways  
to offer guidance to  
students through  
digital communication.

## SPOTLIGHT PROJECT

# COLLEGE ACCESS AND SUCCESS

## HELPING HIGH-ACHIEVING, LOW-INCOME STUDENTS APPLY TO AND GRADUATE FROM TOP INSTITUTIONS

Many of America's brightest students don't apply to college simply because they lack access to the right information and guidance, particularly students from low- and middle-income families who don't think they can afford a competitive college.

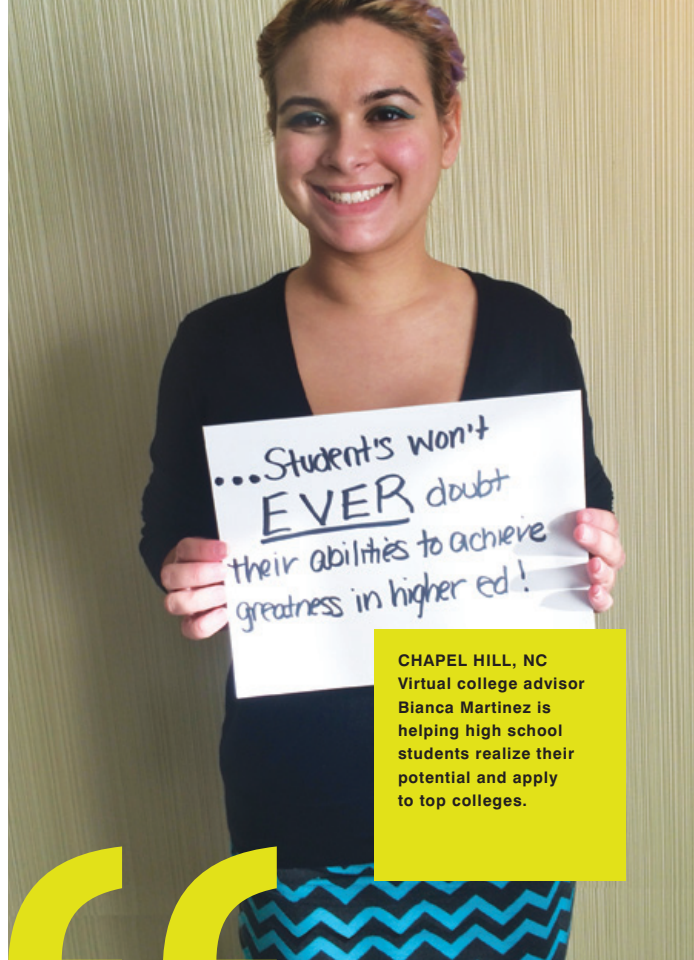
The College Access and Success program aims to ensure that family income does not prevent talented and qualified students from getting a great education that will expand their career and economic opportunities. The initiative will help as many as 65,000 students apply to, enroll in, and graduate from the top 265 colleges and universities.

The program works to:

- Provide one-on-one virtual advising to low-income, high-achieving students identified by the College Board, ACT, and others.
- Engage college and university presidents and leading experts to spur changes in higher education policies and practices in order to enable more of these students to enroll and graduate.

“America is the world's greatest meritocracy but we have much more work to do and a big part of that work is making sure that family income does not prevent talented and qualified students from applying to top colleges.”

Mike Bloomberg



CHAPEL HILL, NC  
Virtual college advisor  
Bianca Martinez is helping high school students realize their potential and apply to top colleges.

## FIRSTHAND ACCOUNT

“Growing up as a minority was difficult. I didn't see or know many families of color and every day seemed like a fight to prove I was just as bright as the other kids at my school. As a first-generation college-bound student, I knew very little of the college process. Despite the lack of knowledge or support, I applied to NYU and I found my calling as a College Advisor with the NYU College Advising Corps. I chose to serve as a Virtual Advisor to be a part of something new and exciting. We are creating new ways to reach more students through the use of technology, which is so relevant to our students' lives. Video chatting is my favorite way to connect with my students.”

Bianca Martinez  
College Access and Success Virtual Advisor

## SPOTLIGHT PROJECT

# TEACHER AND PRINCIPAL FELLOWSHIP

## GIVING TEACHERS THE RESOURCES THEY NEED TO HELP STUDENTS ACHIEVE MORE

In 2011, Bloomberg Philanthropies launched the national Fellowship for Teachers and Principals program to help America's most promising educators collaborate, spread effective practices, and ultimately play a more direct role in shaping education policy. The program now has 180 fellows in 34 states and has emerged as one of the go-to resources on critical educational issues such as the Common Core.

In October 2014, 135 fellows gathered in New York City to receive in-depth content and communications training.

## EDUCATION DISPATCH

### BUILDING KNOWLEDGE TO INVEST IN WHAT WORKS IN EDUCATION

- Teachers, principals, and school superintendents agree that better information about what works is key to providing high-quality education. Enormous amounts of time, money, and effort are spent on designing, authorizing, and regulating federal spending on education with very limited guidance on what actually works, under what circumstances, and for which students.
- A report sponsored by Bloomberg Philanthropies partner Results for America found that by allocating just 1% of federal education funds to evaluate education program impact, that funding could be much better informed and driven by evidence of what actually works. By investing just a penny on the dollar, the Department of Education can build a rigorous system of program evaluation that will improve education outcomes for all.



#### NEW YORK, NY

The ratio of counselors to students in low-income schools is often 1:1000, limiting quality interaction and support during the student's college application process.

# FOUNDER'S PROJECTS

RWANDA  
A training participant  
at Sustainable  
Harvest's Let's Talk  
Coffee Conference  
in February 2014.

## SPOTLIGHT PROJECT

# FROM FARMER TO ENTREPRENEUR

**Bloomberg Philanthropies partnered with Women for Women International (WfWI) to support women in Sub-Saharan Africa through access to training, education, and long-term economic opportunities.**

WfWI's program consists of a yearlong curriculum that teaches women about economic, social, and civic rights as well as health and wellness practices.

In 2013, Bloomberg Philanthropies expanded this work by forming a partnership with Sustainable Harvest to develop the Rwanda Coffee Institute, an NGO that works with women to cultivate sustainable, and profitable, local agriculture including coffee, mushrooms, and honey. It includes the use of digital tools, such as iPad software designed to help women access training videos, connect with other farmers around the globe, and track progress.

"TEXT it" is a recent initiative that allows local farmers with cell phone technology to communicate with local agronomists about problems affecting their crops.

Working with the national government and private sector, the project provides women an entry point to international buyers and helps further national economic development.

This partnership with WfWI, Sustainable Harvest, and the governments of Rwanda and the Democratic Republic of Congo (DRC) is now working to train 40,000 additional women in marketable skills. Sustainable Harvest will focus its efforts on helping 3,500 women farmers enter the global coffee trade and deliver the highest-quality product to coffee buyers around the world.



**RWANDA**  
Asterie Mukangango is a Rwandan farmer and President of the Nyampinga cooperative.

## FIRSTHAND ACCOUNT

**"Asterie Mukangango, Rwandan farmer and president of the Nyampinga cooperative, is one of the first trainees of the Bloomberg Philanthropies coffee partnership with Sustainable Harvest and Women for Women International. Thanks to this training, Asterie and thousands of additional women farmers gain access to coffee agronomy best practices as well as training in coffee processing, roasting, and tasting. Asterie embodies the positive potential of investing in Rwandan women; she's a mother and grandmother who prioritizes educating not only her family but also the younger members of her cooperative, in turn strengthening her entire community. She and her cooperative members are able to support themselves and their families and, as local entrepreneurs, engage with the global coffee market."**

**Ruth Coleman**

Executive Director of the Relationship Coffee Institute

## FOUNDER'S PROJECTS DISPATCH

### WOMEN'S ECONOMIC DEVELOPMENT IN AFRICA

A third-party evaluation of the women's economic development in Africa program showed that it not only helped women generate income and become self-sufficient – it has had secondary positive effects on their health and also has impacted half a million family members of program participants.

- From 2009 to 2012, the percentage of program participants in the Democratic Republic of Congo completing prenatal care increased by 40%, and the percentage of in-hospital deliveries increased by 55%.
- In one Rwandan community, savings accounts were opened by 2,380 women, amounting to \$117,000 in savings over two years.
- For every dollar a woman earns, she invests 80 cents in her family, demonstrating that investing in women means investing in communities.

- Women in the Bloomberg Philanthropies program receive basic training on their rights, financial literacy, and health through partner Women for Women International as well as specialized training in jobs that are in demand locally.
- Working with the national government and partners, women harvest and export high-quality coffee and benefit directly from coffee sales.

Through Sustainable Harvest, the coffee grown by these women is exported to international distributors. It is also currently served in eight Bloomberg LP offices around the world and at Bloomberg Philanthropies headquarters in New York City.



#### RWANDA

Together with our partner, Sustainable Harvest, Bloomberg Philanthropies is teaching women coffee growers methods for quality control and assurance.

# BLOOMBERG LP



**BROOKLYN, NY**  
Bloomberg LP employees  
and their families  
cleaned and restored  
Plumb Beach at Jamaica  
Bay as part of coastal  
resiliency and  
protection efforts.



# GLOBAL PHILANTHROPY & ENGAGEMENT PROGRAM

Bloomberg LP's philanthropy and engagement program strives to serve the communities where employees live and work. Through a diverse range of volunteer opportunities as well as Bloomberg Startup mentoring and education initiatives, employees assist neighbors in need, strengthen their local communities, and inspire the next generation of leaders.

In 2014, Bloomberg supported 1,200 nonprofits in 28 countries. More than 7,300 employee volunteers contributed over 57,000 hours of service in 53 cities worldwide.

## 2014 Highlights:

- Approximately 1,700 Bloomberg employees provided more than 8,000 hours to serve 118,600 meals with 55 nonprofit organizations fighting food insecurity in 31 cities around the world.
- Nearly 2,000 employees in 17 cities participated in 130 local greening and stewardship projects including park and river cleanups, and planted over 16,000 trees.
- 100,000 beach grass stems were planted in New York City (in Rockaway and Staten Island) as part of coastal resiliency and protection efforts.
- More than 750 employees served as mentors in Bloomberg Startup, reaching 900 students in 17 cities around the world, in partnership with 50 nonprofit organizations.
- More than 1,400 Bloomberg employees ran or walked more than 14,366 miles to support 42 charity organizations.
- 1,421 units of blood were donated to 18 nonprofit partners, potentially saving over 4,200 lives and setting the company's record for blood donations.

## STRENGTH IN NUMBERS

# 7,300

## employee volunteers



## CARING FOR OUR WORLD

# 53 CITIES

## in 28 countries



## SERVING A PURPOSE

# 1,200

## nonprofits worldwide



## GOING THE DISTANCE

# 57,000

## hours of service



# SPOTLIGHT PROJECT

## INSPIRING THE NEXT GENERATION OF LEADERS WITH BLOOMBERG STARTUP NEW YORK AND LONDON

In 2014, Bloomberg LP launched Bloomberg Startup, the next level of global education engagement that leverages the company's history as a startup and unique expertise as a technology company to support academic achievement for youth.

Building on the commitment of more than 750 employee mentors globally, Bloomberg Startup provides technical and leadership training to approximately 900 students within the Bloomberg nonprofit network by developing a series of workshops focused on the following key areas: science, technology, engineering, arts, math, business, and college and career readiness. Startup participants are immersed in the Bloomberg enterprise, and students learn from and alongside dedicated Bloomberg mentors and subject matter experts.

This signature program combines the company's corporate strengths in technology and innovation to create a one-of-a-kind experience and provide access to opportunity for a network of students. Developed in collaboration with nonprofit education partners, the workshops aim to expose students to training opportunities and experiences that will broaden their perspectives and give them an edge as they develop their college and career paths.



**UNITED KINGDOM**  
Bloomberg employees participated in speed mentoring sessions with 130 students from Petchey Academy as part of Bloomberg Startup.

An aerial photograph of the New York City skyline, featuring the Empire State Building as the central focus. The image shows a dense cluster of skyscrapers and buildings, with the Hudson River and New York Harbor visible in the background under a hazy sky. An orange rectangular overlay is positioned in the upper right corner, containing the company name in white text.

# **BLOOMBERG ASSOCIATES**

## MEXICO

Bloomberg Associates is working with Mexico City Mayor Miguel Mancera to solve long- and short-term municipal challenges.



**In January 2014, Mike Bloomberg continued his efforts to revolutionize and support city governments around the world by forming the first-ever philanthropic international municipal consulting service – Bloomberg Associates.**

Led by globally recognized experts and experienced practitioners, the firm's mission is to help mayors and senior city government leaders positively impact the quality of life of their citizens through hands-on consultation across nine specific disciplines:

- Communications
- Cultural Assets Management
- Marketing & Tourism
- Media & Technology
- Municipal Integrity
- Social Services
- Sustainability
- Transportation
- Urban Planning

The teams assist and advise municipal agencies and organizations on developing best practices, building consensus, and fostering key relationships. Associates does not believe in a one size fits all approach, and therefore, the goal is to develop tailored strategies that help each city solve its own unique challenges through innovative, creative, data-driven solutions.

Working closely with agency counterparts, Associates develops a specific scope of work in each discipline and works hand-in-hand with each client city through all phases of project implementation – including setting metric targets to track success and impact.

The philanthropic nature of the practice enables Associates to have open, honest relationships with mayors and their teams.

Bloomberg Associates is able to set very specific project goals that help each city focus on critical macro-level improvements, such as:

- Enhancing the short- and long-term quality of life of citizens
- Creating economic impact
- Promoting job creation
- Ensuring lasting improvements to governance

Inter-agency collaboration within an administration as well as engagement across multiple disciplines is essential to Bloomberg Associates' approach. The firm believes having multiple touch points with senior city government leaders can lead to faster implementation, increased coordination, and longer lasting positive change.

In addition, Bloomberg Associates aims to work with cities where it can make the most impact through honest, direct collaboration and mentorship. It is important to the organization's mission to be engaged with an array of different cities geographically, in terms of population size, and in regards to the challenges they face.

In its first year, Bloomberg Associates successfully launched in four cities: Los Angeles, Mexico City, London, and Kansas City. Looking ahead in 2015, the firm expects to add an additional three to four cities.



KANSAS CITY, MO  
Bloomberg Associates partners with cities to build resources and implement programs across multiple disciplines.

Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's charitable activities, including his foundation, his personal giving, and his corporate philanthropy. In 2014, Bloomberg Philanthropies distributed \$462 million.

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Based in New York, NY



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