



Bloomberg Philanthropies

March 2013

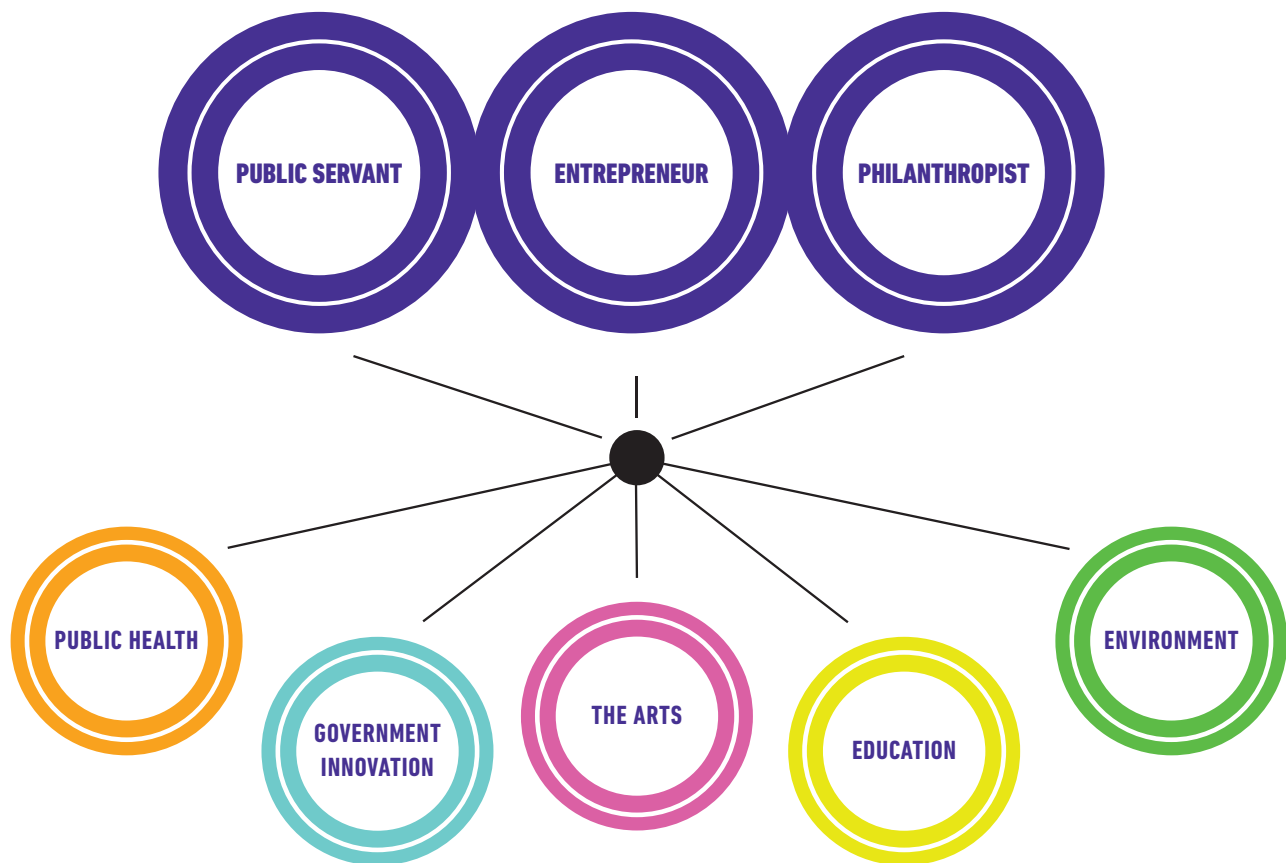
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ABOUT THE COVER:

March 23, 2012 – Students from the Nam Trung Yen Primary School in Hanoi, Vietnam try on their new helmets as part of a road safety event sponsored by Bloomberg Philanthropies and co-organized by the World Health Organization and the Asia Injury Prevention Foundation. During this event, Mayor Bloomberg and Bloomberg Philanthropies staff distributed 1,200 helmets to students.

Vietnam is one of ten focus countries where the Bloomberg Philanthropies Global Road Safety Program works to reduce preventable road traffic injuries and deaths. For more details on the Global Road Safety Program, see page 7.

MICHAEL R. BLOOMBERG



OUR APPROACH:

- **LEADING FROM THE FRONT**
- **SPREADING SOLUTIONS THAT WORK**
- **RELYING ON DATA**
- **EMPOWERING ADVOCATES**
- **FORMING PARTNERSHIPS**
- **FOCUSING ON CITIES**

RESULTS THAT CAN BE MEASURED.
CHANGE THAT CAN BE FELT.

FIRST ANNUAL LETTER ON PHILANTHROPY

MARCH 2013



I will never forget my first lesson in philanthropy. I was only a kid, growing up in Medford, Massachusetts, and I watched my father write out a \$25 check to the NAACP. He worked six days a week as a bookkeeper, and made enough money to support our family, but not much more. I asked him: Why are you giving money to that group? He told me: Because discrimination against anyone is a threat to everyone. That act of philanthropy was a gift—not just to the NAACP, but to me.

The lesson that we all have a responsibility to help others was reinforced during my years in the Boy Scouts, and again at my first job out of college, at Salomon Brothers, where the managing partners were very active in philanthropy. Their spirit of generosity was contagious, and it is a spirit I would eventually carry with me to the company I started, where we encouraged, and still encourage, our employees to donate their time or money to causes they care about.

Bloomberg Philanthropies, the umbrella organization that encompasses all of my charitable and related advocacy activities, is devoted to saving and improving lives around the world. We are focused on five key areas: public health, the environment, education, government innovation, and the arts. We believe that, through our work in these areas, we can create better, longer lives for the greatest number of people. And we will do it by applying the most important lessons I've learned in the private, public, and philanthropic sectors.

CONTINUED...

Our approach has six key components, and together, they form a powerful catalyst for change.

LEADING FROM THE FRONT. One of the lessons I've learned in public service is that the potential for controversy is too often a stumbling block to progress. Bloomberg Philanthropies puts results first, not public opinion. For example, our work to end our nation's coal dependency is an unpopular position in many parts of the country, but it is making an enormous difference. Already, our \$50 million commitment to the Sierra Club has contributed to the committed closure of more than 130 dirty coal plants in the United States, improving air quality for millions of Americans and accelerating the transition to cleaner, alternative energy sources.

SPREADING SOLUTIONS THAT WORK. Bloomberg Philanthropies seeks solutions that are replicable and scalable. While there might not be a one-size-fits-all solution to every problem, we believe there are strategies that once proven, can be replicated to spread success. For instance, our tobacco control initiative focuses on implementing proven interventions that save lives. We know what works—eliminating smoking in public places, bars and restaurants, graphic pack warnings, and higher taxes on tobacco. Since we began spreading these effective solutions in 2007, 60 countries have passed comprehensive tobacco control laws, protecting an additional 800 million individuals against the harmful effects of tobacco and saving 4 million lives.

FOLLOWING THE DATA. “In God we trust; everyone else bring data.” Data is the driving force behind my company's value to the financial services industry—and it is the driving force behind our problem-solving efforts at City Hall. Bloomberg Philanthropies is no different. It harnesses the power of data to assess opportunities, understand impact, evaluate results, and improve performance.

EMPOWERING ADVOCATES. Writing checks isn't enough to achieve lasting and necessary change. Often, that requires empowering individuals and organizations to advocate for themselves. Bloomberg Philanthropies will help organizations be effective advocates in swaying both public opinion and government officials in order to shift policies and advance progress.

FORMING PARTNERSHIPS. The challenges we face in America and around the world are increasingly complex, and neither the private nor the public sector can solve them alone. Public-private partnerships have been a hallmark of my time in City Hall, and I have witnessed their efficacy and impact. Bloomberg Philanthropies brings together people, ideas, and resources from across sectors toward a common purpose.

FOCUSING ON CITIES. The change that happens in cities can change the world; I have seen it firsthand. Cities are the global centers of communication, commerce, and culture. And whether it is facilitating the spread of good ideas between cities to help mayors tackle some of their toughest challenges, or leading a global coalition of large cities to take real action against climate change, Bloomberg Philanthropies leverages the power of cities to create lasting change—especially when national and international bodies refuse to act.

As a result of this approach, and the tireless work of the Bloomberg Philanthropies team and our partners, 2012 was a highly successful year. As you can see from the information in the accompanying annual update, we have had a tremendous impact in all of our focus areas. In 2013, we will kick off a new \$220 million commitment to reduce global tobacco use, initiate a new program to introduce regulations around natural gas drilling, spread our Financial Empowerment Center model to five new cities, join the Gates Foundation in their efforts to eradicate polio and increase access to family planning services, and much more.

The following update provides an in-depth review of our activities in 2012, and I encourage anyone with interest in our organization, our partners, or the issues on which we focus to visit our website at www.Bloomberg.org. I also urge you to get involved, either through our partners or the organization of your choice. We all have a responsibility to help others, and together, we can ensure better, longer lives for the greatest number of people.

SINCERELY,



MICHAEL R. BLOOMBERG

PUBLIC HEALTH



SAVING MILLIONS OF LIVES THROUGH PROVEN STRATEGIES

Every year, millions of people around the world die from preventable causes such as tobacco use, traffic accidents, and inadequate medical care when giving birth. Our public health program aims to combat these global health hazards by spreading proven solutions. In each of our public health initiatives, we form partnerships with existing organizations and governments to scale up proven interventions, and rigorously analyze data to produce significant results.

THE BLOOMBERG INITIATIVE TO REDUCE TOBACCO USE: PROTECTING BILLIONS OF PEOPLE FROM THE HARMFUL EFFECTS OF TOBACCO

If left unchecked, tobacco use will kill more than one billion people this century. Bloomberg Philanthropies has committed more than \$600 million since 2007 to combat tobacco use worldwide—including a new \$220 million commitment announced in March 2012. The Bloomberg Initiative to Reduce Tobacco Use aims to cut global demand for tobacco by implementing proven tobacco control policies, such as creating smoke-free public places, banning tobacco advertising, increasing taxes on tobacco products, and raising public awareness.

Along with our partners, we have protected more than one billion people with smoke-free legislation and other effective tobacco control policies.

SIX PROVEN TOBACCO CONTROL MEASURES

The Bloomberg Initiative to Reduce Tobacco Use is supporting work to implement the World Health Organization's **MPOWER** protocol:

1. **Monitor** tobacco use and prevention policies
2. **Protect** people from tobacco smoke
3. **Offer** help to quit tobacco use
4. **Warn** about the dangers of tobacco
5. **Enforce** bans on tobacco advertising, promotion, and sponsorship
6. **Raise** taxes on and prices of tobacco

**1.2 BILLION PEOPLE LIVE IN COUNTRIES
WITH A NEW, BLOOMBERG-SUPPORTED
TOBACCO CONTROL LAW**



THE BLOOMBERG MATERNAL HEALTH PROGRAM: SAVING MOTHERS' LIVES IN TANZANIA

Almost 300,000 women die from pregnancy and childbirth every year. Today, 99% of maternal deaths occur in developing countries—and more than half in Sub-Saharan Africa. This disparity in maternal care between developing and developed regions has been called the largest discrepancy of all public health statistics.

The vast majority of these deaths are preventable, yet pregnant women around the world continue to die because they do not have access to timely emergency obstetric care.

In Tanzania, a woman dies from complications of pregnancy and childbirth almost every hour.

The Bloomberg Maternal Health Program brings life-saving health care services to remote communities in Tanzania, which has the eighth highest number of maternal deaths in the world. Working closely with dedicated partners and the Tanzanian government, Bloomberg Philanthropies has invested more than \$12 million to develop a sustainable and scalable solution to providing quality maternal care.

PROGRESS TO DATE

In one district, there has been a **32% DECLINE** in maternal deaths since our efforts began.

MORE THAN 100 non-physician clinicians have been trained in comprehensive emergency obstetric care or anesthesia.

TEN extremely remote Tanzanian health centers have been upgraded.

Health center use for delivery care has increased substantially in all ten program sites, from more than 3,500 visits per year to **OVER 9,000**.

EXPECTED IMPACT

We anticipate **REACHING 50,000 MOTHERS and CHILDREN BY 2016**.



A MOTHER AND HER NEWBORN AT THE UJIJI UNIT, ONE OF THE 10 REMOTE HEALTH CENTERS UPGRADED THROUGH OUR PROGRAM.

THE BLOOMBERG MATERNAL HEALTH MODEL HAS 2 KEY COMPONENTS

1. UPGRADING INFRASTRUCTURE

Our program upgrades health centers by constructing operating rooms and providing other critical infrastructure so centers are capable of providing critical, emergency care closer to patients' homes.

2. TRAINING HEALTHCARE WORKERS

Our maternal health program trains non-physician clinicians, or assistant medical officers, to perform caesarian sections and to address other obstetric emergencies. Our program also trains nurse midwives to administer anesthesia.

In July 2012, Bloomberg Philanthropies committed \$50 million to Family Planning 2020, being led by the Bill and Melinda Gates Foundation. This initiative will help extend family planning services to an additional 120 million women in the world's poorest countries by 2020.

CASE STUDY: REDUCING THE MATERNAL DEATH RATE IN A REMOTE HEALTH CENTER TO ZERO.

The Buhingu Health Center is a remote facility in Tanzania, reachable only by a 3-hour boat ride. The Bloomberg Maternal Health program did not originally plan to upgrade this center, but decided to after a horrific statistic came to light: from January to May of 2011, 38 maternal deaths occurred at the Buhingu Health Center, which is 40 times the national average. In collaboration with the Tanzanian government, an operating room was constructed, supplies, water and electricity were provided, and four medical professionals were trained. The upgraded health center was inaugurated in June of 2011. From January to May of 2012, not a single maternal death occurred at Buhingu.

THE BLOOMBERG GLOBAL ROAD SAFETY PROGRAM: REDUCING ROAD TRAFFIC DEATHS AND INJURIES AROUND THE WORLD

Every year, 1.3 million people die and nearly 50 million are severely injured from road traffic accidents around the world—with 90% of fatalities occurring in low- and middle-income countries. Road traffic injuries are expected to be the fifth leading cause of death globally by 2030. To combat this trend, Bloomberg Philanthropies has committed \$125 million over five years to work in the 10 countries with the highest rates of road-related fatalities: Brazil, Cambodia, China, Egypt, India, Kenya, Mexico, Russia, Turkey, and Vietnam.

Our Program focuses on implementing key interventions that have been proven to reduce road traffic deaths and injuries:

- **MOTORCYCLE HELMETS**
- **SEAT-BELTS**
- **DRINKING AND DRIVING PREVENTION**
- **SPEED REDUCTION MEASURES**
- **INFRASTRUCTURE IMPROVEMENTS**
- **SUSTAINABLE URBAN TRANSPORT**

The first three years of our five-year Road Safety initiative have seen a number of positive outcomes—1.6 billion people are now covered by strengthened road safety laws, more than 13,300 professionals have been trained on road safety interventions, and five countries passed or strengthened road safety laws.

THREE CRITICAL VICTORIES FOR GLOBAL ROAD SAFETY

AFYON, TURKEY

The seat-belt wearing rates in the Turkish province of Afyon increased from **4% IN 2010 TO 49% IN 2012** after the Governor issued a local decree mandating all car occupants to wear seat-belts.

PHNOM PENH, CAMBODIA

Drinking and driving rates **DROPPED FROM 10% IN 2010 TO NEARLY 0% IN 2012** after increased police enforcement and an influential social media campaign.

IVANOVO, RUSSIA

Following a strong social marketing campaign and increased police enforcement, seat-belt use in the city increased from **48% IN 2011 TO 74% IN 2012**.



TRAFFIC IN PHNOM PENH, CAMBODIA

GOVERNMENT INNOVATION



CITY HALL
ESTABLISHED 1908

HELPING LOCAL GOVERNMENTS USE INNOVATION TO IMPROVE CITY LIFE

Cities are uniquely positioned to encourage and foster the innovation, creativity, ideas, and solutions needed to tackle the world's most pressing social and economic issues. Yet with increasing needs and diminishing budgets, local governments must find new ways to achieve progress. That's where our government innovation efforts come in. Bloomberg Philanthropies equips mayors and local leaders with practical tools and approaches to solve major problems and enable public sector innovation to flourish.

The cornerstone of our government innovation work is the **MAYORS PROJECT**, which spreads proven and promising ideas among cities through initiatives like the Mayors Challenge, Cities of Service, Innovation Delivery Teams, and Financial Empowerment Centers. These programs support mayors and other local leaders by providing robust technical assistance and learning networks as well as opportunities to exchange ideas and lessons learned.

By elevating and spreading powerful ideas, Bloomberg Philanthropies is helping cities tackle their most complex challenges, accelerating progress and creating stronger, more resilient communities in the process.

CITIES OF SERVICE: USING CITIZEN SERVICE TO SOLVE COMMUNITY PROBLEMS

Cities of Service helps mayors and other local leaders harness the power of their own residents to tackle pressing community challenges. The program focuses on “impact volunteering”—volunteer strategies that target community needs, and set clear outcomes and metrics to gauge progress. The coalition includes more than 150 mayors, representing nearly 50 million Americans.

To date, more than 50 cities have launched or are developing high-impact service plans—and they are starting to see positive outcomes in key areas, such as education, health, preparedness and safety, neighborhood revitalization, and more. In October 2012, Cities of Service awarded the first round of Impact Volunteering Fund grants, which provide support for mayors who are harnessing the power of volunteers to address priority challenges in their communities. Nineteen cities were awarded grants to help them implement unique projects that mobilize citizens and strengthen their cities.

PROGRESS IN 4 CITIES:

ATLANTA, GA

More than **22,000 POUNDS** of litter removed by community volunteers through neighborhood cleanups as part of Mayor Kasim Reed’s neighborhood restoration efforts.

BALTIMORE, MD

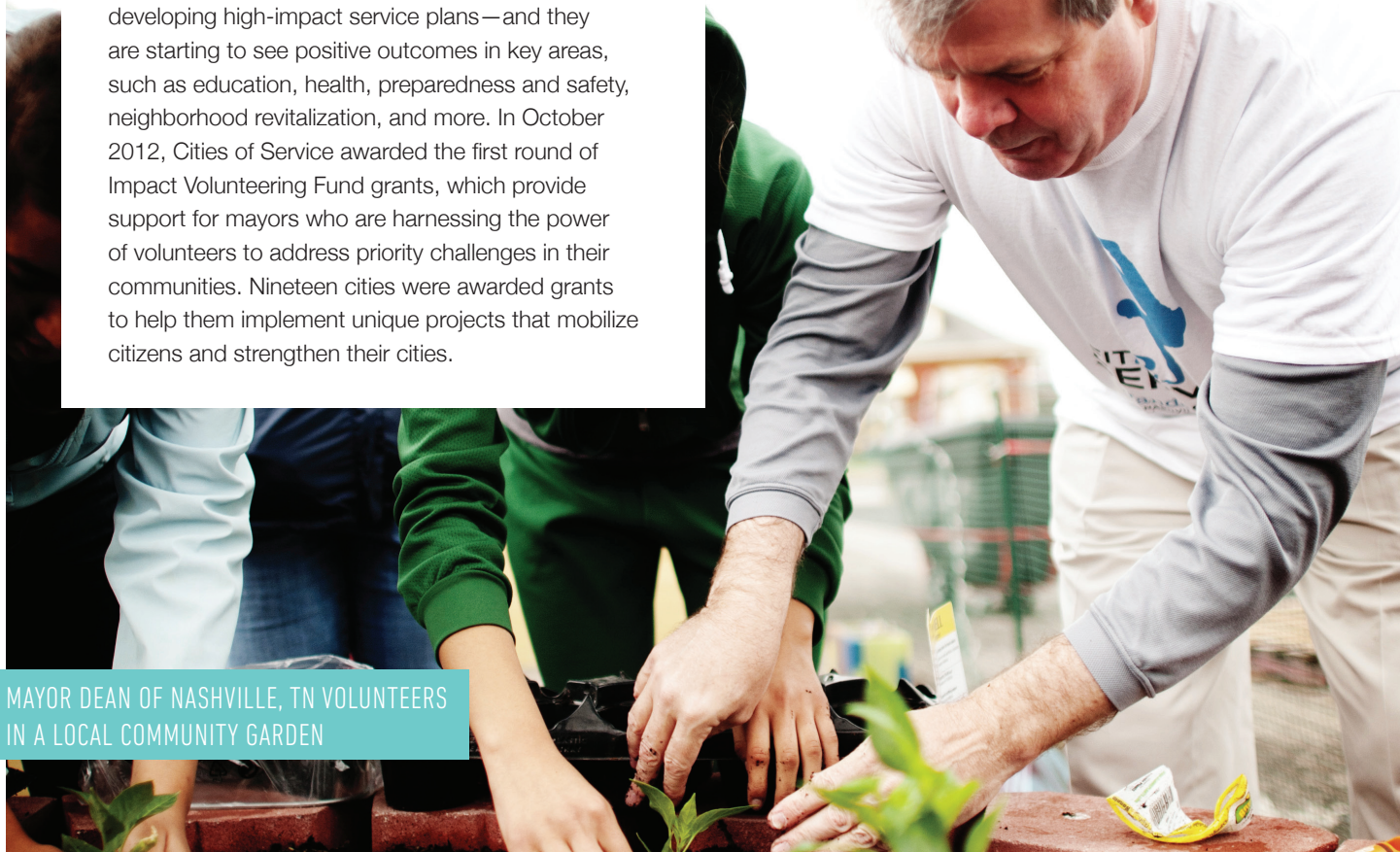
More than **590 VACANT LOTS** adopted and transformed as part of Mayor Stephanie Rawlings-Blake’s effort to engage community residents in revitalizing blighted areas.

HOUSTON, TX

More than **14,000 HOUSTONIANS** trained in CPR to help improve the city’s cardiac arrest survival rate as part of Mayor Annise Parker’s focus on emergency preparedness.

LITTLE ROCK, AR

More than **240 ELEMENTARY STUDENTS** increased their muscle mass, with half of them also decreasing body fat, as part of Mayor Mark Stodola’s effort to tackle childhood obesity.



MAYOR DEAN OF NASHVILLE, TN VOLUNTEERS
IN A LOCAL COMMUNITY GARDEN

INNOVATION DELIVERY TEAM PRIORITY AREAS:

ATLANTA

- » Introduce 311 and other customer service improvements
- » Reduce street homelessness

CHICAGO

- » Drive small business start-up, success, and growth
- » Scale up energy efficiency efforts

MEMPHIS

- » Increase small business growth
- » Reduce handgun violence

NEW ORLEANS

- » Reduce homicides
- » Reduce wait times for key city services

LOUISVILLE

- » Increase regional exports
- » Improve agency performance

INNOVATION DELIVERY TEAMS: HELPING MAYORS SOLVE THE TOUGHEST PROBLEMS

Mayors are addressing some of the nation's most complex challenges—but there are very few established models available for them to use to develop and deliver innovative responses. That's where the Innovation Delivery Team approach comes in. This initiative is enabling mayors in five U.S. cities—Atlanta, Chicago, Louisville, Memphis, and New Orleans—to identify bold yet achievable reforms and then implement them powerfully. Bloomberg Philanthropies funds have enabled each mayor to hire a top-notch team to help tackle the issues that matter most in their community.

“ America is now in the midst of a revolutionary period in social innovation. Thanks to Bloomberg Philanthropies' Innovation Delivery Team grant, Memphis can take part in accelerating the research, the ideas, and ultimately, the solutions that will strengthen our nation moving forward.

- MEMPHIS MAYOR AC WHARTON, JR.

Since the teams were initially formed, all five cities have launched and begun implementing initiatives to address their designated priority areas. Teams also raised \$7 million in additional funding to support their efforts and deepen their impact.



MAYOR BLOOMBERG MEETS WITH CHICAGO'S
INNOVATION DELIVERY TEAM

FINANCIAL EMPOWERMENT CENTERS: SPREADING A PROVEN MODEL TO HELP HOUSEHOLDS GET OUT OF DEBT

Even before the start of the recent financial crisis, household financial insecurity was widespread in America. According to recent statistics, the average debt per consumer in the 20 largest U.S. cities is between \$24,000 and \$27,000. Meanwhile, the financial education services and support available to low-income residents are inconsistent, at best, and counterproductive, at worst. As part of our Mayors Project, Bloomberg Philanthropies is helping to spread a proven model that helps low-income citizens reduce debt and build assets.

Piloted with great success in New York City, Financial Empowerment Centers provide help to thousands of residents by offering professional, free, one-on-one financial counseling. The Centers give citizens the tools and information to take charge of their financial situation and achieve financial stability.

Financial Empowerment Centers have helped over 19,000 NYC residents reduce debt by more than \$9 million and build substantial savings.

Bloomberg Philanthropies is funding the replication of this proven model in five additional U.S. cities: Denver, Lansing, Nashville, Philadelphia, and San Antonio. These five cities were selected in late 2012, and the new Financial Empowerment Centers opened their doors in March 2013. By demonstrating success in these cities, Bloomberg Philanthropies aims to accelerate the spread of the approach and help many more Americans to achieve financial stability.

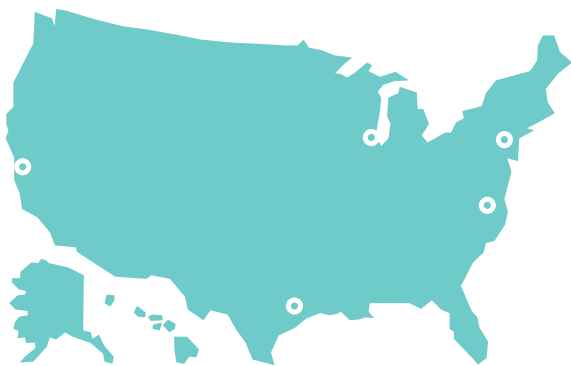


MAYOR BLOOMBERG CONGRATULATES THE FIRST GRADUATES OF THE CUNY FATHERHOOD ACADEMY, A YOUNG MEN'S INITIATIVE PROGRAM

THE MAYORS CHALLENGE: FINDING AND ELEVATING BIG IDEAS

Bloomberg Philanthropies launched the Mayors Challenge to encourage a new round of public sector innovation and to identify the top ideas coming out of cities. The Mayors Challenge is a prize competition for U.S. cities of 30,000 or more residents to develop bold innovations that solve big problems and improve city life. \$9 million was awarded to the five cities with the most innovative and replicable ideas.

5 MAYORS CHALLENGE WINNERS



PROVIDENCE, RI

CHICAGO, IL
HOUSTON, TX
PHILADELPHIA, PA
SANTA MONICA, CA

This past fall, teams from 20 finalist cities participated in Bloomberg Ideas Camp, where they worked with experts and teams from other cities to expand and strengthen their ideas. In March of 2013, the five Mayors Challenge winners were announced. Providence, Rhode Island won the \$5 million prize, and four additional prizes of \$1 million were awarded to Chicago, Illinois, Houston, Texas, Philadelphia, Pennsylvania, and Santa Monica, California.

YOUNG MEN'S INITIATIVE: IMPROVING OUTCOMES FOR BLACK AND LATINO YOUNG MEN IN NEW YORK CITY

Bloomberg Philanthropies supports the City of New York's Young Men's Initiative, a public-private partnership aimed at improving outcomes for black and Latino young men in New York City. The Young Men's Initiative is backed by a \$127 million collaboration between Bloomberg Philanthropies, the City of New York, and George Soros' Open Society Foundations.

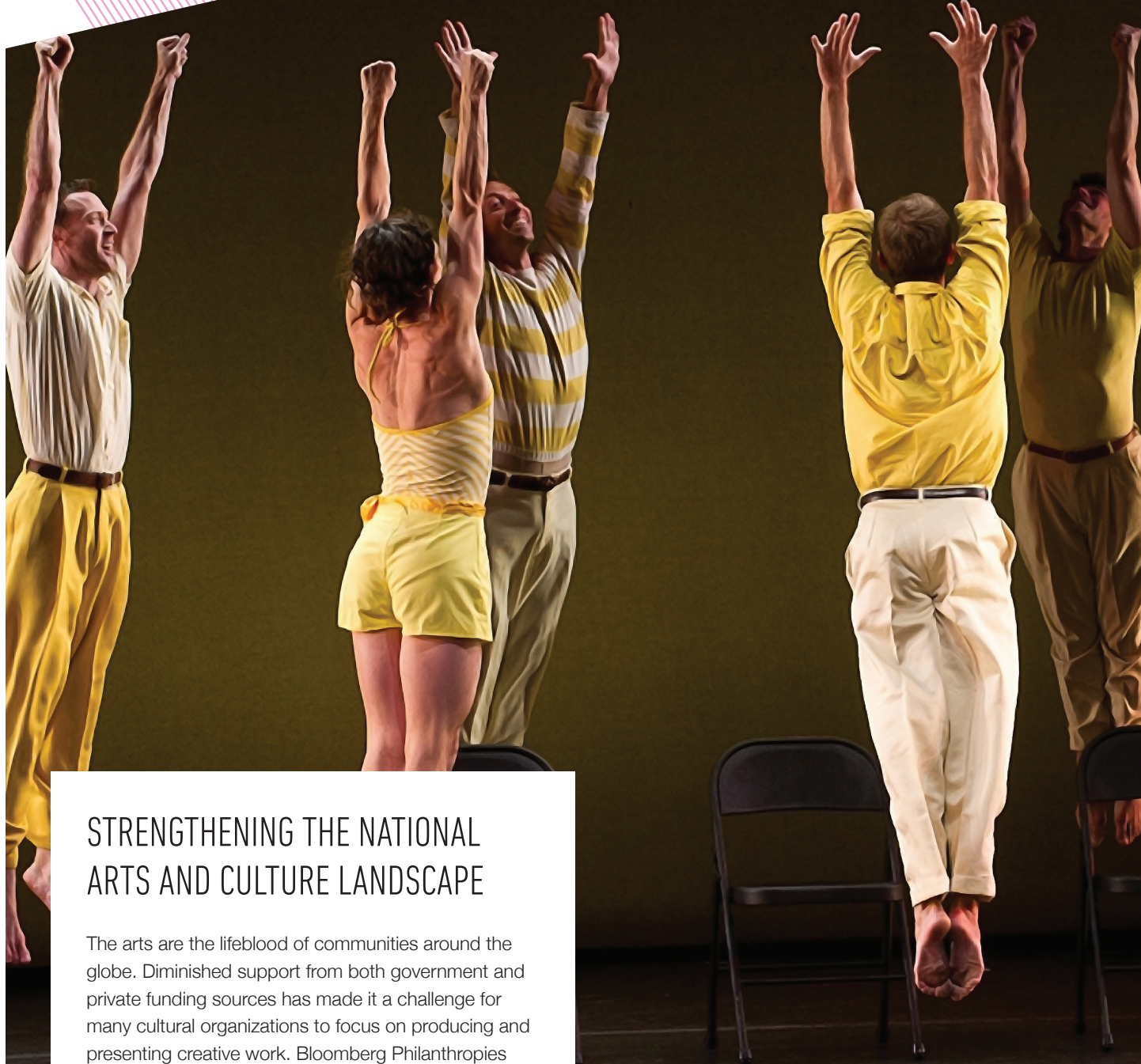
Statistics show that young black and Latino men face extreme disadvantages when it comes to graduation rates, poverty, unemployment, and incarceration. Across New York's five boroughs, black and Latino young men have a poverty rate that is 50% higher than white and Asian young men. They also face higher unemployment and are two times more likely not to graduate from high school. Worst of all, more than 90 percent of young murder victims and perpetrators are black and Latino.

” The fact that more black and Latino young men end up imprisoned or impoverished—rather than in professions of their choosing—is not a fact we are willing to accept here in New York City. Not today. Not ever. We are confronting these facts head-on—not to lament them, but to change them and to ensure that ‘equal opportunity’ is not an abstract notion, but an everyday reality, for all New Yorkers.

—MAYOR MICHAEL R. BLOOMBERG

The Young Men's Initiative is the nation's most comprehensive effort to tackle the broad disparities between these young men and their peers. Through wide-ranging policy and agency reforms, the Young Men's Initiative advances programs that improve outcomes in our schools, in our communities, and in the workforce.

THE ARTS



STRENGTHENING THE NATIONAL ARTS AND CULTURE LANDSCAPE

The arts are the lifeblood of communities around the globe. Diminished support from both government and private funding sources has made it a challenge for many cultural organizations to focus on producing and presenting creative work. Bloomberg Philanthropies is helping arts and cultural organizations learn vital strategies to better manage their operations and access new funding sources.

BLOOMBERG PHILANTHROPIES GRANTEE
MARK MORRIS DANCE GROUP

The Bloomberg Philanthropies Arts program, which includes our flagship Arts Advancement Initiative, utilizes innovative partnerships and bold approaches to empower artists and cultural organizations, and to place arts at the center of economic and community growth.

ARTS ADVANCEMENT INITIATIVE: STRENGTHENING THE ARTS AND STIMULATING THE ECONOMY IN NEW YORK CITY

Arts and cultural organizations are a critical part of the life and economy of New York City, bringing an estimated 20 million visitors to the city every year. Bloomberg Philanthropies' \$34 million Arts Advancement Initiative provides unrestricted operating support and a rigorous management training program to 245 small-to-mid-sized arts and cultural organizations across all five boroughs.

APPLYING THE BLOOMBERG PHILANTHROPIES APPROACH TO STRENGTHENING THE ARTS:

SPREADING PROVEN PRACTICES

that help small-to-mid-sized arts organizations increase their management capacity and long-term viability.

MANAGING DATA

to help grantees track their financial and programmatic performance over time and benchmark themselves against comparable organizations, and to establish aggregate data across the arts field.

STRATEGIC PARTNERSHIPS

through collaborations with The DeVos Institute of Arts Management at the Kennedy Center and the Cultural Data Project to enhance impact on grantee organizations.

A key part of the Arts Advancement Initiative is a rigorous management training program, run in partnership with Michael Kaiser and the DeVos Institute. It includes a series of seminars designed to give grantees the tools, information, and strategies for improving and expanding their operations.

” Bloomberg Philanthropies' contribution has given the museum a valuable opportunity to improve trustee relations and enhance the professional development skills amongst key staff members. It is also essential to helping us bring world-class contemporary art to the Bronx.

-BRONX MUSEUM OF THE ARTS

Now in its second year, the Arts Advancement Initiative has shown encouraging gains:

- **FUNDRAISING**
Grantees witnessed a **14%** increase in corporate donations, and **78%** of grantees reported diversifying their donor base and becoming less dependent on their top funders.
- **AUDIENCE DEVELOPMENT**
89% of grantees used social media to scale up their marketing efforts, which improved audience engagement and grew their online network of supporters.
- **BOARD ENGAGEMENT**
55% of grantees increased the size of their Board of Directors over the last year with more effective and engaged members.
- **STRATEGIC PLANNING**
81% of grantees started or revised a strategic plan to maximize fundraising and earned income.

In addition to the Arts Advancement Initiative, Bloomberg Philanthropies supports ArtPlace, a nationwide public-private partnership that invests in arts and culture to drive vibrancy and diversity in community development. Bloomberg Philanthropies also sponsors cutting-edge projects at major arts institutions.



GARY VAYNERCHUK ADDRESSES
ARTS ADVANCEMENT GRANTEEES

EDUCATION

SUPPORTING BOLD SOLUTIONS TO IMPROVE EDUCATION IN AMERICA

The strength of our families, our communities, and our nation depends on better education for every child in America. Far too many Americans are unable to realize their potential because they are not receiving the education they need and deserve. Bloomberg Philanthropies aims to improve education in America with an innovative program to strengthen educational leadership and to advance strong public policy in communities across the United States.

LEADERSHIP INITIATIVE: EMPOWERING EFFECTIVE TEACHERS, PRINCIPALS AND SUPERINTENDENTS TO SPREAD SUCCESS

America's most promising educational leaders—teachers, principals, and superintendents—are essential to driving improvements and success in education. But these professionals often lack the support and resources to develop and share their work. To fill this void, Bloomberg Philanthropies helped launch a series of fellowship programs for educational leaders at all levels to collaborate, spread effective teaching and management practices, and ultimately play a more direct role in shaping education policy.

IN ACTION: HOW SUPERINTENDENT FELLOWS ARE HELPING SHAPE POLICY.

In May of 2012, the U.S. Department of Education released draft guidelines for a new \$400 million Race to the Top competition, which for the first time targeted local districts, rather than states. Bloomberg Philanthropies convened Superintendent fellows from around the country, along with education experts, to draft a collective response. The U.S. Department of Education incorporated a number of our fellows' key recommendations in the final competition guidelines, which were released in August 2012.

Incorporated recommendations include:

- Doubling the maximum grant level for large districts, from \$20 million to \$40 million;
- Requiring implementation and progress monitoring; and
- Adding extra time for districts to effectively implement reforms, instead of scrambling to push them through right after receiving funding.

Feedback from the Superintendents helped inform and improve the Race to the Top grants program, and ultimately helped drive education reform at the local level.



SUPERINTENDENTS WEIGH-IN ON IMPROVING
RACE TO THE TOP COMPETITION GUIDELINES



EDUCATION POLICY INITIATIVE: DRIVING IMPORTANT POLICY REFORMS TO IMPROVE STUDENT OUTCOMES

For most of the 20th century, the United States led the world on such measures as high school and college completion. Today, we are ranked 22nd in the world for high school completion rates and 14th in percentage of 25 to 34-year-olds with college degrees.

In order to address this relative decline in performance, we must ensure more of our young people graduating from high school are truly ready to succeed in college and pursue careers of their choosing. In addition to supporting educational leadership, we need strong policies backed by elected officials who are committed to creating lasting changes and advancing student outcomes to improve education in America.

As Mayor of New York City, Mike Bloomberg understands what it takes to improve America's schools. That is why he is using his personal funds to advocate for effective policies and the elected leaders who are driving them forward. The Mayor supports pro-reform candidates regardless of their political party, and seeks opportunities to support those whose vote or engagement would make a real difference in state and local policy.

CASE STUDY: SUPPORTING CHANGE ADVOCATES IN THE BAYOU STATE.

Transforming Louisiana's State Board of Education and catalyzing efforts to enact meaningful education reforms in the state.

1. In the 2011 general elections, Mayor Bloomberg personally supported candidates running for seats on Louisiana's Board of Education who were dedicated to advancing student outcomes through strong policy. These candidates were elected and went on to create a pro-reform majority on the Board.
2. The new pro-reform State Board of Education has partnered with Governor Bobby Jindal and his appointee, State Superintendent John White, a former New York City Department of Education official, to lead bold education reforms in Louisiana.
3. Together, the reformers—with support from Bloomberg Philanthropies, Stand for Children, and others—went on to create and pass teacher quality provisions as part of a comprehensive education reform bill.
4. To complement Louisiana's new statewide reforms and help ensure that New Orleans continues progress on significant education reforms, the Mayor successfully supported pro-reform candidates running for seats on the Orleans Parish School Board in November 2012.

ENVIRONMENT

TAKING ACTION TO PROTECT THE PLANET

The potential effects of climate change could have a significant impact on the health and economies of cities and nations around the world. Yet national governments and international bodies have made only incremental progress towards addressing the driving forces behind this global threat. Bloomberg Philanthropies focuses on spurring change at the local level through two initiatives—C40 Cities Climate Leadership Group and Clean Fuels, which includes our commitment to the Beyond Coal campaign and a new effort to develop regulations around natural gas drilling, or fracking.

Both the C40 and Clean Fuels initiatives are taking measurable, scalable, and economically-sound steps to reduce greenhouse gas emissions and encourage the transition to cleaner, more sustainable sources of energy. By encouraging local action against climate change, C40 and Clean Fuels are helping improve the environment and quality of life on a global scale.





MAYOR BLOOMBERG AND MAYOR PAES OF RIO DE JANEIRO DISCUSS HOW CITIES ARE TAKING ACTION ON CLIMATE CHANGE

C40 CITIES CLIMATE LEADERSHIP GROUP: FIGHTING CLIMATE CHANGE AT THE CITY LEVEL

The C40 Cities Climate Leadership Group is a network of 63 of the world's largest cities taking action on climate change. C40 cities develop and implement local policies and programs that generate measurable reductions in greenhouse gas emissions, creating a strong collective impact and providing proven models that other cities and national governments can adopt. Mike Bloomberg, in his role as Mayor of New York City, currently serves as the Chair of C40.

Together, C40 cities have implemented more than 4,700 meaningful and sustainable climate-related actions. Through partnerships with the Clinton Climate Initiative, the World Bank, and others, there has been considerable progress in the speed and scale of C40's efforts. Research shows that these cities are on track to reduce their collective annual emissions by 248 million tons by 2020 through policies and programs already in place, and have the potential to further reduce collective emissions by an additional one billion tons by 2030.

TOGETHER, C40 CITIES HAVE THE POTENTIAL TO REDUCE THEIR ANNUAL GREENHOUSE GAS EMISSIONS BY MORE THAN A BILLION TONS BY 2030

C40 CITIES IN ACTION

Goals and targets are clear drivers of action. That's why a key goal of Mayor Bloomberg's C40 chairmanship has been to improve reporting methods and increase accountability. Below are three examples of 2012 city-scale actions and their anticipated impacts:

1. **BANGKOK** is supporting the implementation of mass transit rail systems in the metropolitan area, which is expected to reduce carbon emissions by **2.4 MILLION TONS PER YEAR**.
2. **LONDON** has created two new programs to roll out energy efficiency measures to homes and to promote low carbon zones. Together, these new programs are expected to reduce annual carbon emissions from London homes by **2.91 MILLION TONS**.
3. **RIO DE JANEIRO** recently launched a new TransOeste bus rapid transit line, which will reduce greenhouse gas emissions by **2,800 TONS PER YEAR**. The city's goal is to reduce total annual emissions by 2.27 million tons—or 20%—by 2020 through reductions in transportation emissions.

RETIRING JUST ONE DIRTY COAL-BURNING PLANT EACH YEAR WILL PREVENT...

47
HEART
ATTACKS*

29
PREMATURE
DEATHS

146
ASTHMA
ATTACKS

* NUMBERS ARE PER YEAR, DATA FROM THE CLEAN AIR TASK FORCE

CLEAN FUELS: ACCELERATING THE TRANSITION TO MORE RENEWABLE SOURCES OF ENERGY

The burning of coal is the leading source of greenhouse gas emissions in the United States. Coal pollution damages our land, air, and water, contributes to thousands of deaths and serious health problems every year, and stands in the way of clean energy technologies.

With a four-year \$50 million commitment, Bloomberg Philanthropies is joining forces with the Sierra Club on the Beyond Coal campaign—an effort to end America's energy dependence on coal. The campaign's goal is to shut down one-third of U.S. coal plants by 2020 and move toward cleaner, alternative energy sources. With Bloomberg Philanthropies' support, the Beyond Coal campaign has won commitments from over 130 coal plants to close, and prevented 160 new coal-fired plants from being built.

In addition to coal plant closures, Bloomberg Philanthropies is backing a new effort to facilitate the production of natural gas in the United States through the development of sound regulations around fracking. If extracted responsibly, natural gas is the cleanest fossil fuel, and provides an attractive domestic energy alternative to coal and oil. However, irresponsible fracking is both dangerous and can cause pollution that cancels out the environmental benefits of natural gas.

To ensure natural gas is extracted safely, and in the right places, we are partnering with the Environmental Defense Fund to create regulations around the practice of fracking. With the support of a \$6 million grant over three years, the Environmental Defense Fund will focus on the 14 states that account for 85% of the country's gas reserves.

THE ENVIRONMENTAL DEFENSE FUND WILL WORK TO ENSURE STRONGER STATE REGULATION OF NATURAL GAS OPERATIONS IN FIVE KEY AREAS

1. Disclosing all chemicals used in the hydraulic fracturing process, as well as chemicals used in drilling and operating wells, and requiring measurement and reporting of air emissions and the content of waste water;
2. Optimizing rules for well construction and operation;
3. Minimizing water consumption, protecting groundwater, and ensuring proper disposal of wastewater;
4. Improving air pollution controls, including capturing fugitive methane, a potent greenhouse gas;
5. Reducing impacts to communities and ecosystems.

CASE STUDY: WINNING A 10-YEAR BATTLE TO CLOSE TWO DIRTY COAL PLANTS IN CHICAGO.

In the Pilsen and Little Village neighborhoods of Chicago, two dirty coal plants—Fisk and Crawford—cause an estimated 42 premature deaths, and up to \$120 million in health costs each year. Dvorak Park, a public space with a swimming pool, baseball diamond, and playground, sits directly underneath one of the plant's smokestacks. Local children often refer to the smokestack as “the cloud maker” due to the cloudy, polluted smoke it emits.

Beyond Coal advocates and local leaders set out to shut the polluting plants down, and in February 2012, it was announced that both the Fisk and Crawford plants would retire after ten more years of operation. This was a major victory for the community—but closure and clean air could not come soon enough. With additional hard work and advocacy, Beyond Coal brokered a deal to close both plants by the end of 2014.

FOUNDER'S PROJECTS

SUPPORTING BOLD, UNIQUE PROJECTS THAT IMPROVE LIVES

There are some projects that don't fit neatly into our five program areas, and for which Mike Bloomberg has a special passion. The new Johns Hopkins Hospital building featuring the Charlotte R. Bloomberg Children's Center, support for Women for Women International, an organization that empowers female victims of conflict in Africa, and our efforts to reduce violence from illegal guns are just three examples of our Founder's Projects.



THE NEW JOHNS HOPKINS HOSPITAL BUILDING FEATURING
THE CHARLOTTE R. BLOOMBERG CHILDREN'S CENTER



"SCHOOL OF PUFFER FISH", ONE OF 11 SUPER-SIZED SCULPTURES BY ARTIST ROBERT ISRAEL IN THE LOBBY OF THE CHARLOTTE R. BLOOMBERG CHILDREN'S CENTER

CHARLOTTE R. BLOOMBERG CHILDREN'S CENTER: ESTABLISHING A NEW STANDARD OF CARE THROUGH SMART DESIGN

The new Johns Hopkins Hospital building—which includes the Charlotte R. Bloomberg Children's Center and the Sheikh Zayed Tower—combines art and architecture to create a unique healing environment for young patients undergoing treatment. The Children's Center, named in honor of Mike Bloomberg's late mother, is a state-of-the-art treatment facility that elevates the look and feel of the hospital to match the quality of care provided to patients and their families.

Mike Bloomberg's vision and \$120 million donation fostered the creation of the pediatric care facility. The dynamic results are the product of a close collaboration between Bloomberg Philanthropies, Johns Hopkins, a group of skilled architects, an art curator, and 70 artists who created more than 500 works of art for the Center. The Charlotte R. Bloomberg Children's Center includes 205 rooms and 10 surgical suites designed exclusively for pediatric care.

“ By combining art and architecture thoughtfully, we are creating a model environment to enhance healing and encourage better outcomes.

—MICHAEL R. BLOOMBERG

WOMEN FOR WOMEN INITIATIVE: CREATING ECONOMIC OPPORTUNITIES FOR WOMEN SURVIVING CONFLICTS IN AFRICA

Countless women have suffered as a result of war in Africa. To help these women rebuild their lives, Bloomberg Philanthropies funds Women for Women International programs focused on creating economic opportunities.

Beginning in 2008, Bloomberg Philanthropies' investment in Women for Women has supported the development of programs in the Democratic Republic of Congo, Nigeria, Rwanda, and South Sudan. Our work in these four countries focuses on providing necessary skills and training to allow program participants to increase their incomes, improve their health, and ultimately better their lives and the lives of their families. As a result, these women are also becoming active economic and political citizens, and helping to transform their countries.

To date, almost 70,000 women have been enrolled in the Women for Women programs we support, and 96% have completed their vocational training and successfully graduated.

2012 PROGRAM EVALUATION:

Bloomberg Philanthropies recently commissioned an evaluation to better understand how our programs were affecting participants. We were pleased to discover that they not only helped participants generate income and become self-sufficient—they also had secondary positive impacts on their health and relationships.

INCOME. In one Rwandan community, savings accounts were opened by 2,380 women, amounting to \$117,000 in savings over two years.

HEALTH. From 2009 to 2012, the percentage of women in the Democratic Republic of Congo completing prenatal care increased by 40%, and in-hospital deliveries increased by 55%. In South Sudan, contraceptive use increased from 5% at enrollment to 74% one year after graduation.

DOMESTIC VIOLENCE. 75% of women interviewed in Rwanda reported a decrease in domestic violence, which they attribute to a better understanding of their rights.

REDUCING GUN VIOLENCE: PUTTING A STOP TO GUN VIOLENCE THROUGH COMMON SENSE POLICY

In America, 33 people are murdered with guns every day. Gun violence is a national epidemic—and tragedy—that needs to be addressed immediately. While the potential for controversy and conflict keeps others at bay, Mayor Bloomberg, through his role as Mayor of New York City and co-Chair of Mayors Against Illegal Guns, proudly supports common sense legislation that reduces the risk of gun violence. Additionally, as a private philanthropist, Mayor Bloomberg has committed his personal funds to support advocacy efforts and pursue policies that address gun violence and save lives.

Mayors Against Illegal Guns is a bipartisan coalition of more than 900 mayors from 45 U.S. states working together to end gun violence. The Coalition, funded by Mayor Bloomberg, works to advance a set of principles and policies that aims to preserve public safety in small towns and big cities. With more than 1.4 million grassroots supporters, it is the largest gun violence prevention advocacy organization in the United States.

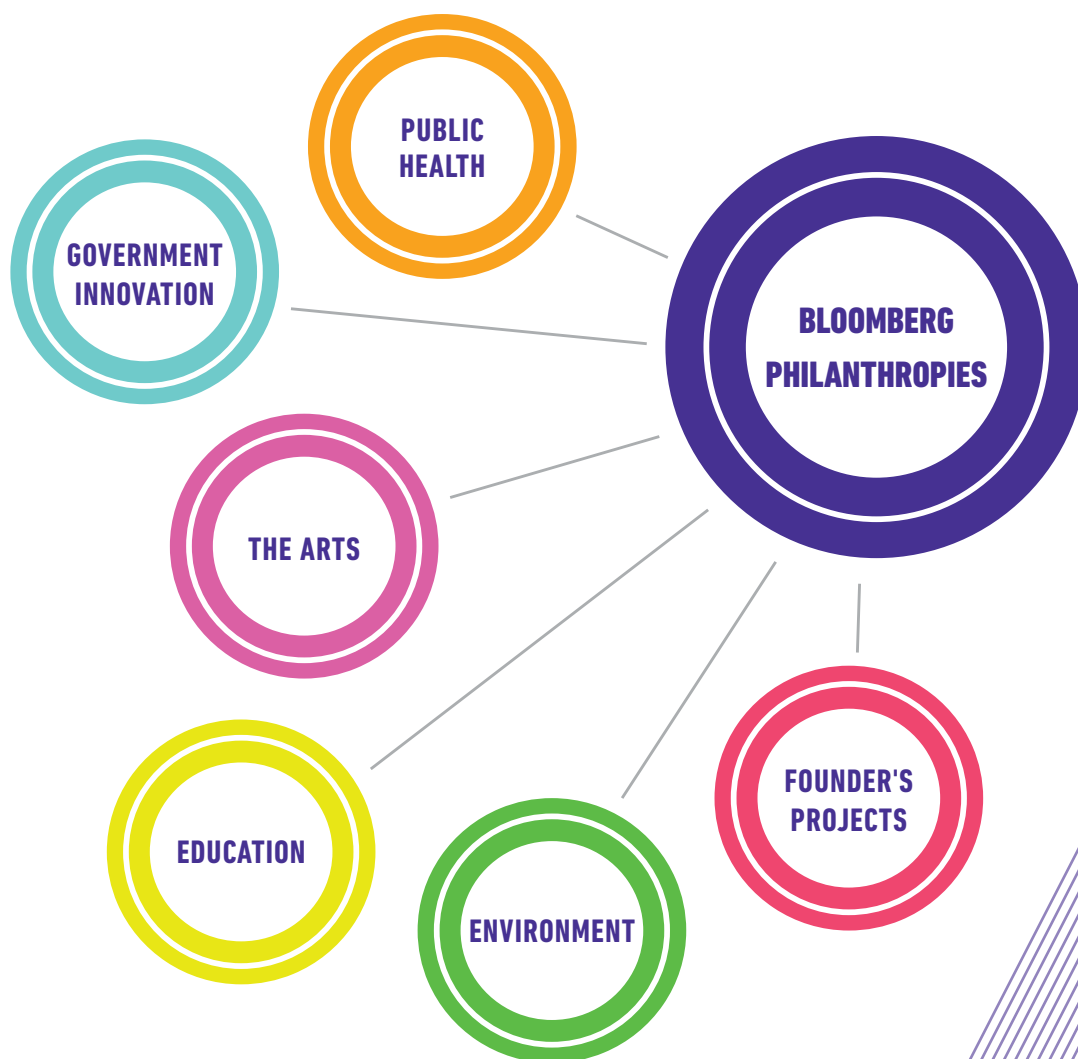
DEMANDING ACTION ON GUN VIOLENCE:

Mayors Against Illegal Guns, along with survivors and family members of victims of gun violence, launched the Demand A Plan campaign in July 2012 in response to the mass shooting in Aurora, Colorado.

After the Newtown, Connecticut school shooting, more than 750,000 Americans signed the petition to urge Washington to act, bringing the total to 1.4 million supporters. This powerful grassroots effort paved the way for the President to endorse legislative proposals and executive actions that reflect the Coalition's top priorities, and that will make our communities safer places to work, learn, and live.

BLOOMBERG PHILANTHROPIES

TOTAL GIVING



IN 2012, BLOOMBERG PHILANTHROPIES DISTRIBUTED **\$370 MILLION**.

WE ARE PROUD TO HAVE WORKED WITH PARTNERS ALL OVER THE WORLD. NONE OF THIS WORK WOULD HAVE BEEN POSSIBLE WITHOUT THEIR WISDOM, INNOVATION, AND HELP.

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