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**Did You Know?  
New York Appleseed is  
part of the Appleseed  
Network for Change!**



**About Appleseed**

A pioneering non-profit network of 16 public interest justice centers in the United States and Mexico, Appleseed is dedicated to building a society where opportunities are genuine, access to the law is universal, and government advances the public interest. Together, Appleseed and Appleseed Centers work with our pro bono partners to form a network for positive change.

For more information about Appleseed, visit our website at  
[www.appleseednetwork.org](http://www.appleseednetwork.org)



**Get Involved with New York Appleseed!**

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New York Appleseed thanks Shearman & Sterling LLP for their generous donation of office space and support for this report



2008-2009  
Partners  
& Projects  
Report

**New York Appleseed  
A Network for Change**

**Become a Project Partner  
Volunteer Your Time  
Donate to Our Programs**

## An Independent Voice for Reform

New York Appleseed solves problems affecting the daily lives of New Yorkers through projects expanding access to opportunity: economic, social and legal. We work with volunteer attorneys, business leaders, government and grassroots advocates to identify critical issues, conduct thorough research and advocate for effective solutions. We organize innovative public-private partnerships, publish legal and policy strategies and are a non-partisan, independent voice for reform.

## Access, Justice and Equality May Make Good Policy...

Our projects involve partnering community stakeholders with our pro bono volunteers to develop solutions to long-term, structural barriers to economic justice, affordable healthcare, housing, access to the courts and education.

## ...But They're Even Better in Practice

We don't just propose solutions; we act on them. With our pro bono and community partners, we develop and implement practical advocacy strategies for reform—and put our network for change to work!

### Did You Know?

New York Appleseed opened in early 2007, but Appleseed has organized a number of NYC-based initiatives, including a partnership with the NYC Department of Education and the Ad Council to increase public school teacher recruitment. The **resulting campaign generated over \$26 million in donated ads and contributed to a stronger talent pool** of applicants for NYC teaching positions. Appleseed launched the current New York office with 2007 **Jones Day** Fellow Vicki Walcott-Edim. We welcomed Jennifer Ching as Director in 2008.

## All Work and No Pay: Removing Barriers to the Largest Anti-Poverty Program for Working New Yorkers

Without a doubt, the economic crisis has hit New York's working underclass hardest. Yet those who toil in cash or self-employed industries—including babysitters, taxi drivers and street vendors—face significant obstacles in obtaining state earned income tax credits, despite eligibility for the program. With **The Financial Clinic**, and pro bono partner **White & Case LLP**, New York Appleseed is advocating for reforms to ensure fair access to the EIC. To learn more, email [EIC@appleseednetwork.org](mailto:EIC@appleseednetwork.org).

## The Economic Opportunity Project

In 2008, New York Appleseed introduced the **Economic Opportunity Project (EOP)**, a program focused on building systemic access to quality financial services by low-income communities through consumer empowerment and model partnerships promoting economic justice. With a consortium of local immigrant hometown associations, EOP partners have updated Appleseed's pioneering financial literacy materials and presented community workshops. We are also working with pro bono counsel **Clifford Chance LLP** to develop a community investment fund to support small and medium entrepreneurs.

### Affordable Healthcare for Working New Yorkers

Two exciting EOP projects focused on expanding access to healthcare for low-income New Yorkers. We are working with the **New York Taxi Workers Alliance** and the **Mexican Consulate of New York City** to create affordable and accessible healthcare plans for uninsured workers. Thanks to **Sonnenschein, Nath & Rosenthal LLP**, **Arent Fox LLP**, **White & Case LLP** and **Simpson Thacher LLP** for their team contributions!

## Grassroots Policy and Practice: Tools for Non-Profits

EOP has created comprehensive legal guides introducing grassroots groups to cutting-edge community development strategies, including how to reutilize public library spaces (with **Orrick, Herrington & Sutcliffe LLP**) and how to offer prepaid card programs for immigrant underbanked communities (with **Fordham Law School**).

### Access to Justice: The Courts

**Jones Day** is leading our project with the New York City Civil Court to analyze and implement reforms related to consumer debt litigation burdens. With **Latham & Watkins LLP**, Chicago and national Appleseed we are advocating for reforms to the New York immigration courts.

### Housing for NYC School Teachers

With **Sullivan & Cromwell LLP**, we developed and promoted a low-cost affordable housing rental program for NYC public school teachers.



Become a **Project Partner**  
Volunteer Your Time  
Donate to Our Programs  
[ny.appleseednetwork.org](http://ny.appleseednetwork.org)

## How Can I Support New York Appleseed?

In less than two years, with minimal staffing and budget, New York Appleseed has launched several important and ambitious projects that **transform what policy and advocacy mean for low-income New Yorkers**. By bringing together partners from the private sector, academia, government, the judiciary, grassroots and community, **New York Appleseed has emerged as a catalyst for broad social change through local initiatives**. Help us realize our goals to build economic opportunity, expand access to healthcare and affordable housing and support grassroots legal policy development.

**Give to New York Appleseed today.**

### Donate on-line:

[ny.appleseednetwork.org](http://ny.appleseednetwork.org)

### Send a check payable to:

Appleseed

(Please write "For New York Appleseed" on the check)

New York Appleseed c/o Shearman & Sterling LLP

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**SAVE THE  
DATE!**

Appleseed is proud to announce our

### **Annual New York Event**

A Reception Honoring our  
New York Pro Bono Partners

**Thursday, June 25, 2009**

Come get to know New York Appleseed!

Details to come at:

[ny.appleseednetwork.org](http://ny.appleseednetwork.org)



New York Appleseed thanks all of our  
2008-2009 pro bono volunteers and community partners.

**Aetna**  
**Arent Fox LLP**  
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