Aside from providing all manner of cultural, social and health services, New York City’s vast nonprofit ecosystem is an economic powerhouse, accounting for nearly one-fifth of the jobs in the Big Apple.

Like every local “industry,” the nonprofit sector in recent decades has had to navigate a variety of large-scale challenges, from 9/11 to the Great Recession to Superstorm Sandy. But never in its history has the nonprofit realm been challenged as it has been this past year—not just by the sector and its supporters but by the pandemic as well.

To find these individuals, Crain’s consulted with trusted sources in the nonprofit and philanthropy realms and in the New York City business world. Crain’s carefully vetted the nominations, which individuals and companies in the area submitted. Ultimately, all of the honorees who made the list were chosen for their efforts to help New Yorkers ride out the upheaval wrought by Covid-19.

Read on to learn how these honorees came to the rescue of a city gripped by disaster.

**METHODOLOGY:** The honorees did not pay to be included. Their profiles were drawn from submitted nomination materials. This list is not comprehensive. It includes only executive directors for whom nominations were submitted and accepted after an editorial review. To qualify for this list, nominees had to be working in the nonprofit or philanthropy sectors for a minimum of five years and have delivered innovative programs, managed volunteers or fundraised in response to safety concerns or other challenges in the wake of the pandemic. In addition, nominees had to demonstrate their submission professional achievements from the past 12 months.

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**The U.S. Has 1.6 Million Nonprofit Organizations. New York State Had 91,758 Nonprofit Organizations in 2020.**

—INDEPENDENT SECTOR

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**Crain’s New York Business 2021 Notable in Nonprofits and Philanthropy**

**Elizabeth Alexander**  
President  
Andrew W. Mellon Foundation

As a poet, educator and memoirist, Elizabeth Alexander brings refreshing new perspectives on philanthropy to the Andrew W. Mellon Foundation, a major funder of the arts and humanities. As the foundation’s president, Alexander led a reimagining of its strategic direction in 2020, ensuring that all grantmaking is now done through a social justice lens. Sample initiatives include the Million Book Project, which brings literature to prison inmates nationwide, and support for the Library of Congress to broaden access among communities of color. On top of Mellon’s usual annual grantmaking, Alexander directed an additional $200 million in emergency grantmaking in 2020 in response to the challenges of the pandemic. That funding has supported the NYC Covid-19 Response and Impact Fund, among other organizations.

**Deborah Antoine**  
Chief executive officer  
Women’s Sports Foundation

Deborah Antoine’s great-grandfather, a Methodist minister, bequeathed to her a mission that has animated her four-decades-long career in the nonprofit sector: “Do all the good that you can, for as many as you can, for as long as you can.” That’s a mandate Antoine has fulfilled in various ways. As chief executive officer of the Women’s Sports Foundation, Antoine oversees the provision of grants to community-based organizations, bettering the lives of underserved girls nationwide. During the pandemic, Antoine organized the distribution of an action plan to keep girls physically and mentally fit. She previously founded the Brooklyn-based Hope Program, which provides the homeless with the skills needed to secure and retain employment.

**Caroline Anderson**  
Founder and president  
BloomAgainBklyn

Caroline Anderson was keenly aware of the healing powers and emotional benefits of fresh flowers when she founded BloomAgainBklyn six years ago. The goal of the organization, of which she is president, is to upcycle unused flowers and arrangements from weddings and corporate events and distribute them to the isolated and downtown residents in New York City. Under Anderson’s direction, BloomAgainBklyn brings flowers to homebound seniors, at-risk youth and individuals served by homeless shelters, food pantries and nursing homes. Since the pandemic, that roster has included front-line workers in hospitals and health care facilities. Several major publications have recognized Anderson for her charitable work.

**Mohamed Attia**  
Managing director of the Street Vendor Project  
Urban Justice Center

When Mohamed Attia arrived in New York from Egypt at age 26, he worked at a Harlem bodega. Managing director of the Street Vendor Project, a legal advocacy wing of the Urban Justice Center, which consists of 2,400 members and seeks to transform life for the vendors on New York City streets. Like Attia, most of those vendors are working-class immigrants. In the pandemic, when vendors struggled with decreased foot traffic and increased health risks, Attia raised nearly $200,000 to ease their plight. Recently, Attia and the Street Vendor Project successfully lobbied the City Council to double the number of available street vending permits.

**Gary Bagley**  
Executive director  
New York Cares

Gary Bagley is a nonprofit leader committed to civic engagement, community building and educational equity. Voters elected Bagley as executive director of New York Cares, the largest volunteer network in the city and a provider of social service programs at 1,000 nonprofits and schools. Bagley has played a crucial role in the organization’s Covid-19 response. Under his leadership, New York Cares has helped the city’s most vulnerable by serving 33 million meals to food-insecure individuals throughout the five boroughs. In addition, it has ensured continuity of education by providing 59,000 tech support calls to students in transitional living and struggling to remain connected to their classrooms. Bagley was instrumental in making thousands of virtual wellness checks on older adults, seniors and in implementing a large-scale coat drive.
TEN PERCENT OF AMERICA’S PRIVATE WORKFORCE IS EMPLOYED IN THE NONPROFIT SECTOR, MAKING IT THE THIRD-LARGEST WORKFORCE NATIONWIDE (AFTER PROFESSIONAL SERVICES AND MANUFACTURING).

2021 NOTABLE IN NONPROFITS AND PHILANTHROPY

DIANN BILLSING-BUFORD
Chief executive officer
Ross Initiative in Sports for Equity

During her two decades of public service and nonprofit work in New York City, Diann B Billsing-Buford has experienced firsthand the positive outcomes of committing to equality of opportunity. Billsing-Buford is chief executive officer at the Ross Initiative in Sports for Equality, which works to end racial disparities and push for social justice through sports. To that end, she has led programs, engaged in partnerships and arranged outreach to community organizations and local schools to further the RISE mission. In 2020, Billsing-Buford worked with team members to develop creative ways to maintain the organization’s impact, such as through a web-based interactive learning tool that has seen more than 75,000 engagements.

SUSAN BIRNBAUM
President and chief executive officer
New York City Police Foundation

Susan Birnbaum has raised hundreds of millions of dollars for important causes during her career in the nonprofit sector. As president and chief executive officer of the New York City Police Foundation, she champions fundraising initiatives to improve the quality of city police services, connect officers with community youth and make the city a safer place. When Covid-19 struck, Birnbaum leveraged her connections to procure emergency supplies, sanitizer and face shields for the men and women in blue. In addition, she arranged for meals and hotel stays for officers who needed to separate from their families to mitigate the risk of virus exposure. Birnbaum spearheads initiatives, such as the Options Program, which teaches young people how to navigate difficult situations involving gangs, sex trafficking, cyberbullying, guns and hate crimes.

RUTH BROWNE
President and chief executive officer
Ronald McDonald House New York

When pediatric cancer patients travel to New York to access advanced care not available elsewhere, they can bank on finding a supportive temporary housing environment at Ronald McDonald House New York. Under the leadership of Ruth Browne, its president and chief executive officer, Ronald McDonald House serves thousands of families from all 50 states and around the world. Services include accommodation, transportation, educational services, food and nutrition, language access, and more for patients and their families. During the pandemic, Browne and her team labored to ensure that services would still be provided to those in need by developing virtual programming and online support groups.

JONATHAN BOWLES
Executive director
Center for an Urban Future

The Center for an Urban Future is a think tank that uses research to elevate issues related to inequality and economic mobility and to propose solutions to New York City’s most pressing problems. As the center’s executive director, Bowles is the architect behind its policy agenda. In the past two decades Bowles has propelled the center to its position as a mainstay of New York thought. Under his leadership, it has published hundreds of issue-focused reports. In recent months Bowles has catalyzed support for the city’s neediest by exposing the difficulties wrought by the pandemic on low-income workers, immigrants and communities of color. The center has presented policy proposals for rebuilding the economy with a renewed focus on equity.

CAROLA BRACCO
Executive director
Neighbors Link

Carola Bracco, the daughter of Bolivian immigrants, has intimate knowledge of the immigrant experience and its challenges. That’s part of what makes her so well suited to serve as executive director of Neighbors Link, which works to strengthen communities by helping immigrants successfully integrate. Under Bracco’s direction, the organization provides educational programs, workforce development, legal services, early childhood programs, and nutrition programs to newly arrived and established immigrants. During the pandemic, when many service workers were short on income, Bracco arranged food drives to come to their aid. She is credited with forging valuable community relationships with police departments, corporations and other nonprofits.

CECILIA CLARKE
President and chief executive officer
Brooklyn Community Foundation

The year 2020 brought record grantmaking for the Brooklyn Community Foundation. The philanthropy, which works with donors and community leaders to fund racial justice and social change efforts, distributed nearly $13 million of charitable funding. Credit for that accomplishment goes in no small part to Cecilia Clarke, the foundation’s president and chief executive officer. Early on, she was instrumental in the development of a Covid relief fund that prioritized support for people of color hard hit by the pandemic. Clarke previously served as founder and executive director of the Sadie Nash Leadership Project, an educational leadership initiative aimed at low-income New York City and Newark, New Jersey. City & State has named her to its Nonprofit Power 50 and Brooklyn Power 50 lists.

NEIL COLEMAN
Chief philanthropy officer
Trinity Church Wall Street

As chief philanthropy officer of Trinity Church Wall Street, an inclusive Episcopal parish, Neil Coleman was the prime mover behind the church’s massive grantmaking efforts in response to the pandemic. Under his direction, Trinity Church provided rapid-response grants to help organizations acquire personal protective equipment and meet overtime payments. It also collaborated with the Nonprofit Finance Fund to make available $10 million in interest-free loans to nonprofits. Coleman, who previously served in the Bloomberg and Obama administrations, worked to establish a coalition of faith leaders to call on Mayor Bill de Blasio to create a more just reentry system for the formerly incarcerated. He sits on the board of the Stonewall Community Foundation, which works to address the needs of New York City’s LGBTQ community.

ANNE CONNOLLY
Executive director
Irish Arts Center

Since 2007, Aidan Connolly has led the development and operation of the Irish Arts Center, which promotes Irish arts and culture. It’s a space for both Irish natives and the general public to come together to celebrate the Irish culture through music, dance, literature and traditional Irish language. As executive director of the center, Connolly has overseen its steady growth and its emergence as a celebrated New York City cultural center. In addition, he has governed the center’s civic programming, including free events, such as St. Patrick’s Book Day, wherein books—many by Irish authors—are distributed throughout the city. Throughout the pandemic, Connolly has worked to ensure the safety of the center’s staff and the addition of virtual programming.

LISA DAVID
President and chief executive officer
Public Health Solutions

Many low-income New Yorkers have Lisa David to thank for their access to nutritious food, health insurance and maternal health support. She is president and chief executive officer of Public Health Solutions, a major public health nonprofit that focuses on achieving health equity for all low-income New Yorkers. When it became clear at the start of the pandemic that the virus would disproportionately affect marginalized communities, David moved swiftly to transition PHS operations to a virtual format and ensured that offerings such as health insurance enrollment assistance and child health programs would continue to be available—albeit in video-based sessions. In addition, she led efforts to source and distribute masks and face shields to community organizations across the city.

GEOGE CONTOS
Chief executive officer
YAI

Since George Contos became CEO more than five years ago at YAI, an organization that provides services for the intellectually and developmentally disabled and its operations have grown by leaps and bounds, its annual budget grew by 24%, it acquired a school in Harlem for children with traumatic brain injuries, and it launched an international consulting department. Contos is part of a New York City task force that works to improve outcomes for individuals facing mental health crises. During the pandemic, he insisted on hazard pay for YAI front-line employees despite reduced government funding, and he ensured that YAI’s supported residences remained fully staffed throughout the worst of 2020. Contos has held various board positions at nonprofits and government councils in the disabilities field.

CHRISTIAN DOUCETTE
Director of community relations
Ruth & Ronald Conwell

On being named a Notable Nonprofit in 2020, Christian Doucette wrote: “I am thankful for the opportunity to share stories with a larger audience about what our organization does, especially since our annual event actually surpassed the net revenue brought in the previous year.” The agency serves as a central resource for aging adults, caregivers of all types and families. Doucette has focused on the continued growth of programming, which has allowed the agency to expand its services to include the ability to assist clients with finding housing, legal services and more.

RUTH BROWNE
President and chief executive officer
Ronald McDonald House New York

When pediatric cancer patients travel to New York to access advanced care not available elsewhere, they can bank on finding a supportive temporary housing environment at Ronald McDonald House New York. Under the leadership of Ruth Browne, its president and chief executive officer, Ronald McDonald House serves thousands of families from all 50 states and around the world. Services include accommodation, transportation, educational services, food and nutrition, language access, and more for patients and their families. During the pandemic, Browne and her team labored to ensure that services would still be provided to those in need by developing virtual programming and online support groups.

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LISA DAVID
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McDonald House serves

cer, Ronald

York. Under the leadership of
President and chief executive
She is president
health support.

RACINE DROZ
Director of donor relations and supply chain management
City Harvest
Racine Droz has worked to feed needy New Yorkers for the past 12 years at City Harvest, the
city’s largest food-rescue organization. As director of donor relations and supply chain manage-
ment, Droz sources food that would otherwise be wasted and orchestrates the delivery of such
provisions to those in need. She has fostered enduring partnerships with various food
businesses—and under her leadership, the amount of food rescued from donors has
increased by more than 124%. As co-lead of City Harvest’s Disaster Feeding Team, Droz was
instrumental in the sourcing of large quantities of additional food during the pandemic. She
similarly helped feed disaster-striken individuals in the aftermath of Superstorm Sandy in
2012 and following Hurricane Irma in Florida in 2017.

ALEJANDRA DUQUE CIFUENTES
Executive director
Dance/NYC
When stages across the country went dark last year, Alejandra Duque Cifuentes stood by the
dance work-force she serves as executive director of Dance/NYC. Under Duque
Cifuentes’ leadership, the organization, which promotes the appreciation
and performance of dance across the metropolitan area, created the Coronavirus Dance
Impact Survey in March 2020 to better understand the evolving needs of dancers. That resulted
in a fundraising effort that saw more than $1 million in relief funds raised for dance profes-
sionals and organizations. Duque Cifuentes is a fierce proponent of justice in the
industry, working to help African American, Latino, disabled and immigrant artists
persevere despite the additional obstacles they face.

THOMAS EXTON
Chief advancement officer
Actors Fund
Thomas Exton can boast more than four decades of fundraising
experience—which he put to very good use last year as he
procured funds for important causes during the global crisis. As chief
advancement officer of the Actors Fund, a
human services organization that assists the
entertainment community, he
worked to raise $62 million in
2020—a 226% increase from the previous year. In a newly virtual
world, Exton pivoted fundraising activities to online program-
ming. He previously did fundraising work for the Wildlife
Trust, the New York Botanical Garden and the Museum of
American Folk Art, now rebranded as the American Folk
Art Museum. Exton, who is passionate about increasing
diversity in the fundraising field, works to cultivate equality and
inclusivity in the teams he leads.

RITA FINKEL
Co-president
Armony Foundation
The leadership of the Armony Foundation, which aims to
promote fitness and education among New York City’s young
people, has had to reimagine its operations and
programming in the past year. And Co-presi-
dent Rita Finkel has been vital
to that process.

Under her management, a
virtual workout program for kids
involving Olympic athletes was
created, and an indoor mara-
thon relay fundraiser was recast
as a virtual event. She also
directs Armony College Prep, an
after-school program for student
athletes in New York City
offering academic support, test
preparation and financial aid
guidance. Recently, the Armony
Foundation joined forces with
New York-Presbyterian Hospital
to transform its site into a
temporary vaccine center.

Congratulations Robert!
On being named a
Notable Non Profit leader
For Robert Werner, becoming a vital part of Parker Jewish Institute for
Health Care and Rehabilitation has meant embracing our vision, mission
and culture. Thanks to him, thousands of critically compromised people
receive care services through one of our divisions. Thousands live in our
facility or in the community safely with quality care. Patients and family
caregivers all benefit from the expertise of Robert and his staff.

Peter Sealman
Chairman, Board of Trustees

Michael N. Rosenblut
President and CEO

PARKER Jewish Institute
HEALTH CARE AND REHABILITATION

271-11 78th Avenue New Hyde Park, NY 11040
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2021 NOTABLE IN NONPROFITS AND PHILANTHROPY

REBECCA FONTES
Director of business partnerships
City Harvest
City Harvest aims to feed hungry
New Yorkers—and Rebecca
Fontes, its director of business
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format, an event that helped
feed more than 4,000 children
and their families during the
summer.

RACHAEL GAZDICK
Chief executive officer
New York Edge
Rachael Gazdick has devoted
her career to pushing for equity in
education. She is chief
executive officer at New York
Edge, which
provides youth
from marginalized
communities with the
academic, health and wellness,
and leadership skills
that are the harbingers of
success. Under Gazdick’s
direction, programs ranging
from chess and fencing clubs to
robotics classes and career
education are provided for free
to thousands of public school
students. Upon the closure of
New York City schools last year,
she oversaw the transition of
these critical after-school
programs to a virtual format,
and she led the launch of
innovative programs to keep
participants as motivated as
ever.

JOSEPH GIRVEN
Executive director
James Lenox House Association
The James Lenox House
Association was founded at the
end of the Civil War to provide
housing for war widows, and it
now provides affordable
housing for elderly adults. It
has weathered the 1918 flu
outbreak, two
world wars and the
Great Depression. Thanks to the
tireless efforts of Joseph Girven,
its executive director, it has now
survived the Covid-19 crisis. The
octogenarians and nonagenari-
ans in his care benefited from
Girven’s rigorously maintained
sanitation protocols, his
innovations, his capable juggling
of logistics and his procurement
of personal protective equip-
ment. Girven has collaborated
closely with policymakers to
address various critical chal-
lenge facing the elderly, and he
works to educate seniors about
the services and resources
available to them.

WILLIAM GOODLOE
President and chief executive officer
Sponsors for Educational Opportunity
Growing up in Brooklyn public
housing taught William Goodloe
that latent
talent often
 goes undevel-
oped. Now
president and
chief executive officer of
Sponsors for Educational
Opportunity, which is dedicated
to providing educational
support to underserved youth,
Goodloe works every day to
change that troubling reality. He
directs the organization’s four
major programs, which help
4,300 students reach for success.
In his 20-year tenure, SEO’s
annual budget has increased by
more than $30 million. During
the pandemic, Goodloe
oversaw
the transformation of SEO’s
operations into virtual pro-
grams, and he conceived of a
coronavirus relief fund that
raised more than $1.5 million—a
large portion of which was
distributed as cash grants to
more than 1,000 SEO students.

BROOKE GRINDLINGER
Chief scientific officer
New York Academy of Sciences
As the chief scientific officer at
the New York Academy of
Sciences, which uses scientific
research and education to drive
solutions to societal challenges,
Brooke
Grindlinger engages
partners in academia, industry
and
government to discuss the
impact of science, technology
and medicine on communities.
That mandate grew more
pressing than ever with the
onset of the pandemic. With the
goal of presenting verified facts
and analysis about the virus to
the public, Grindlinger galva-
nized a network of virologists,
edemiologists and drug
developers, among others, to
present educational materials
on the evolving research and
data. Topics included testing
options, the need to "flatten the
curve," and vaccine and
therapeutic breakthroughs. And
Grindlinger is a fervent advocate
for more female involvement in
the science, technology,
engineering and math fields.

THE ARMORY FOUNDATION
Keeping Kids on Track
The Armory Foundation Board of Directors Congratulates our Co-Presidents
Rita Finkel & Jonathan Schindel for their inclusion in
Crain’s Notables in Nonprofits and Philanthropy List

As well as your passion, friendship and dedication to the community we serve
We Thank You
Jonathan Schindel
Co-President
armory.nyc | Instagram: armory_1

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KATHRYN HASLANGER
Chief executive officer
JASA

When Kathryn Haslanger joined the Jewish Association Serving the Aging, an agency that provides critical services to older New Yorkers, in the aftermath of Superstorm Sandy, she immediately directed thousands of staff members and volunteers to check on JASA seniors to ensure they had the provisions and medicines they needed. So there may have been a sense of déjà vu for Haslanger, now chief executive of the organization, this past year during the pandemic. Under her leadership, JASA’s staff has delivered food and provided home care to the many vulnerable seniors isolated at home to preserve their safety.

Most recently, Haslanger has played an important role in supporting the vaccine rollout to older New Yorkers through collaborations with government, health care and community partners.

JANE HEDAL-SIEGEL
Director of volunteer and community relations
Jewish Board of Family and Children’s Services

Jane Hedal-Siegel arrived at the Jewish Board of Family and Children’s Services, the largest human services agency in New York, following three decades leading hundreds of volunteers in hospital-wide programs at Memorial Sloan Kettering Cancer Center. Hedal-Siegel is director of volunteer and community relations at her new place of employment, a role she took on just as the coronavirus began rolling the city. Always quick on her feet, Hedal-Siegel adapted to her new job remotely and promptly began pivoting the organization’s volunteer programming to a virtual format. Such remote offerings have included a holiday gift drive, a career preparation series, cooking classes and craft activities for children.

DANIELLE HOLLY
Chief executive officer
Common Impact

As chief executive officer of Common Impact, a nonprofit that works to strengthen local communities, Danielle Holly did a remarkable job of leading the organization through the twin crises of 2020: the pandemic and the racial-justice reckoning.

In response to the former, she led the expansion of Common Impact’s existing virtual volunteering models and brought attention to the pandemic’s disproportionate impact on marginalized communities through her podcast, “Pro Bono Perspectives.” In reaction to the latter, Holly has amplified the voices of leaders from various racial and ethnic backgrounds through her podcast. She is vocal about what Common Impact has done to promote equity, including partnering with diverse groups’ nonprofits and pushing for increased corporate involvement in racial-justice efforts.

RACHEL KORBERG
Program officer
Ford Foundation

The Ford Foundation works to reduce injustice, bolster democratic values and promote human achievement. Program officer Rachel Korberg is charged with managing a $20 million portfolio focused on technology and the future of work within that framework. In addition, she co-manages an initiative that concentrates on racial and economic equity in business.

In March 2020, Korberg created a fund to assist low-income families struggling with the realities of the pandemic. To date, it has provided direct cash relief to 15,000 individuals and has supported workplace health and safety training. Korberg is president of the board of the Stonewall Community Foundation. She writes frequently on topics related to poverty, opportunity and social innovation.

MARY LAMASNEY
Manton social worker
St. George’s Society of New York

Caring for the elderly is the central focus of Mary Lamasney’s professional life. She serves as the Manton social worker at St. George’s Society of New York, a nonprofit that serves predominantly immigrants and people of color. Lamasney helps her clients navigate the complexities of the social services landscape—ensuring their access to benefits and entitlements—and advocates for seniors at risk of homelessness and neglect.

As the pandemic menaced New York’s seniors in particular last year, she led the organization’s emergency response efforts, making sure that clients had the supplies to shelter in place as well as phone friends to help battle isolation. For the seniors who ultimately succumbed to the virus, Lamasney ensured they received quality end-of-life care.
JANE LEVY
Senior manager of volunteer programs
Open Door Family Medical Center and Foundation

Jane Levy is motivated by her belief that volunteerism has the power to improve the general well-being of communities. As senior manager of volunteer programs at the Open Door Family Medical Center and Foundation, which uses wellness, prevention and treatment measures to keep the people of Westchester and Putnam counties healthy, Levy helped demonstrate that maxim during the pandemic. She mobilized a network of volunteers to collect and organize personal protective equipment, distribute diapers and clothing, and organize a communitywide book drive. In addition, Levy and organize a communitywide

distribute diapers and clothing, 
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Center and Foundation, which

HEATHER LUBOV
Executive director
City Parks Foundation

For three decades Heather Lubov has served New York institutions that work with lower-income communities and offer educational and cultural programs for the public. Lubov is executive director at City Parks Foundation, which works to turn parks into vibrant urban spaces through sports, arts and educational events. Lubov is credited with overhauling SummerStage, free outdoor performing arts festival in Central Park, a project for which she raised $6 million. To keep the organization’s mission alive despite social-distancing mandates this past year, she and her team launched a digital SummerStage that reached nearly a million viewers. Lubov co-founded the NYC Green Relief and Recovery Fund, which supports organizations that work to keep New York parks green and clean.

AMANDA MCBRIEN
Assistant director of the Cold Spring Harbor Laboratory DNA Learning Center

Amanda McBrien leads programs at Cold Spring Harbor Laboratory’s DNA Learning Center to educate teachers on modern biology. McBrien is assistant director at the center, which is dedicated to educating the public about genetics. It also operates classroom facilities for students in the New York metropolitan area. All told, McBrien oversees the education of 30,000 students in the region each year. With the onset of the pandemic, she and her colleagues developed online educational videos and home science kits to keep students scientifically engaged. In addition, McBrien has worked on the Urban Barcode Project, which helps students become “citizen scientists” by exploring genetics in their own environments.

ABE MENDEZ
Managing director
Per Scholas New York

Aimed by the belief that a prosperous workforce begins with equitable education access, Per Scholas gives free tech training to individuals from communities underrepresented in the technology sector. Abe Mendez, managing director of the New York chapter, is the man behind its regional strategy, fundraising and learner recruitment. Mendez’s dedication to his team truly came to light during the pandemic, when he worked to ensure staff members had the necessary equipment to work remotely and developed safety protocols to protect those who wanted to work on-site. Mendez has served as a driving force behind Per Scholas’ efforts to connect communities hit hard by Covid-19 with economic opportunities in the tech space.

ANELLE MILLER
Executive director
Society of Illustrators

Following many years as a senior executive at the Estee Lauder Companies, Anelle Miller joined the Society of Illustrators in 2007. She is executive director of the organization, which works to promote appreciation of illustrative art and its history. Through exhibitions and education. When the coronavirus struck, Miller and her staff restructured those programs and exhibitions to make them available in an online format—a service much appreciated by the audience of 50,000 who were unable to visit the society’s Museum of Illustration during its six-month closure. Since the museum’s reopening, Miller has developed and installed detailed safety protocols to protect staff and visitors while continuing to oversee various in-person exhibits and online programs.

WENDY ROWDEN
President
Building for the Arts NY

Wendy Rowden is uniquely suited to serve as executive at the Estee Lauder Companies, where she has reshaped the organization, which works to promote creative opportunities through arts and educational events. She worked to fortify an in-school music literacy program called Music Theatre Row to make it more affordable and accessible. Rowden routinely reaches to Philadelphia, Nashville and Miami, and on the launch of the Brain, expanding its reach to Philadelphia, Nashville and Miami, and on the launch of

DEE DEE MOZELESKI
Executive director
Foundation for City College of New York

Following many years as a senior executive at the Estee Lauder Companies, Anelle Miller joined the Society of Illustrators in 2007. She is executive director of the organization, which works to promote appreciation of illustrative art and its history. Through exhibitions and education. When the coronavirus struck, Miller and her staff restructured those programs and exhibitions to make them available in an online format—a service much appreciated by the audience of 50,000 who were unable to visit the society’s Museum of Illustration during its six-month closure. Since the museum’s reopening, Miller has developed and installed detailed safety protocols to protect staff and visitors while continuing to oversee various in-person exhibits and online programs.

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and online programs. See various in-person exhibits visitors while continuing to over and protocols to protect sta and installed detailed safety Illustration during its six-month to make them available in an those programs and exhibitions ff Miller and her sta When the coronavirus struck, executive at the Estee Lauder Society of Illustrators Executive director 2007. She is about the transformative power takes part in conversations pandemic. Rowden routinely sustain the program through the renovation of ed foundation, which in small businesses and marginalized communities.

DEE DEE MOZELESKI
Vice president, Office of Institutional Advancement and Communications; executive director, the Foundation for City College; senior adviser to the president, the City College of New York; the Foundation for City College Dee Dee Mozeleski has proved a visionary and multiple-role figure at the City College of New York. She is vice president of the Office of Institutional Advancement and Communications, executive director of the Foundation for City College and senior adviser to the president. Mozeleski is credited with merging two formerly independent organizations into one unified foundation, which helped enhance the public image of CCNY as an engine for upward financial and social mobility. She oversees a $280 million endowment and, to combat student hun ger at a CCNY school, Mozeleski was involved in the establishment of a food pantry that she made available to all City University of New York staff and students during the pandemic.

JOSE ORTIZ JR.
Chief executive officer New York City Employment and Training Coalition Jose Ortiz Jr. has been covered by The Wall Street Journal, The New York Times and MSNBC, among others for good reason. Ortiz is doing noble work as chief executive officer at the New York City Employment and Training Coalition, which provides workforce development and training to those in need. Ortiz, who’s been in the nonprofit sector for more than 15 years, leads an association of more than 180 organizations—including colleges, unions and community-based groups—that provide vocational skills and education to a half million New Yorkers. During the pandemic, he founded the New York Workforce Recovery Strategy Group, made up of leaders from the private and human services sectors that are working to develop a recovery plan focused on small businesses and marginalized communities.

DINA PAUL-PARKS
Co-founder and chief executive officer Healthy Humor Dina Paul-Parks works every day to induce the bleakest places for children—hospitals—with joy. Paul-Parks is co-founder and chief executive officer of Healthy Humor, an organization of professional clowns that brings smiles and wonder to hospitalized kids. Under Paul-Parks’ management, Healthy Humor serves patients in Harlem Hospital, Brookdale Hospital and Medical Center and Memorial Sloan Kettering Cancer Center, among other hospitals in New York City and around the country. She oversaw the conversion of many services to a virtual format in 2020, and formulated a system by which some personnel could visit hospitals in person during the summer. Paul-Parks previously worked as a senior policy adviser in the Bloomberg and Cuomo administrations, where she led community-based initiatives in New York City.

ALEX POLLAK
Board member ParaDocs Ambassadors Alex Pollak has been a hero for a while, considering that he was a first responder at the 9/11 attacks nearly two decades ago. Pollak, a volunteer paramedic, is a board member of ParaDocs Ambassadors, a group of safety personnel that—pre-pandemic—worked to ensure the safety of attendees at mass gatherings, such as festivals and sporting events. With the onset of the pandemic, the organization pivoted its operations to assist those battling the virus in New York City. Thousands of face masks and hundreds of thousands meal-replacement bars were supplied to first responders, the Federal Emergency Management Agency, local hospitals and homeless shelters. Pollak is president and CEO of ParaDocs Worldwide.

SHIEMICKA RICHARDSON-BANNER
Vice president of philanthropy Cardinal McCleskey Community Services Shiemicka Richardson-Banner has worked at Cardinal McClos key Community Services for more than a dozen years—but the impact of her work has been particularly pronounced in the past 12 months. As vice president of philanthropy at the organization, which provides services to youth in foster care, children from low-income families and developmentally disabled adults, Richardson-Banner sprang into action at the start of the pandemic to ensure that CMCS’ important fundraising would continue. Under her direction, a virtual walkathon, virtual wine testing, virtual Giving Day, and Holiday Appeal brought in significant sums for the organization. As a member of the executive team, Richard son-Banner often leads conversations on diversity, equity and inclusion.

IN 2018 ANNUAL CHARITABLE GIVING IN THE U.S. TOTALED MORE THAN $427 BILLION, WITH MORE THAN TWO-THIRDS OF THAT TOTAL COMING FROM INDIVIDUALS.

—INDEPENDENT SECTOR

WENDY ROWDEN
President Building for the Arts NY With three decades of real estate experience and performing arts expertise, Wendy Rowden is uniquely suited to serve as president of Building for the Arts NY, an organization that provides communities with creative cultural opportunities through various arts initiatives. Rowden, who has reshaped the organization to expand its impact, led the renovation of Theatre Row to make it more affordable and accessible to nonprofit performing arts companies. She worked to fortify an in-school music literacy program called Music and the brain, expanding its reach to Philadelphia, Nashville and Miami, and on the launch of a hybrid learning platform to sustain the program through the pandemic. Rowden routinely takes part in conversations about the transformative power of cultural community projects.

MICHAEH ROYCE
Executive director New York Foundation for the Arts The New York Foundation for the Arts provides artists, arts administrators and emerging arts organizations with the support, tools and resources to secure professional artistic success. Its executive director, Michael Royce, has led the NYFA through periods of upheaval before. So at the start of the pandemic, the executive director jumped as usual to support the arts community. Under his leadership, NYFA has to date distributed nearly $2 million to artists adversely affected by the pandemic. Royce has also long endeavored to foster racial justice and equity in the arts industry, and in recent months he secured funding from the Rockefeller Brothers Fund to back NYFA’s Emerging Arts Leaders of Color initiative.

CONGRATULATIONS TO NEILL COLEMAN, TRINITY’S GRANTS & MISSION INVESTING TEAM, AND ALL THOSE NAMED TO THE CRAIN’S NOTABLE IN NONPROFITS AND PHILANTHROPY LIST.

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2021 NOTABLE IN NONPROFITS AND PHILANTHROPY

DAWN SAFFAYEH
Executive director
Heartshare St. Vincent’s Services
Heartshare St. Vincent’s Services helps children and families surmount the challenges of poverty, addiction and mental illness. In-person services such as foster parent visitation and clinic-based therapy typically are at the crux of the organization’s work. Thankfully, with a talented executive director such as Dawn Saffayeh at its helm, HSVS underwent a successful metamorphosis that kept operations humming during the past year. Saffayeh oversaw initiatives to distribute warm meals and canned goods to families affected by illness or job loss, to provide computers to families adjusting to distance learning, and to create a telehealth therapy program. In addition, she led HSVS in the formation of its racial equity and LGBTQ committees.

JONATHAN SCHINDEL
Co-president
Army Foundation
Jonathan Schindel has proved an exceptional innovator these past months. As co-president of the Armory Foundation, which promotes fitness and education among youth through various athletic and educational programs, Schindel has been at the forefront of the organization’s efforts to adapt to the pandemic-imposed limits on indoor activities. He worked to develop a virtual workout program for kids and oversaw the rebirth of the Armory Foundation’s usual indoor marathon relay as a virtual three-day event. Under his leadership, the foundation runs Armory College Prep, a highly successful after-school program for student athletes. In recent months, the Armory Foundation has partnered with New York-Presbyterian Hospital to transform its site into a temporary vaccination center.

LORIE SLUTSKY
President
New York Community Trust
In her four decades with the organization that connects munificent New Yorkers with local nonprofits, reactivated as robustly as she did to the crises caused by the pandemic. Under Slutsky’s leadership, $99 million of the $267 million in grants the New York Community Trust made in 2020 went to coronavirus-related causes. She has led the trust in funder collaborations aimed at addressing longstanding regional issues, including workforce development, racial equity and immigration. Slutsky, a leader in the philanthropic sector, is a trusted partner of government officials, donors and many nonprofits.

CARLA SMITH
Deputy chief executive officer
Urban Resource Institute
For Carla Smith, serving New York’s most vulnerable populations is a deeply personal goal. As deputy chief executive officer at the Urban Resource Institute, the nation’s largest provider of domestic violence shelter services and a major provider of services for the homeless, she excels at doing just that. Smith oversees all of URI’s services, including more than 20 New York City shelters and various education, prevention and intervention programs. Smith has been vital to the development of economic empowerment services for clients and to a program aimed at holding accountable individuals that cause harm to others. Since the pandemic, Smith has worked to ensure these crucial services continue apace for URI’s clients, and she has overseen the implementation of the requisite safety protocols.

REBECCA SMITH
Director of philanthropy
Salvation Army of Greater New York
While working as a psychiatric social worker in a community clinic, Rebecca Smith witnessed the impact of underfunding on the social services sector—and was inspired to make a major career transition. Smith is now director of philanthropy at the New York branch of the Salvation Army, the largest social services provider in the country. She oversees a large team of marketing and development professionals, and she provides fundraising training and support to pastors running Salvation Army community centers. The pandemic was no match for Smith’s fundraising zeal as she transformed traditional campaigns into coronavirus-safe affairs, complete with virtual presentations and proposals. In addition, Smith arranged an attention-grabbing fundraising stunt on Giving Tuesday in Times Square: Every time a donation was texted to the organization, a giant red kettle flashed.

NEW YORK STATE’S NONPROFIT SECTOR EMPLOYED 1.38 MILLION PEOPLE IN 2020.
—INDEPENDENT SECTOR

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CONGRATULATIONS,
Kim Williams!
Thank you for leading Vibrant Emotional Health with the vision and drive to build a future in which everyone can achieve emotional wellbeing with dignity and respect.

Vibrant Emotional Health
www.vibrant.org

@CrainsNewYork
CrainsNewYork.com
McGregor Smyth is an attorney who has channeled his skills into the pursuit of justice for all. He’s the executive director of New York Lawyers for the Public Interest, a civil rights organization that strives to secure equality and justice for New Yorkers by challenging biases based on race, poverty, disability and immigration status. Smyth, a vocal supporter of diversity and inclusion work, has built an executive team in which two out of three members are Black, Latinx, Asian, Indigenous or disabled people. In 2020, the organization under Smyth’s leadership sought to defend New Yorkers hardest hit by the pandemic—particularly those with preexisting disabilities. Case in point: The organization secured new safety protocols to protect 144,000 paratransit riders from Covid-19.

Noreen Springstead began naming the phones at WhyHunger more than a quarter of a century ago. Springstead is now executive director of the organization, which works to end world hunger by increasing access to nutritious food, supporting food banks and investing in solutions that address the root causes of hunger. In response to the hunger crisis precipitated by the pandemic, WhyHunger under Springstead’s leadership provided nearly $700,000 in 50 grants to organizations in 25 countries and raised more than $600,000 for its pandemic Rapid Response Fund, which provided emergency support. The organization connected more than a million food-insecure individuals nationwide to free meal sites via its Hunger Hotline.

Noreen Springstead
Executive director
WhyHunger

Gary Urbanowicz
Executive director
New York City Fire Museum

Gary Urbanowicz, a vocal supporter of diversity and inclusion work, has built an executive team that strives to preserve and present the history of fire service in the city and educate the public about fire safety. Urbanowicz has worked on a soon-to-be-launched exhibit, “Unmasking Our Heroes,” which will highlight the brave efforts of first responders during the pandemic. Urbanowicz is vice president and a trustee of the Honorary Fire Officers of the FDNY.

Gary Urbanowicz
Executive director
New York City Fire Museum

Data from 2019 indicates that New Yorkers donated $16.4 billion to charity that year, representing nearly 3% of household income.

—Independent Sector

Dina Paul-Parks has made Healthy Humor a place of joy and laughter for all.

Healthy Humor
Congratulations and keep smiling!
Healthy Humor Board of Directors
Kathy, Joey, Derrick, Laura, Renée, Maurice, and David
healthyhumorinc.org
2021 NOTABLE IN NONPROFITS AND PHILANTHROPY

JANE VERON
Co-founder and chief executive officer
The Acceleration Project
Jane Veron’s brainchild has served more than 42,000 businesses in the past year alone. Veron is chief executive officer of The Acceleration Project, a business advisory nonprofit that supports underserved small businesses—particularly those owned by women and people of color—by providing strategic guidance. Under Veron’s leadership, TAP has been unflinching in its support of floundering small businesses during the pandemic. It has provided free emergency services, such as guidance on cash flow problems, Small Business Administration loan applications, Paycheck Protection Program tracking and forgiveness, and strategies for adaptation tailored to clients’ particular needs. Since 2012, TAP has donated more than $2.000 hours of consulting, collectively valued at more than $8 million. Veron has been featured in USA Today and on Bloomberg Radio for her work.

ROBERT WERNER
Executive vice president, operations
Parker Jewish Institute
Serving as executive vice president of operation for a nonprofit center for adult care and rehabilitation is always a tall order—but Robert Werner proved he was up to the task even in the most grueling year in modern health care history. In 2020 Werner ensured that all of the Parker Jewish Institute’s investments and expenses were focused on the health of patients and employees. He installed ultraviolet lighting in the heating, ventilation and air-conditioning units and introduced a digital turnstile system for building entry that enabled contactless temperature readings. Werner, sympathetic to family members unable to visit loved ones, oversaw the creation of a call center through which families could have their concerns addressed and virtually visit relatives via online platforms.

KIMBERLY WILLIAMS
President and chief executive officer
Vibrant Emotional Health
Kimberly Williams began at Vibrant Emotional Health as a public policy intern more than 15 years ago—and she’s since risen to become its president and chief executive officer. Each year the organization helps more than 2.5 million people strive for emotional well-being through innovative programs. Williams has rebranded the more than half-century-old organization to better lead modern mental health efforts. She has overseen the expansion of programs, such as the National Suicide Prevention Lifeline and the Disaster Distress Helpline, which are available via call, text or online chat. During the pandemic, she oversaw a 50% increase in Vibrant’s staffing to meet increased demand for support. Out of concern for her staff, Williams has emphasized in meetings the importance of wellness and self-care.

SHEENA WRIGHT
President and chief executive officer
United Way of New York City
Sheena Wright is the first female chief executive officer of the United Way of New York City in its more than seven decades of existence. Throughout her tenure, she has worked to make the organization, which helps low-income New Yorkers achieve self-sufficiency, take a more activist role in communities. To that end, Wright led the organization’s efforts to increase census participation that ultimately defied expectations despite the challenges imposed by the pandemic. Wright is working with various partners to help the Black community in the face of the coronavirus, including efforts to address health disparities, improve testing access and vaccine education, and support Black-owned businesses.

STEVEN ZEITLIN
Founder and executive director
City Lore
In a March 2020 Wall Street Journal article, Steven Zeitlin wrote, “We believe in grassroots creativity as a redeeming force in society and a symbol of the irrepressible nature of the human spirit.” That motivating belief guides Zeitlin in his work as executive director of City Lore, the first organization nationwide devoted to the documentation and presentation of urban folk culture through a gallery, performances and educational programs. The City Lore founder initiated a cultural ambassador program, which helps local leaders develop presentations based on their communities’ music and dance traditions, and a POEMobile, a minibus that projects poems onto walls during live poetry readings. Lately, City Lore has been archiving creative responses to the pandemic.

Nominations are now open for Crain’s New York Business 2021 Notable LGBTQ Leaders and Executives

This is a special print and digital editorial feature within Crain’s June 7 issue. This feature is a celebration of LGBTQ business professionals who have impacted New York City in major ways. It honors their professional, civic and philanthropic achievements. We are welcoming nominations to help us determine those recognized in this feature.

CRAIN’S NEW YORK BUSINESS 2021
NOTABLE LGBTQ LEADERS & EXECUTIVES

Nominate Today: CrainsNewYork.com/Nominations

DEADLINES TO NOMINATE: APRIL 9

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