

# CARTER BURDEN NETWORK

FY  
20

**cbn** carter  
burden  
network  
leading the way in aging services

## ANNUAL REPORT



# 02

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# 03

## Board Chair and Executive Director Statement

2020 has undeniably been one of the most challenging years in recent times. Between the COVID-19 pandemic and the racial injustices brought to national attention, this year has truly tested us as a society. However, despite all of these hardships, we are proud of the way our communities have responded. Essential workers like our program, social work, and kitchen staff, as well as dedicated volunteers, continued to provide vital services to those in need during the height of the pandemic and beyond. Community members responsibly sheltered in place, adhered with public health recommendations, and reached out to neighbors in need to keep the most vulnerable among us safe. People came together to fight for justice and equality.

At CBN, we are proud of the work of our communities and are grateful to be a part of the positive solutions taking place. Since our inception, our priority has been to create a sense of belonging for all older adults. Our senior centers serve as welcoming spaces where seniors can form enriching connections, pursue their passions, and discover their best selves. Central to this endeavor is celebrating individuality, culture, and diversity, and ensuring that each voice is heard.

We understand how difficult and frightening the past several months have been for seniors, without access to the camaraderie and resources offered by our centers. While our in-person activities may be suspended during the pandemic, we continue to operate by the same principles. Through virtual programming as well as phone-based counseling and check-ins, we are letting our clients know that they matter and that they will always belong. Our community remains vibrant, connected, and robust despite our inability to congregate at our centers and offices.

CBN renounces ageism, racism, and all other forms of discrimination, recognizing that diversity is what makes our communities so great. We welcome all New Yorkers 60 and over to our programs and services, and will ensure that creating a sense of belonging remains at the forefront of our work.

We would like to thank our Board of Directors, the New York City Department for the Aging, our generous donors, community partners, dedicated staff and volunteers, and of course, the incredible seniors we serve, for helping us continue to advance our mission through these most challenging of times. We hope that you enjoy this report, detailing the work made possible in Fiscal Year 2020 (July 1, 2019 to June 30, 2020) with your support, as well as our vision for the coming year.



**JEFFREY A. WEBER**  
Board Chair



**WILLIAM J. DIONNE**  
Executive Director

# 04

## Our Mission

The Carter Burden Network (CBN) promotes the well-being of seniors 60 and older through a continuum of services, advocacy, arts and culture, health and wellness, and volunteer programs, all oriented to individual, family, and community needs. We are dedicated to supporting the efforts of older people to live safely and with dignity.

### What This Means for the Seniors We Serve

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**Senior centers** serve as anchors in the community – places to enjoy warm meals, form deep connections, and participate in programming that renews the spirit

**Social service programs** ensure that seniors have access to the resources and emotional supports to age in place safely and independently in their communities

**Arts and culture programs** provide an outlet for creative expression, inspiring seniors to pursue their passions and practice lifelong learning

**Health and wellness services** provide opportunities for education and fitness in our senior centers and the knowledge and motivation to continue healthy behaviors in the home

**Volunteer services** involve the community in our work, bringing together multiple generations towards a shared mission while promoting civic engagement

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# Pandemic Response

COVID-19 is one of the worst pandemics in US history and has disproportionately impacted the health and well-being of seniors. Throughout the course of this pandemic, CBN staff and volunteers have worked tirelessly to adapt programming to meet the changing needs of New York City seniors while adhering to new safety protocols. Throughout this crisis, we have shown that we will always go above so that seniors will always belong to a caring and supportive community.

## Virtual Programming

Seniors from across New York City come to CBN's centers to attend professionally-led programming in the arts, fitness, technology, and health. While in-person classes have been suspended, we have continued to offer weekly virtual group classes via Zoom including Tai Chi, Zumba, Choreography, Drawing, Chorus, Garment Construction, Quilting, Embroidery, Print Making, Mixed Media, and more. Additionally, we have sent out weekly emails to participants detailing virtual programming from our community partners. For those without internet access, we provided group meetings, town halls, and other social activities via conference calls. **In FY 2020, CBN held 93 virtual classes.**

*"During these difficult and sad times, when the COVID-19 virus ruthlessly lashes our planet, and has caused so much chaos, sadness, and despair over the loss of loved ones, it is only fair to acknowledge the wonderful services that agencies like yours provide to the disabled and elderly, like me. There are no words to describe how lucky and grateful I am. Knowing that someone understands that we are among the most vulnerable populations makes a huge difference in the lives of many people who may feel lonely, marginalized, and forgotten."*

**-Mario Piantini, Covello Senior Center Member**



## Emergency Meals

While we have suspended congregate meal services at our senior centers, we recognize the prevalence of food insecurity among the seniors we serve. As such, CBN has offered take-away and home-delivered meals and supported the NYC Department for the Aging and the GetFood NYC Program to ensure older adults have access to the food they need.

## Phone-based Social Services

In response to the pandemic, CBN shifted its senior center, office, and home-based social services to an entirely phone-based format, supporting the safety of seniors and staff. Social service calls provided vital individual counseling, ensured seniors could obtain and maintain essential benefits and entitlements, and connected seniors to community resources.

## Check-Ins and Reassurance Calls

Sheltering-in-place has been essential to the safety of our seniors and towards curbing the spread of the virus. However, it has exacerbated feelings of loneliness, depression, anxiety, and stress, particularly for the 60% of our clients who live alone, many of whom do not have internet or computer access. Through ongoing phone check-ins by our program staff, as well as reassurance calls from volunteers, seniors continue to feel heard, loved, and cared for. **In FY 2020, CBN conducted 940 wellness check-ins for 720 unique clients and CBN volunteers made 1,000 reassurance calls to 240 unique clients.**

## 06

## Senior Centers

Senior centers are vital resource hubs for older adults aging in place in their communities. They are places to gather, connect, eat, learn, create, exercise, and so much more. **In FY 2020, our 4 senior centers served over 3,500 unique seniors.** While in-person services were suspended due to the pandemic on March 16, 2020, the centers continued to serve as hubs for food preparation, collection, and delivery; virtual programming; and wellness calls.

### Leonard Covello Senior Program - East Harlem

The Leonard Covello Senior Program is one of only 18 NYC Department for the Aging-designated Innovative Senior Centers, normally open 7 days a week for breakfast and lunch. **In FY 2020, the Center served 42,000 meals to 900 unique seniors.**

Covello celebrates the diversity of its members through culturally-aligned meals, multi-lingual services, and cultural festivities. In FY 20, the Center enhanced inclusivity by introducing sewing classes taught in Spanish and Mandarin, engaging new art students, and enabling previous students to strengthen skills through instruction in their primary language.

*"You can learn and find your own design in this class."*

**-Ming Huang, Mandarin Sewing Class Participant**

### Lehman Village Senior Program - East Harlem

Lehman Village is a satellite of the Covello Center, located in a New York City Housing Authority (NYCHA) public housing complex. While it may be designated as a satellite, the Center has its own spectrum of robust programming.

In FY 2020, Lehman Village was awarded a Challenge America grant from the National Endowment for the Arts to connect underserved populations to the arts. Working with a professional artist, Lehman Village seniors received bi-lingual (Spanish and English) arts instruction, participated in collaborative design, and will work together to paint three murals within the Center that will beautify and personalize the space.

*"I cannot wait for the senior center to re-open so I can get back to my painting class. I cannot wait to be back."*

**-Adelfa Lopez, Lehman Village Member**



### Roosevelt Island Senior Center (RISC)

Community partnerships are central to RISC's work and leverage the unique skill sets, members, and resources of Roosevelt Island's community organizations to better meet resident needs. In FY 2020, in partnership with the Roosevelt Island Disabled Association, RISC launched a technology pilot, bringing smart screen devices to homebound seniors. The project provides free smart screens to participants, one-on-one technology instruction, and virtual programming, ensuring that the Center is a welcoming space for those who cannot attend in person.

### Carter Burden Luncheon Club - Upper East Side

The Luncheon Club has been an anchor on the Upper East Side for decades. In September 2019, the Club was closed for renovations, which will bring greater accessibility and an enhanced kitchen and dining space once completed in Fall 2021. The Church of the Epiphany has generously been hosting the Club at its nearby York Street location temporarily, enabling the Center to continue to offer its renowned lunches and programs. **In FY 2020, the Club provided 43,000 congregate and home-delivered meals.**

*"The Luncheon Club is my home away from home. I wake up every day with a great feeling knowing that I will not only attend the center to have a sumptuous meal (they serve the best food) but also find pleasure in volunteering with such a wonderful staff. At the end of the day, I am overjoyed and ready to do it again. I am happy to be a member of this wonderful center that is a pillar in our community."*

**-Dorothy Angevin, Luncheon Club Member**

## 07

# Social Services

Social services are central to our work, providing older adults with the emotional and practical supports to maintain independence and well-being. Entitlement assistance ensures that seniors have access to the nutritional, housing, income, healthcare, disability, and transit benefits for which they are eligible.

Supportive counseling has been especially critical during the pandemic as loneliness, anxiety, depression, and stress have intensified. Following City COVID-19 mandates to conduct all programs remotely, all CBN social services seamlessly transitioned to full services via phone. A range of social services are normally offered at CBN's senior centers, offices, and through home visits.

## Case Management Unit (CMU)

CMU serves homebound seniors in Upper Manhattan and Roosevelt Island, 90% of whom are frail or disabled. While many of us have had a glimpse of homebound life while sheltering in place during COVID-19, this way of life is ongoing for CMU clients. The unit provides home visits and calls to assist with benefits, financial management, long term planning, and specialized service referrals. Supportive counseling addresses loneliness and isolation. **In FY 2020, the unit provided 8,200 case management contacts, exceeding requirements by 14%.**

*"The CBN Case Management team has provided me with high-quality services, treating me with respect and dignity, reaching out regularly, and making sure that my needs are being met, especially during this difficult time."*

**-Eveline Noel, CMU Client**

## Social Service Unit (SSU)

SSU serves older adults on the Upper East Side. Providing individualized assistance with benefits, advocacy, supportive counseling, end of life planning, and referrals for specialized services, **the unit provided 7,200 case assistance contacts and 4,000 information and referral contacts to 240 unique clients in FY 2020.**

Monthly groups such as the Chinese Language Group, Women's Discussion Group, and Happiness at Any Age Group bring older adults together for socialization, support, conversation, learning, and celebration. Groups are continuing virtually during the pandemic to offer peer support and a much needed sense of normalcy.



## Senior Center Social Services

Social services are offered at 3 CBN senior centers. These locations are central and convenient for seniors and offer a trusted space in which to seek out services. **In FY 2020, CBN's senior centers provided 4,100 case assistance contacts to 1,100 unique clients and 1,900 information and referral contacts to 900 unique clients.**

Recognizing the complex and sensitive nature of this work, CBN offers multi-lingual social services to serve clients in their primary language. Services have been offered in Spanish and Mandarin for several years, and in FY 2020, Korean language social services were added to the Roosevelt Island Senior Center.

## Community Elder Mistreatment and Abuse Prevention Program (CEMAPP)

CEMAPP works with victims of elder abuse on Manhattan and Roosevelt Island to restore safety and dignity. The unit responds to financial exploitation, neglect, and psychological and physical abuse with safety planning, security device installation, counseling, court advocacy, legal guidance, and coordination with police. The unit has experienced an increase in self-referrals during the pandemic from seniors forced to shelter in place alongside alleged abusers. **In FY 2020, CEMAPP provided 200 unique clients with 4,200 case assistance hours.**

As elder abuse too often remains hidden, the unit also conducts outreach to educate seniors and those who serve seniors on the signs of elder abuse and the resources to end it. **In FY 2020, CEMAPP provided 38 presentations to 900 clients.**

## 08

## Arts and Culture

At CBN, we promote a culture of lifelong learning and creativity. Through arts education and a Gallery for older professional artists, we provide seniors with the opportunities to expand their talents and share their creativity. **FY 2020 marked the 10th Anniversary of both the Making Art Work program and the Carter Burden Gallery!**



### Making Art Work (MAW)

MAW is CBN's signature creative arts education program for older adults. These professionally-led multi-lingual classes for students of all skill levels take place across our 4 senior centers in the disciplines of visual arts, music, and dance. Classes include painting, drawing, ceramics, clothing construction, crochet, knitting, jewelry-making, printmaking, mixed media, guitar, choir, and choreography. **In FY 2020, CBN offered 1,500 art classes, attended by 700 unique clients.** Weekly virtual art classes have continued through the pandemic, promoting the benefits of regular artistic practice.

The work created by MAW students is celebrated through public art exhibitions at the senior centers and in the community. Participants' art adorns the walls of our senior centers to beautify the spaces, inspire our members, and make the centers truly their own.

In FY 2020, CBN conducted a study of its MAW program at the Covello Senior Center to better understand the impact of the program on senior health and well-being:

- **88% of respondents reported decreased anxiety as a result of the classes**
- **81% of respondents felt more socially connected as a result of the classes**
- **81% of respondents reported improved confidence as a result of the classes**

### Carter Burden Gallery

The Carter Burden Gallery in Chelsea is the first nonprofit gallery of its kind in the US, taking on ageism in the arts and in society by exclusively featuring the vibrant, meaningful work of older professional artists. The Gallery provides opportunities to exhibit, promotes economic empowerment through art sales and marketing support, and provides technical assistance to help older artists cross the digital divide. **In FY 2020, the Gallery held 32 exhibits featuring the work of 221 artists, sold 46 pieces, and provided 24 artists with technical assistance.**

*"It is rare to find a gallery and an organization that is so welcoming and supportive of artists. And rarer still to acknowledge the work of more mature artists. It is more than just having the opportunity to show work. It fosters a community with the other artists and the staff. The art chosen for the shows is wide-ranging. The openings are always celebrations. With utmost positivity, CBN has kept the energy of the gallery, the shows, and the connections going during this difficult and isolating time. The online themed shows, the postings on Artsy and other social media, and the weekly Zoom meetings continue to provide ways to keep us connected with each other and the larger community. The Zoom meetings have given me the opportunity to get to know Gallery artists I did not have a chance to meet before. We can talk openly and frankly about how we are handling our work and our lives at this time. In addition, we give each other feedback of our artwork. This has re-energized my desire and purpose in making art. I feel more creative than I have for a long time."*

**-Judy Glasser, Carter Burden Gallery Artist**





## 09

# Health and Wellness

CBN's Health and Wellness programming is a growing area of our work, helping seniors make positive choices that improve their long term emotional and physical well-being through innovative research studies, educational workshops, and fitness programming.

## Dietary Approaches to Stop Hypertension (DASH) Eating Plan

FY 2020 marked the second year of CBN's federal grant with the Administration for Community Living (ACL). Working with The Rockefeller University and Clinical Directors Network, we implemented the DASH eating plan at Covello and the Luncheon Club by reducing sodium, increasing fruit and vegetable servings, and using more healthy fats, lean meats, and seafood in our menus to reduce rates of hypertension. The project includes ongoing blood pressure monitoring and nutritional education to enhance self-efficacy and promote healthy eating habits beyond the centers.

*"Before the DASH study I never really paid much attention to my blood pressure, other than when I went to my doctor. By being in the program, I saw how high my readings were getting and was able to work with my doctor to fix the problem."*

**-Girard Rodgers, Luncheon Club Member**

## Health Education

Aging is a complex process that is accompanied by increased risk for chronic health conditions. At CBN, we seek to empower our clients to better understand their health, take preventive measures, and effectively manage existing conditions. Thanks to the support of dedicated health and academic institutions such as Lenox Hill Northwell Health, Hospital for Special Surgery, Alzheimer's Association, Hunter-Bellevue School of Nursing, and Columbia University, CBN provided expert-led workshops on falls prevention, nutrition, blood pressure, Alzheimer's and dementia, medication management, and much more. CBN continues to offer vital virtual workshops during the pandemic, including a town hall on COVID-19, led by Lenox Hill Northwell Health. **In FY 2020, CBN served 1,200 unique seniors through health workshops and 340 unique seniors through nutrition education workshops.**



## Falls Prevention Symposium

In FY 2020, CBN held its first Falls Prevention symposium in partnership with Weill Cornell Medicine, New York Presbyterian, Hunter Silberman School of Social Work, and Physician Affiliate Group of New York. The symposium featured expert-led lectures on the roles of fitness, brain health, and screening in falls prevention, as well as firsthand accounts from seniors who experienced major falls. There was a keynote speech and demonstration from Diederike Van Wijk, who developed and operates the interactive, innovative, and evidence-based "Falling is in the Past" program in the Netherlands, which incorporates obstacle courses and practice on how to fall correctly. **There were 115 attendees of the symposium,** including aging and health professionals, and seniors.

## Fitness Programming

Fitness classes offered at our 4 senior centers help older adults remain active and improve strength, balance, flexibility, and cardiovascular health. Classes include Zumba, Yoga, Seated Yoga, Balance Fitness, and Self Defense. Covello uniquely offers a gym staffed by a personal trainer, as well as specialized one-on-one balance instruction. Evidence-based classes such as Tai Chi and Stay Active and Independent for Life (SAIL) support falls prevention. **In FY 2020, CBN served 750 unique clients through fitness classes and 170 unique clients through evidence-based programs.**

*"I come here mostly for the exercise activities. This is why I'm able to climb the stairs and get around. I'm 85 years old and without the exercise I wouldn't be able to get around the way that I do."*

**-Maud Charlerie, Covello Member**

## 10

# Volunteer Services

Volunteers are critical to the operations of CBN, helping us more effectively serve nearly 6,000 seniors each year. Through their dedication and expertise, volunteers brought smiles to the faces of older adults and provided critical services across our 12 programs. **In FY 2020, 1,600 volunteers provided 16,000 hours of service, valued at over \$512,000.**

## Pandemic Response

Just as CBN has adapted to changing needs and protocols throughout the pandemic, so too have our caring volunteers. Citymeals on Wheels has been a key partner in emergency meal provision, providing shelf-stable and frozen meals weekly, and working alongside dedicated Invisible Hands and New York Cares volunteers to package and deliver meals to seniors.

*"I get to deliver a bunch of meals. I feel happy at the end of the day. I feel very accomplished and I get the sense that I'm giving back to the community, which I really enjoy."*

**-Alexander Molina, CBN Volunteer**

Recognizing that isolation has only been exacerbated during the pandemic, volunteers have led telephone re-assurance efforts to help assuage the loneliness, fears, and stressors experienced by seniors and ensure that they continue to feel supported.

*"I think it's important that someone is there to listen and during the crisis, this has heightened. People are more isolated and it is especially important that they have people they can reach out to and that people reach out to them to let them know they're not alone. It's important we maintain connection with each other and Telefriend is one way to do that."*

**-Dwight Davis, Friendly Visiting and Telefriend Volunteer**



## Capacity Building

In FY 2020, CBN's Volunteer Services Department strengthened its capacity to engage volunteers and serve seniors through a critical grant-funded software upgrade. Acquiring CERVIS Volunteer Management Software, CBN streamlined its volunteer recruitment, registration, event management, follow-up, and reporting activities, automating previously manual processes to enable our staff to focus on creating meaningful volunteer opportunities.

## Key Volunteer Groups

### Corporate Volunteers

Corporate volunteering is an incredible method of team building, creating shared experiences by uplifting more vulnerable members of the community. **In FY 2020, 350 corporate volunteers contributed 1,200 hours of volunteer service.**

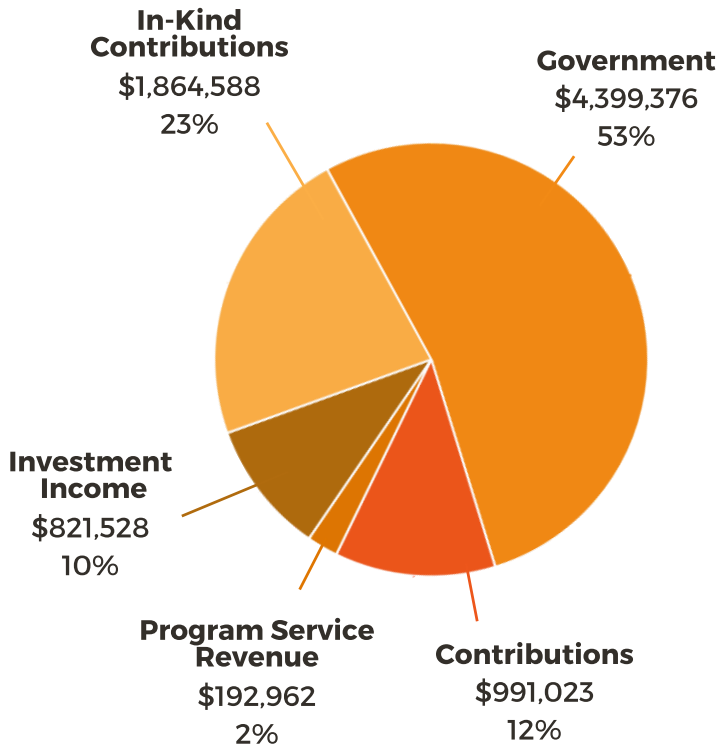
### Senior Volunteers

Senior participants at CBN are often inspired to become more deeply involved in programming through volunteering. These vital members of our team further bring the perspective of older adults and familiarity with the community into CBN's program delivery. **In FY 2020, 35 senior volunteers provided 3,600 hours of volunteer service.**

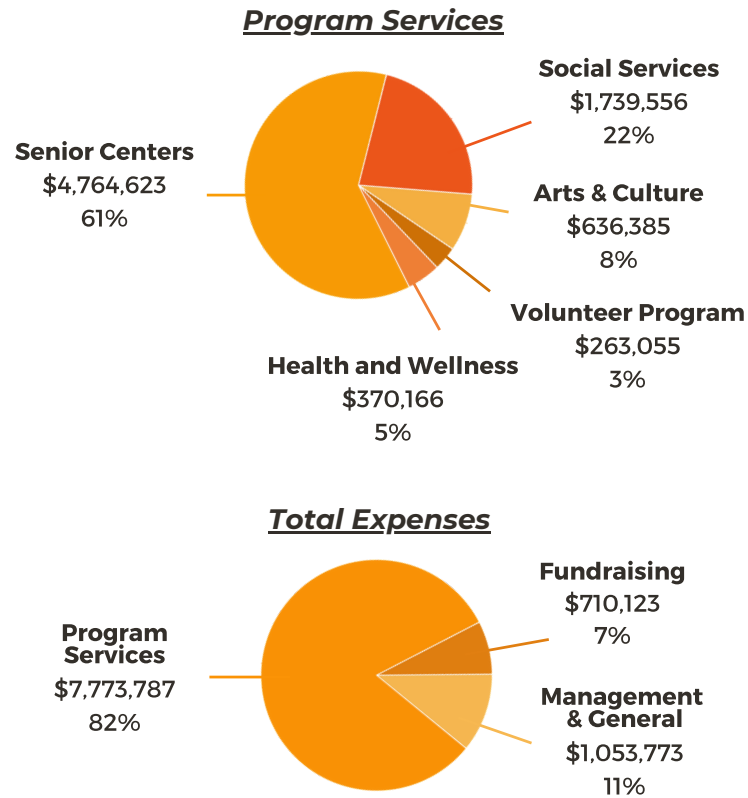
### Intergenerational Volunteers

Intergenerational volunteering instills in youth the passion for civic engagement early in life, while connecting seniors to necessary services. Youth volunteers and senior participants receive mutual benefits, forming meaningful connections and learning from the diverse perspectives of different generations. CBN's Associates Council and Teen Council engage young professionals and teens to serve as the next generation of leaders in aging services. The talents and energies of these bright, young volunteers have significantly improved CBN's social media engagement and brought critical resources to our seniors. **In FY 2020, 300 intergenerational volunteers contributed 2,800 hours of volunteer service.**

## REVENUE SOURCES



## OPERATING EXPENSES



## NET ASSETS BALANCE & COMPOSITION

Liquid Unrestricted Net Assets*	\$7,348,531.26
Net Assets Invested in Fixed Assets	\$411,492.15
Donor Restricted Net Assets	\$328,124.05
Endowment	\$3,448,997.01
<b>Total Net Assets</b>	<b>\$11,537,144.47</b>
Average Monthly Operating Expenses	<b>\$643,983.00</b>

\*Liquidity was strong at the end of the fiscal year. CBN's liquid reserve balance represents approximately 11 months of operating expenses.

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## Carter Burden Network FY 2020 Donors

Our work is made possible through the generous financial support for our programs and services provided by government funders, foundations, corporations, and individual donors. Your contributions help us serve nearly 6,000 seniors each year and are responsible for the activities and accomplishments listed on the pages prior. While the list below includes only FY 2020 contributions of \$5,000 or more, we recognize and value each and every gift, which demonstrates the generosity of our supporters and their commitment to serving older adults.

### **\$100,000 and higher**

Administration for Community Living  
FJC Foundation  
Hearst Foundation  
New York City Council  
New York City Department for the Aging  
Margaret and Ian Smith

### **\$25,000 - \$99,999**

Susan L. Burden  
Florence V. Burden Foundation  
Jenny Goldman  
GPG Properties  
Isaac H. Tuttle Fund  
Lifespan of Greater Rochester  
Macy's  
New York Foundation for Eldercare  
Jeffrey A. Weber

### **\$10,000 - \$24,999**

Johanna Ashbhy  
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Citadel Security Agency  
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Darkstar Capital  
The Fan Fox & Leslie R. Samuels  
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Ravenswood Generating Station

Roosevelt Island Operating Corporation  
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Walt Disney Studios  
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### **\$5,000 - \$9,999**

Barclay's  
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Brick Presbyterian Church Women's  
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Select Equity Group Foundation  
Signature Bank  
The Vidda Foundation  
Robert J. Waldele  
Judith Hardy Woodard  
Eric Wittenberg

During FY 2021, CBN will reach its **50th Anniversary** of providing aging services to New York City seniors. As we begin to emerge from the challenging circumstances of FY 2020, we will be navigating new landscapes in service provision as well as public and private funding. However, we also know that our community will be even more united, coming together around shared ideals and solutions. In partnership with our community, CBN will continue to evolve to provide innovative solutions to changing needs while also retaining the sense of belonging that is paramount to our mission.

### **Communications Enhancements**

As we have seen during the COVID-19 pandemic, it is vital to efficiently maintain ongoing communication with clients to ensure they feel supported and informed. Recognizing that older adults may have limited technological aptitude and access to computers and smart devices, CBN is committed to reaching seniors through their preferred communication methods. As such, early in FY 2021, CBN launched a grant-funded voice broadcasting telephone communication system to enhance our outreach to seniors. The system enables pre-recorded messages to be sent out to our entire client list or target groups tailored in multiple languages through an automated dialer. These voice messages will provide critical public health, programming, and resource information from a trusted CBN voice and will supplement the essential one-on-one communication that will continue to be offered by our staff and volunteers.

### **East Harlem Village**

Our historically underserved communities continue to be disproportionately impacted by social injustice and public health crises, including COVID-19. Social determinants of health in these communities are too often framed by poverty, limited education, and lack of access to healthcare, leading to disparately poor health outcomes. With two senior centers in East Harlem, CBN is cognizant of inequities experienced by our clients in this community. We combat these challenges with robust culturally-responsive social service, nutritional, educational, health and wellness, and arts and culture programming to improve outcomes for East Harlem seniors.

In FY 2021, CBN will also be partnering with Public Health Solutions on a federally-funded project to develop a Village model for the East Harlem NYCHA community. The project will respond to inequities and barriers around income, food insecurity, and social isolation by enhancing partnership networks in East Harlem and connecting NYCHA residents to nutritious food, mental health and social services, technology and nutrition education, and more, through a closed-loop referral system. This coordinated community response supports underserved seniors as they age in place.

### **Embracing Virtual Programming**

Virtual programming has been vital to filling the gap in services created by the suspension of in-person activities due to COVID-19. However, at CBN we recognize that virtual programming will continue to have a place in our spectrum of services long after the dissipation of this pandemic. Virtual programming allows those who are homebound either in the short or long term to be able to attend CBN programming and be a part of our senior center communities. Virtual programming is a vital tool to enhance programming accessibility and create a welcoming community for all.

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## How You Can Support Our Work

Now, more than ever, CBN will depend on the generous support of private donors to fulfill our mission, strengthen our programs, and adapt to meet changing needs. **Less than 2% of institutional philanthropy goes to aging programs, less than 1% of New York City's budget goes to aging services,** and public funding continues to shift to meet the growing healthcare, emergency, and public assistance costs related to COVID-19. Meanwhile, **20% of New Yorkers are 60 or over** and the city will only continue to age over the next several years and decades. At CBN, we are up to the task of serving this growing population of vulnerable seniors for years to come. The following methods of giving will support CBN's work in serving thousands of older New Yorkers each year, providing them with the programs and resources to age in place safely and with dignity.

### Donate

To make a donation online, please visit [carterburdennetwork.org/donate](https://carterburdennetwork.org/donate). To donate by phone, please contact our Development Department at 917-409-1260. If you would like to donate by mail, checks payable to the Carter Burden Network may be sent to: Carter Burden Network, 415 East 73rd Street, New York, NY 10021.

### Workplace Giving

Workplace Giving provides an easy way to double your impact through Matching Gifts, Volunteer Grants, or by designating the Carter Burden Network as the beneficiary of your company's Corporate Giving Programs.

### Planned Giving: Carter Burden Network Legacy Circle

The CBN Legacy Circle provides ways for donors to support our mission for generations to come. The most common way people join our Legacy Circle is through a charitable bequest in a will or living trust. Here is some suggested language you can have your attorney review: "I give and bequeath the Carter Burden Network, located in New York City, tax identification number 23-7129499, \$ \_\_\_\_\_" (or state a percentage of your estate, or describe real or personal property, including exact location).

### Program Sponsorships

We welcome restricted gifts that are designated for particular CBN programs or services based on your or your company's areas of interest. You may consider sponsoring any of CBN's senior centers or its social service, arts, or health and wellness programs.

### Social Media Fundraisers

Facebook fundraisers on behalf of CBN, and birthday fundraisers in particular, are an easy way to reach out to your network to raise funds for our programs and services. Please also consider sharing any campaigns led by CBN on your social media accounts to enhance their reach.

### Volunteer

Volunteers are critical to our operations, providing their time and expertise to connect seniors to vital services. We welcome volunteers from corporate or community groups, families, or individuals. Please note that opportunities may be limited during the pandemic to ensure the safety of seniors, volunteers, and staff members. Our event listings and registration opportunities can be found here:





[www.carterburdennetwork.org/become-a-volunteer](https://www.carterburdennetwork.org/become-a-volunteer).

# THANK YOU FOR SUPPORTING OUR SENIORS!



**FY  
20**

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