

ROBIN  HOOD

CORPORATE PARTNERSHIP
OPPORTUNITIES



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“Robin Hood....one of the most innovative and influential philanthropic organizations of our time...”

FORTUNE, SEPTEMBER 2006

WHAT OUR PARTNERS SAY

"We are very focused on metrics, people and process. That's the magic of GE. That also is true of Robin Hood. It is the most efficiently run not-for-profit I have ever seen."

—JEFFREY R. IMMELT, CEO, GENERAL ELECTRIC

"Through volunteerism and special initiatives such as building libraries together in public elementary schools, Robin Hood has provided the opportunity for Credit Suisse to improve the lives of families living in poverty in New York City."

—BRADY DOUGAN, CEO, CREDIT SUISSE GROUP

"For companies like us—who are seeking to have a meaningful impact on poverty—Robin Hood has proved to be a flexible, innovative and imaginative partner."

—SETH WAUGH, CEO, DEUTSCHE BANK AMERICAS

"We rely on Robin Hood's expertise and due diligence, from September 11 relief work to building better, smarter ways of helping all kids attain the education they deserve."

—HUW JENKINS, CEO AND CHAIRMAN, UBS INVESTMENT BANK

"Management assistance projects allow Deloitte volunteers to have an impact on a struggling non-profit and demonstrate our values of corporate citizenship."

—DUNCAN PARKS, PARTNER, DELOITTE US-NEW YORK



ABOVE: At P.S. 192 in Washington Heights, students are hard at work in a brand-new Robin Hood library. Robin Hood corporate partners have sponsored over 20 of the 31 Robin Hood libraries built in elementary schools in New York City's poorest neighborhoods, which are helping almost 30,000 children annually get the education they deserve.

PHOTO: Peter Mauss/ESTO

ON THE COVER: ROBIN HOOD graced the Times Square NASDAQ board on December 12, 2005, to coincide with the opening of the NASDAQ market by Tiki Barber on behalf of Robin Hood. A member of Robin Hood's leadership council, Barber spoke passionately about the depth of poverty in New York City in his remarks before the market's opening bell and said, "Robin Hood is about finding solutions, not just band-aids, for our toughest problems."

PHOTO: KEVIN CHU / KCJP

In your business, you demand results, efficiency, rigorous tracking, evaluation of investment risks and innovative partnerships. Why accept any less from your charitable giving? Robin Hood understands the corporate approach because investment principles guide all of our charitable giving.

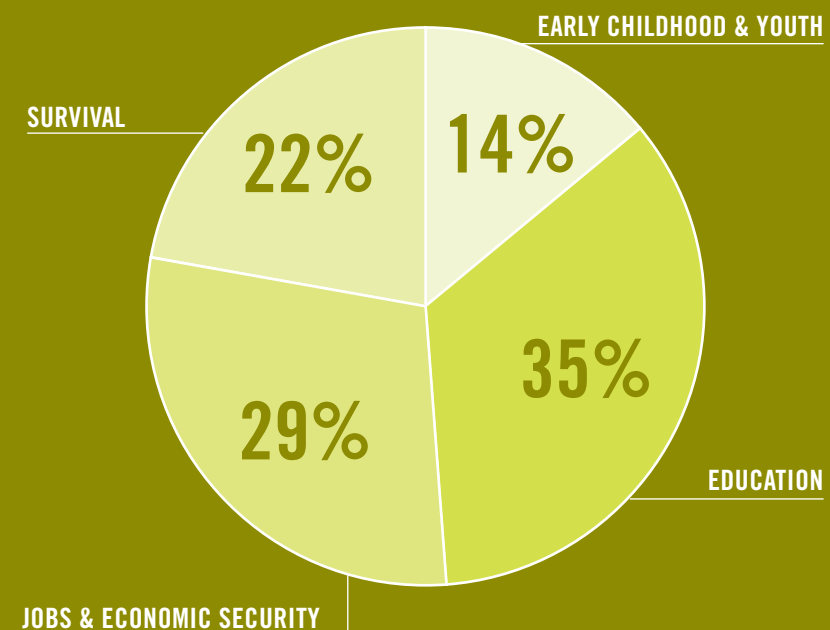
HOW WE MAXIMIZE THE VALUE OF YOUR ROBIN HOOD DOLLAR

We Subtract Nothing, Add Value and Demand High Return on Investments

\$	1.00	YOUR DONATION
-	0.00	EXPENSE FREE: All overhead costs are paid for by the Robin Hood Board of Directors
+	0.10	ADDED VALUE: Value of management assistance, in-kind donations & evaluation
<hr/>		
\$	1.10	Investment in a Robin Hood-funded program

FOUR WAYS ROBIN HOOD FIGHTS POVERTY

2006 Investments by Program Area



Robin Hood has no endowment. The amount we raise each year is invested during the following year, which means fundraising begins at \$0 annually.

"Why put away money for a rainy day when it's pouring out? New York City is arguably the richest city in the world, and yet the majority of babies were born into poverty last year. Why would we keep powder dry under those circumstances?"

—DAVID SALTZMAN, ROBIN HOOD EXECUTIVE DIRECTOR, *FORTUNE*, SEPTEMBER 2006

WHY MAKE ROBIN HOOD YOUR CORPORATE PARTNER?



DID YOU KNOW?

- MORE THAN 1.5 MILLION PEOPLE IN NEW YORK CITY LIVE BELOW THE POVERTY LINE.
- MORE THAN 50 PERCENT OF ALL BABIES IN NEW YORK CITY ARE BORN INTO POVERTY.
- IN OVER 46 PERCENT OF HOUSEHOLDS LIVING BELOW THE POVERTY LEVEL, THE HEAD OF THE HOUSE IS WORKING.

Poverty affects everyone regardless of income, age or social status. All bear its massive social, emotional and financial costs. Statistics in New York City present a chilling picture of despair in one of the world's wealthiest cities. Poverty's wide net ensnares 1.5 million New Yorkers—from infants to the elderly; citizens to immigrants; unemployed to low-paid workers.

Robin Hood holds steadfast to a single mission: FIGHT POVERTY IN NEW YORK CITY.

Since our founding in 1988, we've invested \$500 million in programs, 9/11 relief and capital projects to help poverty-stricken New Yorkers build better lives for themselves and their families. We fight poverty by finding, funding and partnering with over 200 of the most effective community-based organizations, including schools, in the city's poorest neighborhoods—providing cash, management assistance and other support services to make them even stronger. In other words, we do the legwork to find and improve the top organizations that tackle the complexities of poverty head-on, every day.

Our approach to philanthropy is founded on hard-nosed investment principles, which magnifies the impact of your donation in powerful ways. By partnering with Robin Hood, you can build stronger community relationships and demonstrate your company's compassion and vision. The value of a partnership stems from Robin Hood's ability to engage your company and your employees in activities that help poor New Yorkers and your company.

We will work with you to forge a customized strategy that reflects your mission, enhances employee satisfaction and encourages creativity and teamwork.



EMPLOYEE INVOLVEMENT: Corporate volunteerism has been shown to enhance the corporate image and strengthen team building and employee morale. These benefits are heightened by the knowledge that time spent in the community provides a great service to organizations in need. It's a win-win situation.

ABOVE: Lehman Brothers and Robin Hood partnered to help the Children's Health Fund build a clinic in the Harlem Children's Zone, providing medical and mental health assessments and referrals, on-site comprehensive primary care, on-site dental services, and health education for students attending Promise Academy, Harlem Children's Zone's new charter school. The project will also develop health education and outreach services for the 6,000 children who live in the Harlem Children's Zone. PHOTO: KEVIN CHU/KCJP

BELOW LEFT: Students from P.S. 86 gathered around Deutsche Bank trading desks to learn important math skills, how the financial markets work and possibly see a future for themselves as investment bankers.

◎ ROBIN HOOD IS 100 PERCENT CHARITY:

Most charities and foundations subtract their operating costs before putting your donation to work. Not Robin Hood. Our board pays for all administrative, fundraising and evaluation costs. That means 100 percent of your donation goes directly to organizations that serve the poor.

◎ ROBIN HOOD IS RESULTS-DRIVEN:

In a sector without a history of proven metrics, we establish performance indicators and then hire independent auditors to judge the results. By our estimates, every dollar you donate provides on average over \$12 of value to poor New Yorkers.

◎ ROBIN HOOD USES METRICS:

We've always relied on rigorous performance evaluations for our programs. However, in recent years we've created, in consultation with outside experts, an innovative methodology of metrics. First, we apply a consistent measurement of success for programs of all types: how much our program boosts future earnings (or, more generally, living standards) of poor families above what they would earn in absence of the program. Second, we calculate a benefit/cost ratio for the program, dividing the estimated benefits that a Robin Hood grant creates by the size of our grant. The benefit/cost ratio for each grant measures the value it delivers to poor people per dollar of cost to Robin Hood—an analog to the commercial world's rate of return.

◎ ROBIN HOOD APPLIES DUE DILIGENCE:

Benefit/cost calculations, no matter how sophisticated, account for only one of many evaluation tools we use to assess effectiveness. Indeed, our staff makes over 1,500 visits each year to current and potential community partners to search for the best new programs and to help make our existing programs as effective as possible.

◎ ROBIN HOOD ADDS VALUE:

Charitable investments are protected with management and technical assistance from Robin Hood's experts and pro bono consultants from top firms. Each year, Robin Hood completes more than 200 management, legal and real estate projects for over 100 groups.

AVERAGE ROBIN HOOD RATE OF RETURN: 12 TO 1

The average benefit to poor New Yorkers for every dollar Robin Hood spends, based on Robin Hood metrics.

SAVING LIVES, CHANGING FATES

- ⇒ Investing in superior schools in the city's poorest neighborhoods
- ⇒ Helping people overcome barriers to getting and keeping employment, including substance abuse, incarceration and homelessness
- ⇒ Connecting public benefits and tax credits to eligible recipients
- ⇒ Preventing child abuse through parenting education and early intervention
- ⇒ Providing food, housing and healthcare to those in need
- ⇒ Preventing teen pregnancy
- ⇒ Finding a place for teens as they "age-out" of foster care
- ⇒ Building and stocking school libraries
- ⇒ Reinvigorating teaching
- ⇒ Assisting at-risk students
- ⇒ Sheltering victims of domestic violence
- ⇒ Offering immigrants English lessons and job training
- ⇒ Caring for people with HIV/AIDS

WAYS TO PARTNER WITH ROBIN HOOD



THINK BIG AND BOLD. WHILE SHORT-TERM RESULTS INCLUDE INCREASED GOODWILL, LONG-TERM BENEFITS CREATE GREATER VALUE FOR SOCIETY AND YOUR COMPANY THROUGH BROAD SOCIAL CHANGE.



Let us work with your company to customize a partnership that expresses your philanthropic goals and reflects your corporate culture.

FINANCIAL PARTNERSHIPS

When your company makes a cash donation of any size to Robin Hood, you make a strategic investment in the city's most effective poverty-fighting organizations. As always with Robin Hood, 100 percent of your donation goes directly to programs serving the city's 1.5 million people living in poverty.

- © **ROBIN HOOD'S CORPORATE LEADERSHIP PARTNERS:** For annual contributions of \$250,000 or more, your company can join this exclusive circle of supporters to make a difference in New York City and play a leadership role with other top firms committed to high-return corporate philanthropy. Member companies receive recognition in Robin Hood publications—print and web—and can partner with Robin Hood to develop meaningful volunteer opportunities for employees and their families.
- © **GENERAL, UNRESTRICTED CONTRIBUTIONS** for poverty-fighting programs in New York City permit Robin Hood's team to strategically apply funds toward the greatest need, based on intensive evaluation and oversight. We also offer the opportunity to designate funds to a project or initiative, or to sponsor a Robin Hood special event.
- © **YOU MAY ALSO CHOOSE FROM AMONG OUR PORTFOLIOS:** Education; Early Childhood & Youth; Jobs & Economic Security; and Survival. Invest in these portfolios and receive updates and invitations to pay visits to our community partners.
- © **WE CAN CUSTOMIZE A FUND**—consisting of community partners from one or several portfolios—to suit your company's specific interests. Here are some ideas:

- ⇒ A Charter School Fund to focus on schools that benefit from a public-private synergy to increase performance on standardized tests.
- ⇒ A Workforce Fund to connect unskilled workers to good jobs by providing training and college preparation.
- ⇒ A Children and Family Health Fund to support clinics and programs that provide clinical services, medical screening and education about health and nutrition issues.
- ⇒ A Youth Development Fund to help low-income teens and young adults navigate the foster care, child welfare and juvenile justice systems and puts them on the path toward independent living.
- ⇒ A Housing and Community Services Fund to provide shelter to more than 10,000 homeless New Yorkers while simultaneously providing the social services they need to remain stably housed.
- ⇒ A School-based Mental Health Services Fund to provide on-site mental health services in schools and helps children get needed care, thereby increasing the all-important probability that they will graduate and avoid lifelong poverty.

ABOVE: Credit Suisse employees give a helping hand to new residents of the Chelsea Foyer—a Good Shepherd Services program for kids aging out of foster care and needing housing and support services—by getting them settled into homes with products donated by Bed, Bath & Beyond, Crate and Barrel and many other businesses.

PROJECT & INITIATIVE SPONSORSHIPS

When Robin Hood can't find existing programs to address urgent gaps in community services, we create bold initiatives. Past projects include building award-winning libraries in the city's poorest elementary schools and opening Single Stop sites, which provide access to tax refunds and financial and legal counseling throughout the five boroughs.

EVENTS AND TABLE PURCHASES

Robin Hood hosts approximately seven events per year that range from intimate, industry-specific receptions to concerts featuring top performers, including the Rolling Stones, Beyoncé, The Who, Elton John and Red Hot Chili Peppers. Our signature event is Robin Hood's Big Benefit. This annual fundraiser attracts 4,000 of New York's leaders in finance, business, entertainment and philanthropy. Whether you wish to reserve tables at our Big Benefit or sponsor an entire event, we work closely with you to tailor the right opportunity. Additionally, Robin Hood corporate partners are invited to our Heroes Breakfast, Investor's Meeting and site visits to our community partners.

ABOVE: A new library was transformed from an old attic of the 111-year-old P.S. 106 building in Bushwick, Brooklyn.
PHOTO: KEVIN CHU/KCJP



CORPORATE EVENT SPONSORSHIPS: Bank of America served as lead sponsor for a private Rolling Stones concert at Radio City Music Hall to benefit Robin Hood. The corporate sponsorship provided outstanding visibility to a desirable audience and an inspired opportunity to offer something special to clients and friends. As a bonus, the event's corporate sponsors helped Robin Hood raise \$9 million to help struggling New Yorkers.

MORE WAYS TO PARTNER WITH ROBIN HOOD



BOARD PLACEMENT



A SURVEY OF PEOPLE WE PLACED ON THE BOARDS OF OUR COMMUNITY PARTNERS FOUND THAT MORE THAN 60 PERCENT WERE APPOINTED TO POSITIONS OF BOARD LEADERSHIP DURING THE FIRST YEAR OF SERVICE.

PRO BONO AND IN-KIND OPPORTUNITIES

Pro bono partnerships provide critically important services to organizations looking to build and improve their capacities through strategic planning and technology, and legal and accounting services, while insuring that our investments reach stable, growth-oriented programs. Many companies seek suitable places to distribute quality goods to impoverished New Yorkers. Robin Hood identifies the poverty-fighting organizations that can benefit from contributed goods, including new books, technology, clothing, home goods, toys and office furniture.

PHILANTHROPY IN THE WORKPLACE

Let Robin Hood help you create a customized employee-giving campaign and strategy that enhances employee satisfaction, guarantees efficiency with zero overhead and helps New Yorkers build better lives. Robin Hood partners with America's Charities to provide an online pledge program that efficiently manages employees' workplace campaigns. Robin Hood can tailor to your needs, whether you are a small company seeking a meaningful, in-house employee giving campaign or a large corporation serving thousands of employees with varied interests. Presentations, flyers, posters and a variety of digital materials and messaging are available.

MATCHING GIFTS

Help maximize your commitment to fighting poverty in New York City by matching your employees' personal contributions. Leveraging employees' gifts to Robin Hood sends the message that outcomes-driven philanthropy is valued and demonstrates your company's support of employees and their generosity.

VOLUNTEERISM

Companies that give to Robin Hood at a leadership level are eligible to experience firsthand the remarkable work of Robin Hood's community partners. Your employees will be treated to individually conceived and specially tailored events that promise them a real sense of an organization's work. We are ready to create interactive and educational volunteer experiences that are right for your company and your passions, whether that means promoting literacy in schools, helping poor families collect tax refunds, assisting people re-entering the workforce or another pursuit with a personal meaning for you. Leave the planning to Robin Hood and your volunteer experience will be flawlessly run and cost effective. Most importantly, your employees and the organizations for which they volunteer will gain maximum benefits and impact.

ABOVE: Robin Hood corporate volunteer programs help kids learn skills throughout the year, sprucing up neighborhoods while lifting hearts and minds.

A solid board of directors is critical to the leadership and health of an organization.

Boards are responsible for everything from strategic planning to fundraising, from finances to public relations. Robin Hood fights poverty, in part, by helping our community partners find inspired, energetic board members with key skills.

By serving on a nonprofit board, employees can find rewarding experiences, gaining hands-on experience and leadership skills. Members of boards help by bringing smart business practices to organizations, donating money themselves and helping their organizations raise other private dollars.

Robin Hood plays a pivotal role in uniting organizations and candidates for board positions. Our staff can work with your company to determine the best method of educating and recruiting your employees. We can help inform all of your employees about board service through a formal presentation, an informal breakfast meeting or a lunch-and-learn session.

Where most board-matching services end, Robin Hood's begin. After potential board candidates express interest and complete an information form, we schedule a meeting to get to know them better. We then identify one or more grant recipients that match their skills and interests. If both parties are interested in meeting, we facilitate an introduction. Once board placement is complete, Robin Hood serves as an ongoing resource to ensure that board members have all the tools necessary to serve successfully and effectively.



ABOVE: Vocational Foundation Inc. (VFI) of Brooklyn provides vocational and literacy training to youth (ages 17-21) who have dropped out of school and lack a high school diploma, GED or another equivalent educational degree. VFI offers literacy and job-training program, and then follows up with an intensive retention effort to ensure that participants stay in their jobs. PHOTO: KEVIN CHU/KCJP



BOARD PLACEMENT: "I asked Robin Hood to match me up with a non-for-profit in transition where I had the potential to get involved and make a difference. Vocational Foundation Inc. (VFI), whose mission it is to provide job training and placement for hard-to-employ disadvantaged youth, is a perfect fit. With a need for a new executive director, new space, new programs and new funding, the challenges and the excitement are boundless; the opportunity to be involved is inspiring and gratifying."

—KENNETH RAISLERK, PARTNER, SULLIVAN & CROMWELL LLP

THE DEPTH OF THEIR NEED

Poverty confronts 1.5 million New Yorkers 365 days a year, in all five boroughs.

THE VALUE OF YOUR INVESTMENT

Robin Hood welcomes donations of all sizes. In fact, you may be surprised to know how far your charitable dollar goes.

ONE IN FOUR NEW YORKERS LACKS HEALTH INSURANCE.

\$10,000

screens 80 poor women for breast cancer.

MORE THAN HALF OF ALL BABIES BORN IN NYC ARE BORN INTO POVERTY.

\$25,000

sends a pediatric nurse into five at-risk homes for a year, providing parents and guardians with the skills to bring up children in a supportive environment.

NEARLY HALF OF THE YOUNG ADULTS WHO AGE OUT OF FOSTER CARE END UP HOMELESS OR INCARCERATED.

\$50,000

gives 100 teens aging out of foster care the tools to thrive independently.

HALF OF THE WOMEN MURDERED IN NYC ARE KILLED BY HUSBANDS OR BOYFRIENDS. EVERY DAY, 230 CHILDREN ARE REPORTED AS ABUSED OR NEGLECTED.

\$250,000

shelters and provides counseling for 10 abused women and their children for one year.

CHILDREN ACCOUNT FOR MORE THAN 1 IN 3 PEOPLE AT SOUP KITCHENS AND FOOD PANTRIES.

\$500,000

provides 100,000 hot dinners at soup kitchens throughout the city.

IN NEW YORK CITY PUBLIC SCHOOLS, 66 PERCENT OF EIGHTH GRADERS READ BELOW GRADE LEVEL.

\$1,000,000

extends the academic day and year for 2,000 charter school students by 50 percent, allowing six years of learning to be packed into four years of school.

ROBIN HOOD

Linda Shockley

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