Second Century Campaign

IPO - Prospectus

The Second Century Capital Campaign is an immediate public opportunity to improve the lives of low-income New Yorkers. Join us today!

secondcentury@grandsettlement.org
www.secondcentury.org
(917) 494-8765

Aubrey, Grand St. Kid
80 Pitt St. Early Childcare Center
Dear Friends, Investors, & People Who Care About New York City...

Grand St. Settlement is all about opportunity. Over the last century, we have helped hundreds of thousands of New York families, delivering high-quality pre-Kindergarten, afterschool, summer camp, job training, housing, and senior services across the Lower East Side and Brooklyn.

Today, the people we serve confront rising barriers to achievement that threaten to broaden the gap between the rich and the poor, especially in the wake of the COVID-19 pandemic, a gap that opportunity can help fill.

The Second Century Campaign creates that opportunity. We are happy to announce that Grand St. Settlement is offering a nonprofit “IPO” to modernize our community center at 80 Pitt St. and improve opportunities for low-income New Yorkers. Up to 75,000 fundraising “shares” have been made available at just $80 each.

With your purchase of just 14 shares, we will be able to serve an additional family of 4 for the next 40 years.

Initial investors and government funders have already done much of the groundwork, and over two-thirds of the $15 million for the Second Century Campaign have already been raised. We now invite you to invest in our nonprofit IPO, the first of its kind in New York City.

We’ve adopted an investment mindset in our work to help New Yorkers step out of poverty and into opportunity. This nonprofit IPO – a unique form of charitable giving – gives you the opportunity to invest in our community.

Please join us.

With gratitude,

Andrew G. Celli, Esq.
Campaign Chair

Robert Cordero, MSW
Executive Director
Invest in Impact Today

For 45 years, Grand St. Settlement’s Lower East Side community center at 80 Pitt St. has served tens of thousands of New Yorkers living in the largest concentration of public housing in Manhattan. We prepare children to enter kindergarten, empower young people to succeed in college, support families in finding work, and help seniors live independently.

After years of wear and tear, we are undertaking major renovations and reimagining our space to deepen our impact and increase the number of people we serve by 20%.

Offerings Summary

<table>
<thead>
<tr>
<th>Issuer</th>
<th>Grand St. Settlement, Inc.</th>
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<tbody>
<tr>
<td>Shares Offered</td>
<td>75,000</td>
</tr>
<tr>
<td>Share Price</td>
<td>$80</td>
</tr>
<tr>
<td>Goal</td>
<td>$6 million</td>
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<tr>
<td>Use of Proceeds</td>
<td>Renovation of our community center at 80 Pitt St. in the Lower East Side to modernize and update the building, improve the depth of our programs, and expand our impact by 20%</td>
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Thanks to a $9 million investment from the city and state, all building repairs and maintenance have already been funded. The remaining $6 million in Second Century Campaign funds will be used to expand our program spaces and increase our impact.
Lasting Neighborhood Benefits

Our community center at 80 Pitt St. serves nearly one thousand people every day. These people range from our littlest ones enrolled in our early childhood programs, to elementary school kids who come for homework help and afterschool activities, to many seniors – our community's elders – who arrive as early as 7 a.m. for café con leche and stay through lunch and tai chi classes in the afternoon. Grand St. Settlement is at the center of this community, and 80 Pitt St. is its vibrant hub, which has been instrumental in responding to the COVID-19 Pandemic.

With the modernization of 80 Pitt St., the number of people we serve will increase by 20% annually. That means more children prepared for kindergarten, more youth enrolled in college-readiness programs, and more seniors engaged in the community, avoiding isolation at home. Your return on investment includes all of these people, and more.
Your Return On Investment

11,000

More meals served every year
Grand St. Settlement is committed to ensuring that older adults have the support needed to remain active members of the community. We are especially proud to provide seniors free breakfast and lunch daily. The Second Century Campaign will allow us to serve an additional 11,000 meals every year and continue to increase food distribution.
Grand St. Settlement’s high-quality childcare programs serve over 850 children and their families in five centers across the Lower East Side and Brooklyn with a focus on serving children with special needs. Modernizing 80 Pitt St. will allow us to expand our early childhood programs in the Lower East Side, including 6 brand new classrooms in the building.
NEW EARLY CHILDHOOD CLASSROOMS
Your Return On Investment

75

More Youth in STEM Programs
Youth services are our largest and most robust programs, including hands-on afterschool programming, free summer camp, and our science, technology, engineering, and math Clubhouse. By increasing the capacity of these programs, the Second Century Campaign will allow 75 more youth to enroll in our STEM programs per year.
Nonprofit IPO

The modernization of 80 Pitt St. will cost $15 million total. City and state governments have already funded $9 million of the project to cover the costs of renovating building systems, including the heating, air conditioning, sprinklers, and roof. This nonprofit IPO will fund the remaining $6 million of the project, which will be used to improve our program spaces and increase the depth of our services. Thanks to the generosity of our lead donors, we have raised $4.4 million of the $6 million to complete the project. In total, we are only 10% away from our goal.
Take Stock in Your Community Today!

20% INCREASE IN SPACE DEDICATED TO PROGRAMS

20% MORE PEOPLE SERVED ANNUALLY
Your Return on Investment Has Names and Faces!

Kay
“Without Grand St., people like me would feel more isolated, and I’m glad I have somewhere to go every day to be with my friends.”

Ashley
“Every time I went to Grand St., I always called it my second home, and I would call Mu my second mom.”

Finding Community
Kay has lived in the nearby Masaryk Towers affordable housing complex since 1969 and has seen the neighborhood grow and change for 50 years. The one thing that has remained constant is Grand St. Settlement. After her husband passed away 10 years ago, she began feeling isolated in her home and neighborhood, especially as local shops were pushed out and her friends began moving away. She heard about Grand St. Settlement and quickly dove into the community at 80 Pitt St. Kay has become a pillar of the neighborhood, participating in Tai Chi, Zumba, and Line Dancing with the seniors while enmeshing herself in the Chinese American community here. She’s even begun teaching Tai Chi for arthritis to other seniors to help support the friends she’s made.

Building for the Future
Raised by a single mom in public housing, Ashley didn’t have the opportunity to get involved in many activities outside of school, and spent the majority of her free time at home. That all changed when she came to Grand St. Settlement and met Mu, the STEM clubhouse director at the time. Mu pushed Ashley out of her comfort zone, and together, they worked on public speaking, new computer skills, and got involved with the LGBTQ+ drop-in center in the Lower East Side. Even when Ashley came out to her mom, Mu and Grand St. were there to support her every step of the way. Ashley graduated from high school in 2019 and was selected from over 3,600 students to receive a Posse Scholarship for full tuition based on her leadership skills. She is currently attending Franklin & Marshall College and hopes to be a videogame designer after she graduates.
Your share purchase will create opportunities for people working their way out of poverty and into stability and employment. The returns on your investment are most clearly conveyed by our neighbors who have already benefited from the programs offered at 80 Pitt St. every day.

**Victor**
“Working at Grand St. has given me the opportunity to give back to my community and share my story with the kids so I can be a role model to them.”

**Tenisha**
“Grand St. has been a huge help to my family, and I’m so happy for all the opportunities it’s created for us.”

**Neighborhood Kid, Rising Star**
Growing up in the Lower East Side, Victor remembers avoiding violence on certain blocks, seeing drugs scattered on the ground, and spending his time on the streets with little else to do. In middle school, however, Victor joined one of Grand St.’s afterschool programs, and he was introduced to a world of mentorship and opportunities outside of the Lower East Side. Victor earned a scholarship to Binghamton University where he studied history. After graduating, Victor returned to the Lower East Side and has made a career of helping others by working as a Program Director for Grand St. Settlement, supporting students the same way he was supported years ago. He plans on going into politics and continuing to mentor young men within his community, allowing them to take advantage of the same opportunities he’s had.

**A Family Affair**
In 2003, Tenisha moved from Brooklyn to the Lower East Side with her 2-year-old son. Her aunt told her about Grand St.’s programs, and she quickly enrolled her son. She soon found an opportunity at Grand St. working in the kitchen at one of our early childhood centers. Working at Grand St. offered her the opportunity to earn her food handler’s license, and she has been working in the cafeteria at one of our community centers ever since. All the while, her son continued in Grand St. programs until he graduated from high school, gaining the educational and social support he needed to succeed. Grand St.’s personal and financial services created an environment for Tenisha’s family to thrive, empowering her son to become the first person in their family to go to college.
Our Results

For over a century, Grand St. Settlement has proven that we can deliver results for the most vulnerable New Yorkers. By harnessing community strengths to meet community needs, we drive impact and make lasting changes in our neighbors’ lives. Examples include:

- **94%**
  - Enrolled children are prepared for Kindergarten

- **$1.2M**
  - Tax & public assistance benefits for families secured annually

- **2/3**
  - Neighborhood seniors listed Grand St. as the “place to go” for services

- **84%**
  - Afterschool youth achieved competence in leadership, service, and STEM skills
Adapting for Impact
80 Pitt Street and the COVID-19 Pandemic

Our Lower East Side Community Center at 80 Pitt Street has been the central hub of all of our services through the COVID-19 pandemic. While many of our regular services have been interrupted, we have pivoted to continue providing vital support to our participants. From food distribution to remote learning, we’ve adapted to serve the needs of the thousands of people who rely on services at 80 Pitt Street every year.

700% Increase in food distribution
100K Masks distributed
730 Toddlers receiving remote education

This pandemic has proven that 80 Pitt Street is vital to the surrounding neighborhood. The Second Century Campaign has never been more important, as it will equip us to serve more people and better act as an emergency response center for future crises. **We’ve proven that we are a sound investment, and your return on that investment is the safety and wellbeing of everyone in the Grand Street community.**
From Our First Century...

Since the early 1970s, 80 Pitt St. has been our home and headquarters, serving hundreds of thousands of low-income New Yorkers. Thousands of preschoolers, children, seniors, and families have come together to enjoy education, activities, meals, and improve their lives within its walls.

It’s hard to overstate the importance of 80 Pitt St. to the surrounding community. Historic housing developments like Baruch Houses, Gompers Houses, Masaryk Towers, and Seward Park-composing over 4,000 apartments-depend on our services at 80 Pitt St.

After 45 years of use by thousands of people, 80 Pitt St. is in need of an update. We now have the opportunity to make $15 million in major renovations, transforming the space and modernizing its systems.
...To Our Second Century
While we are fixing these problems, we also choose to dream. These much-needed repairs offer an opportunity to re-design and re-imagine the space to deepen our impact.

Youth Drop-In Center

Intergenerational Commons
Early Childhood Center Entrance
Our plans include

1. Renovated Gym
   Can be used for sports and wellness and as a multipurpose room for food service and group activities

2. Modern Classrooms
   For English-as-a-second-language instruction, crafts, arts and creativity, and computer labs

3. Modern Senior Center
   For senior meals, senior clubs, health and wellness

4. Renovated Kitchen
   With a teaching function that will provide healthy meals to our pre-Kindergartners and seniors while providing nutrition education

5. Early Childhood Center
   An expansion from four to six classrooms of early childhood space to prepare our youngest children, including those with special needs, for a successful transition

6. Technology Clubhouse
   Already a mainstay of our youth programs, our renewed Clubhouse will offer Science, Technology, Engineering, and Math (STEM) initiatives in a modern, attractive space

7. Dance Room
   Innovative space which will allow for mixed generations to exercise, learn, and play together

8. Project Speak Out Loud (PSOL)
   Offers a safe and welcoming space for LGBTQ youth, the only such drop-in center on the Lower East Side
Investor Benefits

- Annual shareholder reports documenting the renovation and its impacts
- Invitations to annual shareholder meetings and open houses
- A share certificate to display in your office, classroom, or home (pictured below)
- Public recognition in New York City area print media and in the community center
- Naming opportunities for significant share purchases
- All donations to the Second Century Campaign are fully tax deductible

Immediate Public Opportunity

This is to certify that has purchased ______ share(s) of Grand St. Settlement’s Second Century Campaign and is a certified friend to the families of the Lower East Side and Brooklyn.

Witnesses

All funds raised during the Second Century Campaign “Immediate Public Opportunity” are tax-deductible and will be used to renovate and modernize Grand St. Settlement’s community center at 80 Pitt St. in New York, NY. Shareholders do not actually own stock or shares in the nonprofit public charity “Grand Street Settlement, Inc.” or any of its assets. These IPO shares offer shareholders the opportunity to make a charitable gift and “take stock in their community.”
Why a Nonprofit IPO?
This unique form of giving allows you to invest in our community’s future for the coming century.
Take Stock in Your Community!

**Invest in this opportunity to improve the lives of low-income New Yorkers!** You can purchase fundraising shares in Grand St. Settlement’s Second Century Campaign. At $80 per share, this outlay guarantees a return on investment in your community by strengthening our 80 Pitt St. headquarters for the next 40 years.

**Stockholders see mid- and long-term results:** When the renovations are completed, you will help re-open the building, which will be a safer, modern, more comfortable community hub delivering much needed community services to generations of your New York neighbors.

**When our stock goes up, our communities get stronger:** With your purchase of just 14 shares, we will be able to expand our services to a family of four until 2061, benefiting the community and creating opportunities for years to come.

**Invest generously!** All shareholders will be acknowledged in the building and in shareholder reports. Naming opportunities are available for significant share purchases.

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- Jenna Shen
- Nicholas Stein
- Mario Tufano

### Recent Awards & Achievements
- Nonprofit Coordinating Committee of New York and New York Community Trust Nonprofit Excellence Award for Diversity, Equity and Inclusion, 2018
- More than 4 years of clean budgets, clean audits with no material weaknesses, and no internal financial control deficiencies
- Robert Cordero, Executive Director
  - Greater New York Executive Leadership Program, 2018
  - New York Foundation, appointed to the Board of Trustees for his leadership in advocacy, 2018
  - Appointed to the United Neighborhood Houses Board of Directors, 2020
- Willing Chin-Ma, Managing Director of Early Childhood Services & Senior Services
  - National Association of Social Workers New York City Chapter Diamond Leadership Award, 2019
- Human Services Council of New York, Notable Women in Human Services Hall of Fame, 2019
- Thanh Bui, Managing Director of Youth & Community Development
  - Coro Leadership NY Fellow, 2018
  - Roberts Enterprise Development Fund (REDF) Accelerator, 2019 Cohort
- Clovis Thorn, Managing Director of Development & Communications
  - Columbia Business School Developing Leaders Program, 2019
- Elsa Pereira, Managing Director of Operations
  - Coro Leadership NY Fellow, 2019
  - Community Resource Exchange Leadership Training
- Maria DeJesus, Managing Director of Human Resources
  - Columbia Business School Developing Leaders Program, 2020
Thank You!

Grand St. Settlement would like to thank all of our public funders, donors, supporters, and volunteers who enable us to fulfill our mission to expand opportunities for low-income families and individuals by providing culturally relevant services that support community-building, advocacy, self-determination, and an enriched quality of life.

We would like to acknowledge the government funders and private donors who have already given and pledged over $25,000 to the Second Century Campaign.

Barker Welfare Foundation, Andrew and Ellen Celli, Dormitory Authority of the State of New York, Lower Manhattan Development Corporation, Lynne and Harold Handler, Bryan and Amy Koplin, Ken and Toni Liebman, Manhattan Borough President Gale Brewer, New York City Council, Sylvia Montero, New York State Senator Brian Kavanagh, Ralph W. Rose and Anna Holmgren, Jenna Shen, Peiti Tung, Elwood Davis, John LaMattina, Scott and Laura Gewirtz, Brian Kim & Joyce Lee, Diana R. Breen and Dr. Michael S. Ritter, David M. Lee and Yukari Lee, and Spitzer Family Foundation (Updated list as of 10/29/2019)

Sylvia Montero  
Chair, Board of Directors

Buy shares online at  
www.secondcentury.org

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