



MAKE THE ROAD  
TO NEW YORK

# Survival Services



## OUR MISSION

Make the Road New York builds the power of immigrant and working class communities to achieve dignity and justice through the provision of legal & survival services, transformative education, policy innovation, and community organizing.

# Our Model

**Make the Road New York is a second home to tens of thousands of immigrant and working class people of color.** Vibrant murals and open doors welcome passersby into our storefront centers. From our nightly meals and community meetings to English classes and youth programs, we connect to every member of the family.

We support families over years and even decades, first tackling crises—like an impending eviction or debilitating hospital bill—and then supporting community members to get on their feet, perhaps by training for a healthcare career or stabilizing their immigration status, and finally engaging clients and students in organizing to address the root causes of the problems they face. The result is a resilient and tight-knit community that nurtures the self-sufficiency and leadership of each member.

**Our four-pronged method allows us to achieve a uniquely broad and deep impact:**

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## **ANTICIPATE AND TACKLE**

individual crises.

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**EDUCATE** community members to help them exercise their rights, become civic leaders, and build a stronger future.

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**SUPPORT** families over the long term to thrive.

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**TRANSFORM** policies and systems to create a more just and fair New York.

# Our Approach

We work closely with families who don't trust or can't reach other agencies, addressing critical needs and helping them access the tools to pull themselves out of poverty. We take time to understand community members' fears and ambitions, and use this information to design effective services.

Many of our programs are delivered by community members themselves, like our college access program, which is led by local youth who are best able to win the trust of their peers and thus help them implement the practices that will put them on the path to success. The program has helped 85% of students at four high schools in Bushwick get accepted to college.

We move swiftly to meet emerging or urgent needs in our community, whether for "know your rights" education to prepare families for interactions with immigration enforcement, or legal representation for children fleeing violence in Central America. Our staff are available around the clock, and we can deploy a mass canvass and outreach operation within hours when emergency needs arise.



# Our Programs

## **EDUCATION, TRAINING & COLLEGE ACCESS**

Citizenship Preparation  
Youth-Led College Access and Financial Aid Applications  
Community Health Worker Training  
Wraparound Services for Students in Community Schools  
Computer & Financial Literacy  
English for Speakers of Other Languages  
Occupational Health and Safety Training  
Sexual Assault and Domestic Violence Prevention

## **LEGAL SERVICES**

Family Law  
Housing and Public Benefits  
Immigration and Naturalization  
TGNCIQ Justice and Civil Rights  
Workplace Justice  
Impact Litigation

## **HEALTH SERVICES**

Community Health Worker Training and Job Placement  
Health Insurance Enrollment  
Health Care Navigation  
TGNCIQ Health Advocacy  
Medical Debt Reduction  
Nutrition Support and Food Pantry  
Peer Health Coaching  
Rape Crisis Hotline and Crisis Intervention  
Referrals for Rapid HIV Testing  
SNAP Enrollment Nutrition Support and Food Pantries

## **LEADERSHIP DEVELOPMENT AND PEER SUPPORT**

After-School and Summer Programs for Youth  
Daily Community Organizing Committee Meetings and Strategy Sessions  
Gender-Sexuality Alliances (GSAs)  
Know Your Rights Training

# Our Impact

\$70 million

back into the pockets of  
families each year



Storefront community  
centers embedded in the  
hearts of

low-income  
immigrant  
and African  
American  
neighborhoods

People from  
90 countries  
served

Sister  
organizations

in New Jersey, Connecticut,  
Nevada & Pennsylvania as  
part of an active project to  
support growing immigrant  
communities in other states





Sophisticated toolbox of  
anti-poverty strategies  
directly supports  
**15,000**  
low-income  
families a year

Policy design, impact  
litigation & organizing  
results in tangible  
improvements in the  
**lives of millions**



# Resolving Individual Crises

We fight deportations, win back stolen wages, eliminate crushing medical debt, and tackle the full array of emergencies and crises that our communities face. Due to our deep, long-term relationships of trust with community members we are uniquely able to surface emerging crises before they hit, and jump into action to avert or resolve them.

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“I came to Make the Road New York because I couldn’t afford my rent and was about to lose my home. The staff jumped in and stopped me and my young daughters from becoming homeless. But they also made me trust them, so I admitted that I didn’t have health insurance, and they enrolled us right away. They also helped me learn to stand up for my own rights, and learn that many of my problems can be solved.”

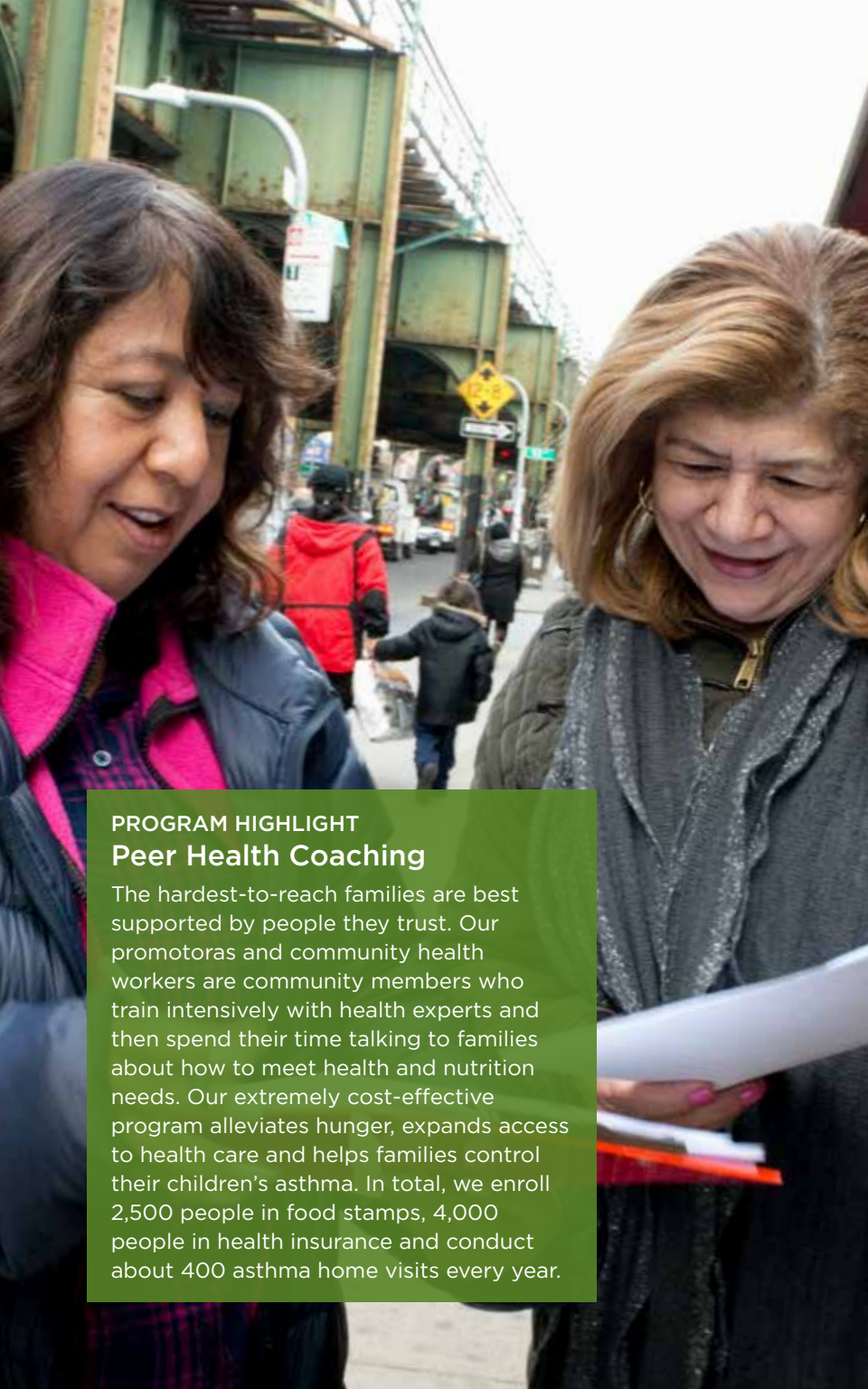


—DIANA ZARUMENO, BUSHWICK, BROOKLYN

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**PROGRAM HIGHLIGHT**  
**Peer Health Coaching**

The hardest-to-reach families are best supported by people they trust. Our promotoras and community health workers are community members who train intensively with health experts and then spend their time talking to families about how to meet health and nutrition needs. Our extremely cost-effective program alleviates hunger, expands access to health care and helps families control their children's asthma. In total, we enroll 2,500 people in food stamps, 4,000 people in health insurance and conduct about 400 asthma home visits every year.

# Supporting Families to Get Ahead

Our adult education classes, college access program and health care job training help community residents develop the tools to build better lives. Our community organizing and leadership development programs engage people as leaders and decision-makers rather than simply clients in need.

## PROGRAM HIGHLIGHT

### Community Schools

Make the Road New York fought for and helped to launch New York City's "community schools approach." The model integrates wraparound services designed to respond to the specific needs of students and their families. This addresses crises and clears the way for students to stay in school and thrive.

As part of our commitment to test, refine and replicate models of excellent service provision, we are the lead community partner for four community high schools. Even in the pilot phase, the program is improving school climate and reducing suspensions through innovations like a youth-led college access center and family outreach initiatives.



## PROGRAM HIGHLIGHT

### Immigrant Rights Education

When immigration enforcement escalated, tearing even more families apart and sowing panic in 2017, we jumped into action. We created a rapid response network with reach throughout New York City and Long Island to immediately respond to rumors of ICE raids and deploy help to impacted families, providing legal services and mental health support, among other survival support.

We also designed a comprehensive and easily replicable “Know Your Rights” program that is reaching thousands. The program includes a bilingual toolkit, a preparation packet (including instructions for parents on how to temporarily reassign custody of minor children), and a “train the trainer” series that has empowered hundreds of community members to help prepare their neighbors and coworkers to exercise their rights.

# Educating Entire Communities

We use our extensive neighborhood network and our array of trainings, classes and media work to educate hundreds of thousands of families on their rights as immigrants, tenants, consumers and workers, so they can avoid crises and become advocates for themselves and their neighbors.

## PROGRAM HIGHLIGHT Training for Careers in Health

Our community health worker training program prepares immigrant workers for in-demand careers that addresses acute health needs in low-income communities. Community health workers reach families in their homes and speak with them in their native language, connecting them to services and educating them about ways to improve health.



*Monica Navarrete graduated from our program and now has a full-time position at Northern Manhattan Perinatal Partnership, where she coaches new moms on infant care. We helped Monica secure childcare and resolve her immigration status so that she could complete our program, which both trains and places workers. Those placed see an immediate hourly wage increase of \$5.34 on average.*

# Transforming Policy and Systems

We design and help to implement enforceable, far-reaching policies that create opportunities for millions. Through policy design and advocacy, impact litigation, and litigation coordinated with organizing, we clean up exploitative industries, change the rules of the game and help our people gain real power.

## PROGRAM HIGHLIGHT

### Language Access

Our work with immigrants revealed that lack of translation and interpretation services was leading to unequal access to government services and even health care disasters. Our organizers, policy experts and attorneys worked with hundreds of impacted families to gather and analyze data and formulate solutions. We helped these families speak out, and we won—building from the first local victories to system-wide, citywide and statewide victories. We continue to monitor these policies to ensure they live up to their promise.

### **MRNY's work with many allies won enforceable requirements that translation and interpretation be provided in:**

- All welfare centers in New York City (2003)
- All hospitals in New York State (2006)
- All New York City government agencies (2008)
- All chain pharmacies in New York City (2009)
- All New York State government agencies (2011)
- All chain pharmacies in New York State (2012)
- All Suffolk and Nassau County government offices (2013, 2014)



#### PROGRAM HIGHLIGHT

### Car Wash Industry Clean Up

The carwash industry was among the city's most exploitative. With the Retail, Wholesale & Department Store Union and New York Communities for Change, we launched a multi-dimensional campaign to fix it. We surveyed 15% of the industry's workers, released reports exposing abuses, coordinated a wage theft enforcement strategy with government offices, conducted our own litigation and facilitated the engagement of hundreds of workers in demanding improvements.

The result: millions back in the pockets of workers, an industry-wide wage increase of \$2-3/hour and a new city licensing law with bonding to guarantee payment of workers' wages. This and other Make the Road initiatives are now models for addressing exploitation in low-wage industries.

“In a time of tremendous fear and confusion, Make the Road New York is showing the way forward. From being first on the scene at JFK airport to help free detained travelers, to developing one of the first mass-scale, replicable programs to respond rapidly to ICE raids, to leading the national push against the most vicious anti-worker, anti-immigrant policies coming from Washington—they are inspiring us all with their vision and commitment.

— DEEPAK BHARGAVA  
PRESIDENT, CENTER FOR COMMUNITY CHANGE

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## Donate

People like you enable us to improve the lives of tens of thousands of low-income families—and to win policy and systems changes that benefit millions more.

Please donate today.

**[www.maketheroadny.org/donate](http://www.maketheroadny.org/donate)**

Donations can be sent by mail to  
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