



F.Y. EYE: CONNECTING PEOPLE IN NEED TO THE SERVICES THEY DESERVE

JOIN US IN BUILDING NEW YORK'S FIRST EVER COMMUNITY-DRIVEN ADVERTISING PLATFORM

Digital advertising is everywhere. You've seen the screens at your grocery store, in your doctor's office, and walking down the street. New Yorkers are exposed to digital advertising every step they turn and subconsciously consume commercial information about things they neither need nor want. Imagine if instead those digital spaces raised awareness about issues and policies that demand public attention, nurtured reflection through art, and promoted vital nonprofit programs and services.

F.Y. Eye, a nonprofit media agency, is working hard to do just that, one screen at a time.

F.Y. Eye is building New York's first-ever social impact advertising platform, the digital PSA Network. The organization aims to revolutionize the way social impact organizations communicate with their target audiences and the greater public.

"Many hospitals, senior centers, and schools have televisions that promote mindless entertainment and commercial products in their waiting rooms, cafeterias and lobbies. Why not use that digital space to share useful information that their constituents can actually benefit from?" Said Nina Robbins, program director of F.Y. Eye.

F.Y. Eye's digital PSA Network reaches over one million New Yorkers and has saved over \$9 million in advertising costs to organizations who work with them. The digital screens exclusively share social impact advertisements about a wide range of topics including: green tips for a cleaner environment, how to eat healthier, free cultural and art experiences, free legal assistance for immigrants, tenants' rights advocacy programs, elder abuse support services, and much more.

F.Y. Eye is looking to expand the digital PSA Network to new community and nonprofit spaces. With support of grant funding, F.Y. Eye can provide digital communications grants that cover 85% of the cost of purchasing and installing digital screens and digital signage software. Even better, nonprofits can use the screen to promote their own important programs, services, sponsors and organizational success.

"People don't always understand who we are as an organization. Community members come in for a specific service and the F.Y. Eye digital screen helps us communicate all the great programs we have to offer." said Ben Thomases, executive director of Queens Community House.

F.Y. Eye is actively looking for new partnerships and opportunities. If you know of a great nonprofit organization that could benefit from F.Y. Eye's advertising or grant opportunities, encourage them to visit www.fyeye.org and get in touch with the Program Director, Nina Robbins, at nina@fy-eye.org.



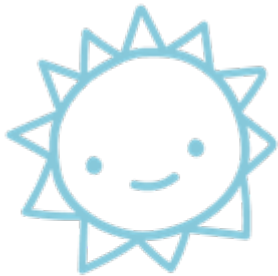
F.Y. Eye screen at Public Health Solutions in Tremont





CHARITY
SPOTLIGHT

FJC WELCOMES
WELCOME BABY



WELCOME
BABY

Welcome Baby envisions a world in which all newborns and new mothers are given the resources they need for a healthy, happy start to life.

When we talk about postpartum wellness and health, most of the discussion excludes the importance of the material goods that are critical to a newborn’s health and hygiene, and a parent’s sense of security in being able to provide these items. Welcome Baby addresses this void in the conversation head on by providing low-income pregnant women with a package containing all the necessary goods she’ll need for her newborn’s first month of life.

Informed by their work as former broadcast news producers and their own motherhood journeys, cofounders Sarah Steinhardt and Juliet Fuisz created Welcome Baby to address a gaping hole in our current health care system. Welcome Baby works with institutions like Mount Sinai Hospital, NYU Langone, and clinics and community health organizations in New York, Ohio, and Connecticut to provide pregnant women living in poverty with a package containing 220 diapers, 240 wipes, a baby carrier, thermometer, bottles, grooming kit, clothing, rash creams, wash, pacifiers, and swaddles.

When 5.3 million babies in America live in low-income families and – according to one recent study – more than one quarter of families said they skipped meals or took on additional jobs to afford diapers, it’s clear that an intervention like Welcome Baby is desperately needed. By addressing these basic needs, Welcome Baby is able to achieve its two critical goals: give every baby, regardless of socioeconomic circumstance, a healthy, hygienic start to life; and, ease the anxiety, stress, and challenges that so many women face while recovering from childbirth, particularly women who don’t have the financial means to cover the multitude of expenses that accompany having a baby.

With the support of FJC’s Fiscal Sponsorship Program, Welcome Baby is able to increase distribution, pursue important in-kind donations and sponsorships, and grow awareness of its mission. For more information, please visit www.welcomebabyusa.org



Welcome Baby box