

East Harlem Community Alliance

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EAST HARLEM BUSINESSES, NON-PROFITS, RELIGIOUS GROUPS AND GOVERNMENT OFFICIALS ANNOUNCE NEW INITIATIVES TO ENHANCE ECONOMIC GROWTH AND VITALITY OF EAST HARLEM

*East Harlem Community Alliance is focusing on enhancing
local business activity, employment and access to human services*

NEW YORK, NY – The East Harlem Community Alliance (“Alliance”) – which is a consortium of over 60 local businesses, non-profits, religious congregations and government agencies and officials – today announced the launch of several major initiatives aimed at enhancing the vitality and well-being of East Harlem. These initiatives include:

- **“Hire East Harlem”** – Members of the East Harlem Community Alliance are committed to “hiring locally” if qualified candidates are available, and are working together to connect East Harlem job seekers with available job openings in the community, starting with a new searchable online job board of available positions. The second stage of the initiative will involve the creation of a “Talent Center” which will allow local employers to access a pool of pre-screened job candidates for particular positions.
- **“Buy East Harlem”** – Alliance members are also working to make “buying locally” a priority, recognizing that increasing local sales will keep funds in the community, enhance overall economic activity in the neighborhood, and will lead to the creation of new jobs. The Alliance has created a searchable online database of goods and services available for sale in East Harlem, which will greatly facilitate local purchasing.
- **“Serve East Harlem”** – Many residents of East Harlem are in need of services and assistance – such as child care, after-school programs, housing, health care, legal representation, adult education classes, senior services and more. Many non-profits offer these and other services, but local residents often do not know about these services or how to access them. The Alliance is utilizing an existing database of available health and social services to connect those in need with the services they desire.

As part of today’s announcement, the East Harlem Community Alliance is launching a new website – www.eastharlemalliance.org – which will serve as a “one stop shop” for all of these initiatives. The new website contains the searchable database of job openings in East Harlem and the searchable database of goods and services available for sale in the community, and connects users to www.hitesite.org, which is an existing searchable database of health and social services created by the Greater New York Hospital Association.

“This is a wonderful moment for East Harlem,” said **David Nocenti, Executive Director of Union Settlement Association** and Chair of the East Harlem Community Alliance. “It really is tremendous to see so many businesses, non-profits, religious congregations and government officials coming together to benefit those who live and work here in East Harlem.”

“The addition of a broad based coalition to include the business community, human service providers, and employers, as well as residents and congregations, is the kind of collaboration and cross-fertilization every community needs. The opportunity for community building and enhancement is obvious,” said **Jacqueline Mondros, Dean of the Silberman School of Social Work at Hunter College** and Chair of the Serve East Harlem Committee.

“Hire East Harlem is a real win for both local employers and local residents searching for employment,” said **Phil Weinberg, President & CEO of STRIVE** and Co-Chair of the Hire East Harlem initiative. “By joining together, employers and workforce providers in East Harlem are taking a stand to help jobseekers in the community gain better access to good local jobs.”

“As the largest non-governmental employer in New York, the Mount Sinai Health System is committed to providing jobs to local residents. Hire East Harlem is an excellent opportunity for local employers to find local employees to fill open job positions. This is a win-win for both the employers and the community,” said **Brad Beckstrom, Director of Community and Government Affairs of the Mount Sinai Health System** and Co-Chair of the Hire East Harlem Committee.

“We are proud to be part of a community as vibrant as East Harlem, and we look forward to building on the strengths of the Alliance to increase public and private sector resources available to make the community even stronger and healthier,” said **Jo Ivey Boufford, M.D., President of the New York Academy of Medicine** and Chair of the Buy East Harlem Committee.

“I cannot be more proud of The East Harlem Community Alliance's efforts to bring everyone together as we work to rebuild and revitalize our community,” said **Congressman Charles Rangel**. “We showed great resilience in the face of tragedy, and will continue to maintain our strength and faith. I applaud the members of the Alliance for their commitment to empower the community. The Alliance can count on my support to help move the initiatives forward.”

“This is a good day for the East Harlem community as we begin to rebuild from the terrible tragedy which took place last month,” said **New York City Council Speaker Melissa Mark-Viverito**. “East Harlem is a wonderful and diverse community and I am looking forward to working with the members of the East Harlem Community Alliance to help make it even better.”

“East Harlem is more than just a neighborhood. El Barrio is a culturally rich mosaic comprised of a multitude of lifestyles, beliefs and backgrounds,” said **New York State Senator Jose Serrano**. “The East Harlem Community Alliance will help bring our already tightly-knit community even closer than before with the launch of the Community Alliance website. Many thanks to all the people who have worked so hard to make this initiative a reality.”

“I am pleased to hear that the East Harlem Community Alliance's website is completed and will provide new initiatives and a broad range of services such as employment opportunity postings, social services, goods and amenities available to East Harlem residents,” said **New York State Assemblymember Robert Rodriguez**

About the East Harlem Community Alliance

The East Harlem Community Alliance was formed in early 2012 as a small consortium of local organizations seeking to improve the quality of life in East Harlem. The Alliance has grown substantially over the past two years and now has more than 60 members. The Alliance allows local non-profits, businesses, religious groups and government officials to come together and undertake joint projects and activities designed to address the needs of the East Harlem community. The Alliance also serves as a forum through which members can create connections, share information, and continue to enhance the vitality of the neighborhood.

A list of the current members of the East Harlem Community Alliance is attached.

East Harlem Community Alliance

Member Organizations

Business Organizations

Applebee's
 Bob's Discount Furniture
 Builders R Us Construction
 Capital One
 Carver Bank
 Chase
 Citibank
 East Harlem Business Capital Corporation
 East Harlem Chamber of Commerce
 El Barrio Mexican Chamber of Commerce

La Voz Hispana
 Liffey Van Lines, Inc.
 New York City Hispanic Chamber of Commerce
 Pathmark
 PetSmart
 Popular Community Bank
 Urban Garden
 University Medical Practice Associates/
 St. Luke's Roosevelt Hospital Center

Non-profit Organizations

100 Hispanic Women
 116th Street Block Association
 1199 Plaza
 AARP Foundation
 Archcare at Terrence Cardinal Cooke Health
 Care Center
 Boys & Girls Harbor
 Center for Urban Community Services (CUCS)
 City Health Works
 East Harlem Council for Human Services
 East Harlem Tutorial Program
 East River North Renewal
 El Museo del Barrio
 Harlem RBI
 Hope Community Inc.
 Hostos Community College Jobs-Plus Program
 Hot Bread Kitchen

Institute for Family Health
 Little Sisters of the Assumption Family Health
 Service
 Lott Community Development Corporation
 Metropolitan Hospital
 Mt. Sinai Health System
 Museum of the City of New York
 New Harlem East Merchants Association
 New York Academy of Medicine (NYAM)
 El Barrio's Operation Fightback
 Positive Workforce
 SCAN
 Silberman School of Social Work at Hunter
 College
 STRIVE
 Union Settlement Association
 Youth Action Programs & Homes

Religious Organizations

Bethel Gospel Assembly
 Church of the Resurrection
 East Harlem Fellowship
 Elmendorf Reformed Church
 Friendly Hands Ministry

Iglesia Pentecostal La Sinagoga
 Islamic Cultural Center
 Mount Zion A.M.E. Church
 St. Cecilia's Catholic Church
 St. Lucy's Roman Catholic Church

Government Member Organizations

Community Board 11 (CB11)
 NYC Department of Small Business (SBS)

New York City Housing Authority (NYCHA)

Elected Officials

Hon. Melissa Mark-Viverito
 Hon. Charles Rangel

Hon. Robert Rodriguez
 Hon. Jose Serrano