

Rosin Fund 2013 Announcement

The Scherman Foundation is pleased to announce the inaugural round of grants, totaling \$4,226,029 over three years, from the Katharine S. and Axel G. Rosin Fund to eight innovative and high-impact projects in the areas of Arts, Environment, and Strengthening New York Communities. Grants were made to the following projects:

Arts

- **Alliance of Resident Theatres/New York** \$650,000 over 3 years
The Alliance of Resident Theatres/New York assists its over 300 member theatres in managing their companies effectively so that they may realize their rich artistic visions and serve their diverse audiences. The Rosin Fund grant supports the development and beta testing of A.R.T./New York's ArtsPool, a new initiative whose goal is to create and leverage a collective system for sharing resources in the nonprofit arts field, and to create an entirely new form of financial and organizational management that will empower dynamic artistic voices. The Foundation was particularly impressed by the quality and depth of A.R.T./New York's research, planning, and staff.
- **New Dramatists** \$350,000 over 3 years
New Dramatists pursues a singular mission: to give playwrights time, space, and resources in the company of gifted peers to create work, realize their artistic potential, and make lasting contributions to the theatre. The Rosin Fund grant supports the New Plays/More Ways program, a comprehensive initiative that enhances ND's fifty resident playwrights' development of dynamic new artistic work for the theatre, by placing them at the center of the development process and providing them with tools that increase their creative productivity. The grant also underwrites the launch of Virtual Home, a suite of technology tools that enable broad access to ND's excellent programs from anywhere at anytime.
- **Queens Museum of Art** \$425,000 over 3 years
The Queens Museum of Art presents the highest quality visual arts and educational programming to residents of and visitors to New York City and particularly for the residents of Queens. The Rosin Fund grant supports the launch of Open A.I.R, a new visual arts studio and service program that includes a yearlong artist-in-residence program for eight artists, combined with various public programs and events in support of broader artistic development. The Open A.I.R program's beginning coincides with the dramatic and magnificent expansion and redesign of its historic building, facilitating the creation of eight individual artists' studios and the physical manifestation of the theme of "openness" and community engagement for which the Museum is renowned.

Environment

- **Charles River Watershed Association** \$670,000 over 3 years
The Charles River Watershed Association is an environmental research and advocacy group dedicated to restoring and protecting the Charles River. The Rosin Fund grant will support the Smart Sewering project, an innovative approach to fundamentally changing urban wastewater infrastructure that will harness the potential of wastewater to generate energy, free capacity in existing sewers to protect cities from flooding, foster smart growth, and reduce pollution to rivers.
- **Green Light New York** \$300,000 over 2 years
Green Light New York's mission is to promote energy efficiency and effective, high quality lighting in the built environment. The Rosin Fund grant supports the Accelerating Daylight's Efficiency Potential project that will use demonstration installation and exhibits, education, training, tailored design, and consultancies to drive design and behavioral changes to maximize use of day lighting in New York City, particularly in commercial office space. The Project tackles a critical problem; presents an innovative multi-layered response to technical, economic, and psychological barriers; marshals key drivers of change; and, given the city's national prominence, offers the potential of significant replication in the design and commercial real estate field. These elements combine into an elegant, transformative solution to the challenge of energy use and climate change.
- **Rainforest Alliance** \$371,029 over 3 years
Rainforest Alliance's mission is to conserve biodiversity and ensure sustainable livelihoods by transforming land use practices, business practices, and consumer behavior. Its certification program has driven sustainability innovation in the timber, chocolate, tea, and coffee industries, turning its green frog symbol into an internationally recognized brand. The Rosin Fund grant supports Lessons Learned in Sustainable Water Practices, which works in Rwanda to transform that country's coffee industry water use methods in order to increase productivity and social well-being, and to protect the country's streams and ground water.

Strengthening New York Communities

- **The Center for Popular Democracy** \$750,000 over 3 years
The Center for Popular Democracy promotes equity, opportunity, and a dynamic democracy in partnership with innovative community-based organizations, local and state networks, and progressive unions across the country. The Rosin Fund grant supports the Workplace Dignity Campaign, a collaborative effort with Make the Road New York and New York Communities for Change to transform NYC's lowest wage workplaces and policy landscape through a multi-layered approach

combining the best of union organizing strategy, worker center innovations, policy and legal sophistication, and community organizing strength.

- **Alliance for Tenant Power** \$750,000 over 3 years

The Rosin Fund grant supports the Alliance for Tenant Power, a new collaborative campaign, which includes three of the field's strongest tenant organizers — Tenants & Neighbors, Make the Road New York, New York Communities for Change —with two of its most formidable legal, advocacy, and research groups — Legal Aid Society and Community Service Society. Together, and with additional allies, the Alliance will build a stronger, more diverse grassroots movement of tenants working to preserve and strengthen rent regulation in anticipation of the 2015 sunset of New York's rent laws and to change the public face of the rent-regulation system and shift the media narrative. Through leveraging the sophisticated social media expertise of several Alliance members with the help of media consultants, the project includes launching a communications strategy to elevate unheard/untold stories of the system's true beneficiaries, seniors and others living on fixed-incomes, and people of color in the Bronx, Brooklyn, and Queens.