

# Bloomberg Philanthropies

Annual Report May 2018

"Great ideas can transcend city limits. Great local leaders can transform the world."

Mike Bloomberg



● **The Arts**

Supporting artists, investing in cultural organizations, and improving audience experience to strengthen the creative landscape that is critical to social and economic vibrancy in cities.

● **Education**

Working to ensure that students have the skills they need to succeed in the 21st century and the opportunity to maximize their potential.

● **The Environment**

Addressing the most serious threats to global sustainability by bringing together a wide range of partners – including mayors, scientists, activists, and business leaders.

● **Government Innovation**

Helping local leaders sharpen city governments' ability to identify challenges, develop meaningful solutions, and improve lives.



# Global Reach

Bloomberg Philanthropies invests in nearly 480 cities across more than 120 countries

## ● Public Health

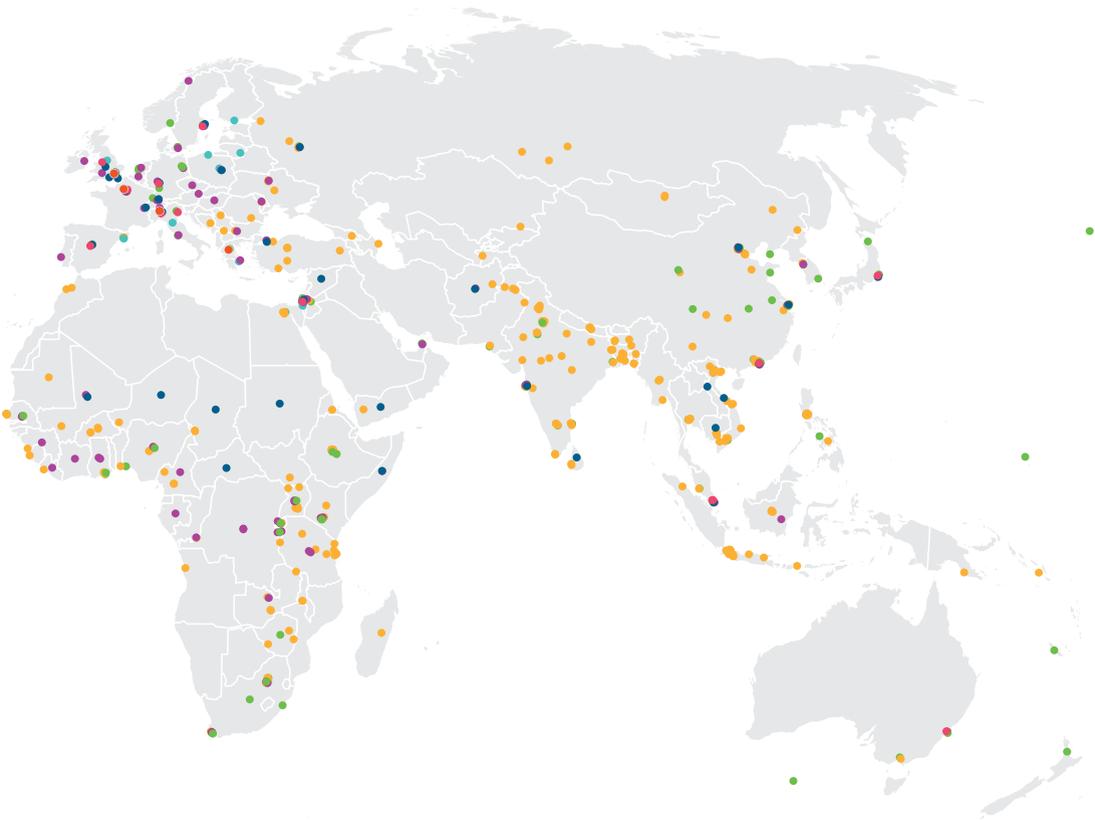
Reducing preventable deaths from tobacco use, obesity, road traffic crashes, drowning, and other causes by spreading solutions that are proven to save lives.

## ● Founder's Projects

Investing in unique efforts led by Bloomberg Philanthropies.

## ● Bloomberg Associates

Providing world-class consulting and mentorship to mayors and their teams in order to improve residents' lives in cities across the globe.





# About Bloomberg Philanthropies

Bloomberg Philanthropies works to ensure better, longer lives for the greatest number of people by focusing on five key areas: the arts, education, the environment, government innovation, and public health.

Encompassing all of Mike Bloomberg's giving, Bloomberg Philanthropies includes his foundation, corporate, and personal philanthropy as well as Bloomberg Associates, a pro bono consultancy that works with mayors in cities around the world.

Mike has committed the vast majority of the profits from Bloomberg L.P., the global financial technology, data, and media company that he founded in 1981, to support the work of Bloomberg Philanthropies.

In 2017, Bloomberg Philanthropies invested \$702 million in nearly 480 cities in more than 120 countries. In total, Mike has given \$6 billion to efforts that transform lives every day.



# The Bloomberg Philanthropies Approach

Rely on data and continually measure progress

Lead from the front and do not hesitate to address controversial issues

Look for unmet needs that can be addressed with proven solutions

Focus on cities to drive progress

Utilize advocacy and lobbying

Remain flexible to invest boldly and quickly in order to maximize impact

Identify and engage strong partners



*No future is possible without a past* by artist Olafur Eliasson in the Vortex just beyond the main entrance to Bloomberg L.P.'s new European headquarters in London.



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# Annual Letter on Philanthropy

We have a saying at Bloomberg Philanthropies: “In God we trust. Everyone else, bring data.”

Our work is driven by reliable data. And we follow it wherever it leads. We use it to identify problems and opportunities others have overlooked – and to target our resources, measure our success, and adjust our strategies. For instance: We’re helping gather better data on global deaths, half of which go unrecorded. Without that data, governments don’t know where to focus their efforts to save and improve lives – and they have no way to measure whether those efforts are effective. Working with partners, we’ve helped 20 countries that are home to more than one billion people improve their health data, which will pinpoint causes of death and disease and the best ways to prevent them.

Data doesn’t give us all the answers – that requires creativity and innovative problem-solving. But data and facts anchor our thinking to reality at a time when political debate is increasingly untethered to them – especially in the U.S.

“There is a growing movement of big cities and small towns that are striving to use data to improve the performance of government and the lives of their citizens.”

The year 2017 brought us the phrase “alternative facts.” The phrase essentially means that people are free to make up their own reality based on what they wish the world to be. Up can be down, black can be white, true can be false. The late New York Senator Daniel Patrick Moynihan once said, “People are entitled to their own opinions, but not their own facts.” That didn’t used to be a controversial statement.

Of course, there has always been spin in politics, but this is different: It’s a direct assault on facts and data. And the increasing disdain for facts is making it harder for America to address major challenges here and around the world, including those that our foundation focuses on. Fortunately, however, while the assault is concentrated in Washington, a counter-assault is under way in both red and blue states. It’s being driven from the ground up, and we’ve only just begun to capitalize on its potential.

While it doesn’t attract national headlines, there is a growing movement of big cities and small towns that are striving to use data to improve the performance of government and the lives of their citizens. Unlike those in Washington, mayors and other local officials cannot get away with constructing alternate realities or playing partisan games. They are the officials most directly responsible for the services people depend on, and their success is measured in real time: whether streets are safe, the air is clean, roads are in good condition, and students are graduating from school. When a child suffers from asthma caused by dirty air, parents call the mayor, not their member of Congress. Local leaders have no incentive to build policies based on misinformation, because they have nowhere to hide from bad results.

Because they are held accountable, local leaders also tend to be more willing to work with members of other political parties and to experiment with bold new ideas – wherever they come from. That makes city halls more nimble,

more pragmatic, more responsive to public concerns, more open to experimentation, and more committed to using data than national governments. It also makes them great, though often overlooked, partners for foundations.

Cities around the world have long been a major focus of our work, and, last year, we placed special emphasis on expanding our efforts domestically. In 2017, we launched the Bloomberg American Cities Initiative, with a budget of \$200 million. It's the largest-ever philanthropic effort to support mayors and city halls – and the timing is not coincidental.

As Washington has grown more dysfunctional, American cities have grown more dynamic. Mayors in both parties are leading where Washington won't, and they are working across the aisle in ways that Washington wouldn't dare. The result is that, to the extent we are making progress as a nation, local governments are often driving it. We can effect enormous change in the country as a whole by focusing on local communities – and that's the purpose of the Bloomberg American Cities Initiative.

Through a wide variety of programs, we're making investments in city halls and helping to give them the tools they need – including the capacity to use data more effectively – to drive progress and innovation. We're also working to advance innovative local policies and legislation on a broad range of issues. And we're spreading the most successful solutions to communities far and wide.

While political turbulence in Washington has dominated the headlines, the hard work being done by cities is quietly proving to be a powerful counterweight. For example: After President Trump announced his intention to withdraw from the Paris Agreement on climate change, we joined with California Governor Jerry Brown to launch an effort called America's Pledge. Our coalition includes more than 2,500 U.S. cities, states, businesses, and universities that have committed to the goal America set in Paris. If the group was a country, it would have the

third-largest economy in the world – and just like every country that signed the Paris Agreement, our coalition will measure the progress we are making and report it to the U.N. Last year at the U.N. Climate Change Conference in Bonn, Germany, U.N. officials recognized our efforts and accepted our first report.

The fight against climate change illustrates an important recent shift in the power structure of global affairs. Over the last few years, as alliances between nations have been strained by isolationism and national governments have been slow to address big challenges, local governments are playing a larger role in international relations. Mayors are working more closely together than ever before, across borders and oceans.

Our foundation is helping them to do that by supporting networks – such as the Partnership for Healthy Cities – that bring cities together to tackle critical issues and spread proven policies globally. We’re supporting researchers and practitioners – like those in the Bloomberg American Health Initiative at Johns Hopkins University – who are working together and with local leaders to reverse the recent decline in U.S. life expectancy. We’re partnering with top colleges to expand access and



Mike Bloomberg announcing that the U.S. will still meet its global climate commitments alongside French President Emmanuel Macron and Paris Mayor Anne Hidalgo.

opportunity by helping them attract talent from every zip code. Through Bloomberg Associates, we're providing mayors with consulting from leading experts to help cities tackle their biggest challenges. And we are also empowering cities to pursue new ideas and approaches, which we incentivize through competitions like the Mayors Challenge and the Public Art Challenge.

The majority of the world's people now live in cities for the first time in history. As cities of all sizes grow in both population and power, Bloomberg Philanthropies will continue finding new ways to help them. And here in the U.S., we will continue driving progress from the bottom up by supporting leaders in both parties who respect facts and data – and who have the courage to use them.

Sincerely,

A handwritten signature in black ink that reads "Michael R. Bloomberg". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Michael R. Bloomberg





Mayors meeting with Mike Bloomberg and Patti Harris in New York City for the Bloomberg Harvard City Leadership Initiative.





View of London from  
Bloomberg L.P.'s new  
European headquarters.



“At Bloomberg Philanthropies we believe that collaboration has an exponential effect on everything that we do.”

## CEO Letter

At Bloomberg Philanthropies we believe that collaboration has an exponential effect on everything that we do. We know that when we join with strong partners we’re more than the sum of our parts – and that leads to real impact around the world.

Recently, we traveled to Cape Town, South Africa, for the World Conference on Tobacco or Health. At this gathering of global public health experts, we honored six countries for their efforts to protect citizens from the dangers of tobacco use by implementing strong tobacco control measures. Amid the buzz of the conference, we took some time to meet with more than 100 partners from 23 countries whose work we support. They were there to connect and share their successes in reducing tobacco use with one another.

The billion dollar [Bloomberg Initiative to Reduce Tobacco Use](#) is a great example of our belief that our work is most effective when we’re acting as a hub, bringing together organizations and individuals. Sometimes these are longtime collaborators who work with us on big challenges like tobacco control or closing coal plants

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across the U.S. and Europe. Others are new partners that we connect to brainstorm innovative approaches to challenges as they arise.

For instance: A few years ago, we assembled a small cluster of college presidents who were committed to enrolling and graduating high-achieving, lower-income students. That conversation led to the creation of the [American Talent Initiative](#), a group that today boasts a hundred colleges – all working to expand access and opportunity for thousands of students.

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We know we can achieve much more working together than we can apart, and philanthropy has a critical role to play. It's through many remarkable collaborations that over the past year we've been able to produce some powerful results.

In the U.S., we supported the leadership of cities through the launch of the [Bloomberg American Cities Initiative](#) – our focused approach to strengthen U.S. cities through bold leadership, smart policies, and the involvement of residents. The first step in this initiative was bringing our [Mayors Challenge](#) back to the U.S. where we first launched this cities ideas competition.

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Through an incredible partnership with Harvard Business School and the Harvard Kennedy School of Government, we assembled the first class of our [Bloomberg Harvard City Leadership Initiative](#), providing a yearlong leadership development training program to mayors and their teams from 40 cities across the globe. It was wonderful to see mayors come together in a classroom and – without the distractions of their cell phones – learn from some of the brightest professors in the world while reflecting on their unique leadership experiences with one another.

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[Bloomberg Associates](#) – our collection of world-class experts, including former officials from New York City Hall – worked in nine cities around the world, providing in-depth consultation and mentorship to mayors and their teams.

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We launched our second [Public Art Challenge](#), encouraging hundreds of cities across the U.S. to apply. Building on the success of the first challenge, this competition spurs mayors to work with artists to create temporary public art installations that celebrate creativity, enhance community identity, encourage public-private partnerships, and strengthen local economies.

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In our environment work, we increased our commitment to the [Beyond Coal](#) campaign in the U.S. and expanded it to combat coal-fired power globally, starting first in Europe – where we’ve already helped to close some of the continent’s dirtiest plants. In the U.S., through this effort, more than half of all coal plants have announced planned closures since 2010. This initiative has helped make progress in reducing emissions – progress that we were able to highlight through

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[America’s Pledge](#), the coalition that Mike launched with California Governor Jerry Brown to bring together cities, states, and businesses to make sure that the U.S. meets its global climate commitments.

In education, in addition to rallying top colleges to attract, enroll, and graduate high-achieving, lower-income students through the American Talent Initiative, we’re helping to increase the number of these students applying to top schools by investing in virtual college advisors through our [CollegePoint](#) program. Since the program started in 2014, we’ve enrolled more than 36,000 students.

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Bloomberg Initiative to Reduce Tobacco Use partners meeting with Mike Bloomberg in Cape Town, South Africa, at the World Conference on Tobacco or Health.

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Building on Mike’s role as World Health Organization Global Ambassador for Noncommunicable Diseases, in 2017, we launched the [Partnership for Healthy Cities](#). So far, more than 50 cities from across the world have agreed to implement at least one policy proven to prevent noncommunicable diseases or injuries – like increasing seat-belt use or banning tobacco ads – as well as share lessons with one another.

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And our [Women’s Economic Development](#) program celebrated its tenth year of providing economic and rights training to women in Sub-Saharan Africa. This effort helps women achieve economic independence through work, bettering their lives and those of their families. Over the past decade, nearly 200,000 women have participated in our initiative’s training programs.

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When back-to-back hurricanes struck the [U.S. Virgin Islands](#), Mike and Bloomberg L.P. Co-Founder and Vice Chairman Tom Secunda mobilized the Bloomberg team to deliver supplies and expertise to get the community back on its feet. Thanks to these efforts, we were able to help restore power twice as fast as any other part of the region affected by the storms.

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Across [Bloomberg L.P.](#), a culture of service and giving back is thriving. In 2017, 12,041 employees volunteered with 2,300 nonprofit partners, making invaluable contributions to the communities where



Franklin & Marshall College President Daniel Porterfield speaking at a convening of college presidents as part of the American Talent Initiative.

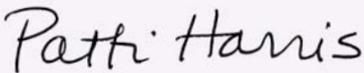
they live and work. One of those communities – London – has a new cultural space, called **London Mithraeum Bloomberg SPACE**, which we've opened and made free to the public. It's housed under the company's new European headquarters and features access to the Temple of Mithras, Roman artifacts discovered during the excavation of the building's foundation, and contemporary art commissions.

In the pages ahead, you will have a chance to learn more about these and many other efforts in cities and communities across the globe. The truth is, no one believes in the power of cities and local leaders more than Mike Bloomberg – as you read in his letter. And this year's cover creatively depicts an imagined city – both dreamt up and dotted with icons of a handful of places where we work. Be sure to look closely!

Right here, though, it's important to recognize that we could not do this work without the dedication of the best team imaginable, including all of our colleagues at Bloomberg L.P. With the vast majority of the company's profits going to our work saving and improving lives, it is their hard work and success that makes all of our efforts possible.

Thank you for reading this year's annual report.

Sincerely,

A handwritten signature in black ink that reads "Patti Harris". The signature is written in a cursive, flowing style. The name "Patti" is written in a larger, more prominent script than "Harris".

Patricia E. Harris  
Chief Executive Officer  
Bloomberg Philanthropies

# Moving America Forward

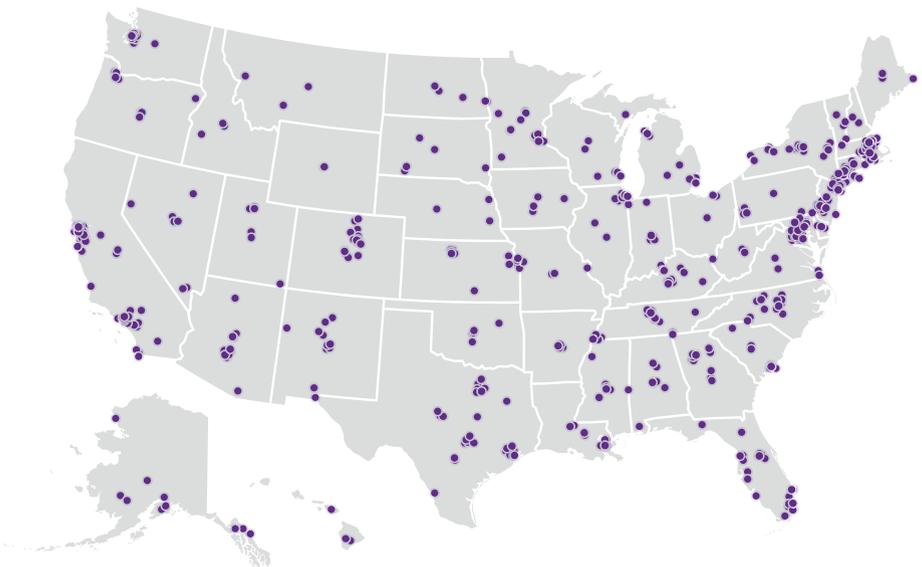
## Bloomberg American Cities Initiative

Building on Mike Bloomberg's experience in New York's City Hall and his belief that cities are where progress on global challenges is made, Bloomberg Philanthropies focuses on creating impact at the local level across the world.

U.S. cities have an important role to play in driving progress on the big issues facing the country. The Bloomberg American Cities Initiative is Bloomberg Philanthropies' focused effort to support them.

The three key goals of the initiative's work are: promoting bold leadership and effective problem-solving at the local level; supporting critical policy action; and encouraging residents, artists, and entrepreneurs to energize cities and to solve problems.

This \$200 million effort is helping city leaders take on today's biggest challenges by providing mayors and their teams with coaching, consulting, technical support, and opportunities to learn from one another. Together, these local leaders are addressing climate change, combatting obesity and gun violence, and catalyzing new opportunities for artists and volunteers to work within their communities to address pressing problems.



America's Pledge Arts Innovation & Management Beyond Coal **Government Innovation**  
 Bloomberg Harvard City Leadership Initiative Bloomberg American Health Initiative at  
 Johns Hopkins University Cities of Service CityLab College Access and Success Goldman  
 Sachs 10,000 Small Businesses Innovation Teams Mayors Challenge Partnership for Healthy  
 Cities **Bloomberg Associates** Public Art Challenge Obesity Prevention What Works  
 Cities America's Pledge Arts Innovation & Management Beyond Coal Bloomberg Harvard  
 City Leadership Initiative Bloomberg American Health Initiative at Johns Hopkins University  
 Cities of Service CityLab College Access and Success **The Arts** Goldman Sachs 10,000  
 Small Businesses Innovation Teams Mayors Challenge Partnership for Healthy Cities Public  
 Art Challenge Obesity Prevention What Works Cities America's Pledge Arts Innovation &  
 Management **Education** Beyond Coal Bloomberg Harvard City Leadership Initiative  
 Bloomberg American Health Initiative at Johns Hopkins University Cities of Service CityLab  
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 Mayors Challenge Partnership for Healthy Cities **The Environment** Public Art Challenge  
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 Beyond Coal Bloomberg Harvard City Leadership Initiative Bloomberg American Health  
 Initiative at Johns Hopkins University Cities of Service CityLab College Access and Success  
**Public Health** Goldman Sachs 10,000 Small Businesses Innovation Teams Mayors  
 Challenge Partnership for Healthy Cities Public Art Challenge **Founder's Projects**  
 Obesity Prevention What Works Cities America's Pledge Arts Innovation & Management  
 Beyond Coal Bloomberg Harvard City Leadership Initiative Bloomberg American Health  
 Initiative at Johns Hopkins University Cities of Service CityLab College Access and Success  
 Goldman Sachs 10,000 Small Businesses Innovation Teams Mayors Challenge Beyond Coal



Mike Bloomberg announcing the launch of the Bloomberg American Cities Initiative at the 2017 U.S. Conference of Mayors annual meeting.

# Government Innovation

“It’s important for mayors to work together. It’s very hard to do things that are visionary or bold or a little bit different than the status quo alone.”

**Michael Tubbs**  
Mayor  
Stockton, California  
CityLab Paris Attendee

## Improving the Way City Governments Work

The Government Innovation program helps local leaders sharpen government’s ability to identify challenges, develop meaningful solutions, and improve lives. This begins by strengthening city halls’ capacity in five areas: enhancing mayors’ ability to implement bold ideas; using data to make better decisions; testing new ideas; engaging residents to solve problems; and developing, maintaining, and sustaining strong collaborations with the private and nonprofit sectors.

CityLab brought together hundreds of innovative city leaders in Paris, France, to share ideas that are improving cities around the world. (Right) Experts at CityLab discuss how best to help refugees integrate into new communities.



# Spurring Innovation Through Competition

## The Mayors Challenge

Bloomberg Philanthropies' Mayors Challenge is a competition that helps city leaders think big, be bold, and uncover inventive – and, ultimately, replicable – ideas that tackle society's toughest problems. Bloomberg Philanthropies has run competitions engaging hundreds of cities in the United States (2013), Europe (2014), and Latin America and the Caribbean (2016).

In 2017, as part of the Bloomberg American Cities Initiative, the Mayors Challenge returned to the United States

where, for the first time, 35 finalist cities received up to \$100,000 to test and refine their ideas. These cities will resubmit their proposals and a distinguished selection committee, co-chaired by former U.S. Ambassador Caroline Kennedy and former Xerox Chairman and CEO Ursula Burns, will select the concepts that have the greatest potential to improve lives. The five winners, including a \$5 million grand prize winning city and four \$1 million winning cities, will use their awarded funds to bring their ideas to life.

**In 2017, nearly 4,000 city employees in 308 U.S. cities attended workshops to build skills and refine concepts for their applications.**



2016 grand prize winner São Paulo, Brazil, is connecting local farmers to restaurants and markets in need of organic products.

## On the Ground in: Providence, Rhode Island

Providence was the grand prize winner of the 2013 U.S. Mayors Challenge. Their project, Providence Talks, was designed to help the city increase the number of words that lower-income parents use when speaking with their children so that children hear closer to the 15,000 words per day critical for healthy brain development.

By pairing technology – a digital “pedometer” that tracks the number of words children hear – with coaching to encourage caregivers to talk and read more with their children, Providence Talks is helping equip children from lower-income families for success in school and put them on a more level playing field with their higher-income peers. A Brown University evaluation showed the program is producing results: More than half the children who complete the program are hearing, on average, more than 50 percent more words per day. This progress is providing a road map for other cities. Over a dozen cities have expressed interest in the program, and two communities are already replicating it: New Haven, Connecticut, and Cherokee County, North Carolina.



Mayor Jorge Elorza of Providence, Rhode Island, with a family participating in the program.

### Want to Learn More?

Listen to Bloomberg Philanthropies' podcast, *Follow the Data*, to hear from Mayor Jorge Elorza about how Providence Talks is helping his city close the “word gap.” Visit [annualreport.bloomberg.org](http://annualreport.bloomberg.org) to listen.

# Investing in Mayors and City Leaders

## The Bloomberg Harvard City Leadership Initiative

Mayors are in charge of running large, complex organizations but often lack the opportunity to learn from world-class experts how to develop their leadership skills and create more effective organizations. In an effort to equip city leaders with the tools and techniques needed to tackle their toughest challenges and develop a culture of continuous innovation inside city halls, Bloomberg Philanthropies is helping provide mayors and senior city hall staff with high-quality leadership development training similar to that available to business executives.

A collaboration among Bloomberg Philanthropies, Harvard Business School, and the Harvard Kennedy School of Government, the Bloomberg Harvard City Leadership Initiative kicks off with in-person training sessions in New York City, where mayors and senior staff spend several days with their peers learning together from professors and experts from

the Bloomberg Philanthropies network. These sessions are complemented by field visits that bring classroom lessons to life as well as networking opportunities.

Following the in-person trainings, city representatives participate in a series of interactive online classes. Each city also receives a customized, yearlong program of support that includes assistance from graduate student fellows, executive training courses, special training opportunities, and tailored research – all created to help mayors move their cities forward. The inaugural class hosted 40 mayors and 80 senior staff members.



“The Bloomberg Harvard City Leadership Initiative was pivotal in helping my team plot the course, moving Philadelphia toward a new Board of Education that I believe will benefit children and families for generations.”

**Jim Kenney**  
Mayor  
Philadelphia, Pennsylvania

Harvard professors held classes in New York for both mayors and senior members of their teams. (Below) City leaders meeting to discuss the power of public-private partnerships.



# Transforming Cities with Creativity

## Innovation Teams

Local leaders are increasingly interested in applying innovative approaches to big challenges, but too often lack the resources to turn ideas into action. To meet this need, Bloomberg Philanthropies funds innovation teams – or “i-teams” – in city halls around the world. These i-teams, which are composed of data analysts, designers, and researchers, help mayors manage across agencies and creatively tackle each city’s top priorities.

Since 2012, the i-teams program has supported staff in 25 cities and helped another four cities test new ways of designing public policies and fostering greater collaboration throughout their communities.

Mayors in cities as varied as Long Beach, California; Durham,

North Carolina; and Tel Aviv, Israel, have effectively used i-teams to improve public safety, support small businesses, and make government more responsive to residents’ evolving needs.

The i-team in Syracuse, New York, for example, has helped the city save more than \$1.2 million on infrastructure improvements by proactively repairing water supply and sewer lines before they break. The i-team partnered with data scientists at the University of Chicago to apply new technology to predict where leaks will occur. They also coordinated their work with road crews to reduce disruption to the community during repairs. From this work, Syracuse has shared lessons with cities from Phoenix, Arizona, to Seattle, Washington.



“There is great value in the i-teams. We want many of these projects that will help better the community.”

**Togod Omer**  
Tel Aviv resident  
Sudanese refugee



**On the Ground in:  
Tel Aviv, Israel**

Hadas Ilani is a designer on the Tel Aviv i-team.

“We can’t afford not to be innovative and creative.”

**Ron Huldai**  
Mayor  
Tel Aviv, Israel

An i-team in Tel Aviv, Israel, has helped the city address challenges in the neighborhood of Neve Sha’anán caused by rapidly changing demographics and the evolving needs of the community’s many new immigrants. By listening to residents and then bringing together more than \$1.3 million in resources from the city, the i-team was able to help create education centers for youth, continuing education classes for adults, and an international food festival to foster community among different groups and celebrate the neighborhood’s cultural and ethnic diversity.

Syracuse, New York, has improved how it repairs its water infrastructure with help from its i-team.

**Want to Learn More?**

Watch a video showing how the Tel Aviv i-team helped to transform Neve Sha’anán at [annualreport.bloomberg.org](https://annualreport.bloomberg.org)

# Using Data to Improve Lives

## What Works Cities

City leaders must use data and evidence to efficiently allocate resources and ensure that city initiatives actually improve residents' lives. That is why, in 2015, Bloomberg Philanthropies created the What Works Cities initiative in collaboration with five world-class partners: the Behavioral Insights Team; the Government Performance Lab at the Harvard Kennedy School; the Center for Government Excellence at Johns Hopkins University; Results for America; and the Sunlight Foundation.

By joining forces with mayors to improve the way 100 mid-size U.S. cities use data, the program has helped local government be more efficient and more effective in responding to communities' changing needs.

For example, What Works Cities helped officials in Chattanooga, Tennessee, develop more effective police recruitment strategies that focused especially on encouraging people of color to join its police force. As a result of the program's success, 12 cities are now sharing lessons on effective police recruiting. Recruitment pilots in South Bend, Indiana, and Tacoma, Washington, increased police

force applications sixfold and threefold, respectively, in 2017.

In early 2018, Bloomberg Philanthropies launched What Works Cities Certification, an effort to celebrate cities that best use data to improve residents' lives and accelerate the progress of others. Nine U.S. cities received official What Works Cities Certification, including Los Angeles, California – the only city to obtain gold-level certification. Los Angeles was recognized for its exemplary use of data to diagnose problems, generate solutions, and manage resources to take on challenges like crime, traffic, and pollution.



(Left to right) Mayors Marty Walsh (Boston); Mitch Landrieu (New Orleans); Greg Fischer (Louisville); Eric Garcetti (Los Angeles); Muriel Bowser (Washington, D.C.); Sly James (Kansas City, Missouri); and Kevin Faulconer (San Diego) on the stage at the U.S. Conference of Mayors being recognized for their city's What Works Cities Certification.

“The more cities integrate data into their planning and operations, the more progress our country will be able to make on the common challenges we face.”

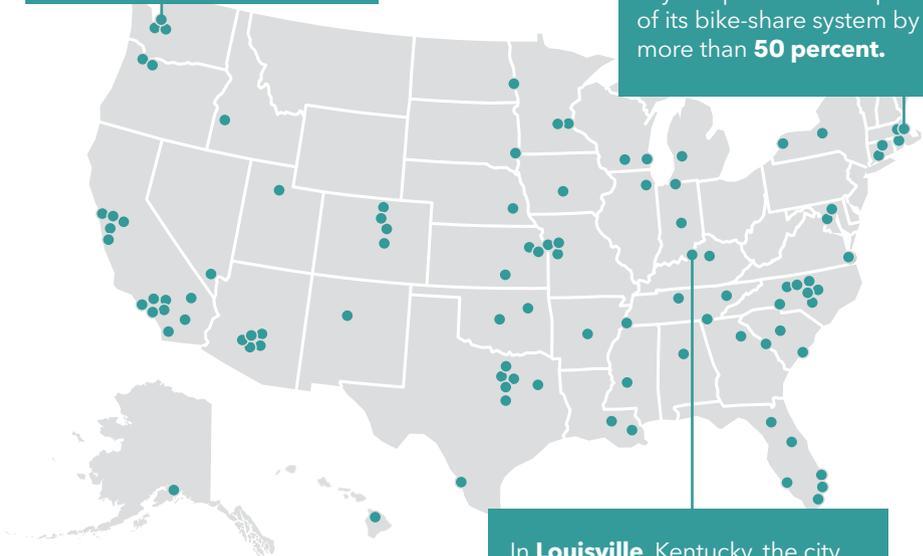
Mike Bloomberg

## 100 U.S. cities use data and evidence to improve residents' lives

In **Tacoma**, Washington, the city cut the time devoted to building-code inspections by **70 percent**.

In **Boston**, Massachusetts, the city has planned an expansion of its bike-share system by more than **50 percent**.

In **Louisville**, Kentucky, the city has **doubled revenue** from fines by getting residents to pay parking tickets.



# Bringing Together the Best and Brightest to Make Cities More Livable

## CityLab

For the fifth year, Bloomberg Philanthropies partnered with the Aspen Institute and *The Atlantic* to host CityLab, a three-day conference of city leaders from across the globe and from all sectors.

CityLab gathers the world's most creative mayors and urban innovators with artists, academics, funders, and other public- and private-sector leaders focused on improving cities and spreading strategies that work.

Hosted in Paris, the 2017 CityLab brought together more

than 400 attendees to discuss the role cities play in the world and learn how others are addressing common challenges like climate change, integration of refugees, terrorism, and economic mobility. Attendees and speakers hailed from more than 140 cities and 60 countries. At the start of the conference, Bloomberg Philanthropies hosted a special session for mayors to connect and share lessons with peers from around the world.

Past CityLabs have been held in London, Los Angeles, Miami, and New York. In 2018, CityLab will take place in Detroit, Michigan.



Mayor Karen Freeman-Wilson of Gary, Indiana, and Mike Bloomberg tested electric bikes at CityLab Sandbox – an interactive space that featured organizations leading the way to address urban challenges through technology.

# Mobilizing Volunteers to Create Vibrant Cities

## Cities of Service

In April 2009, Mike Bloomberg became the first U.S. mayor to create the position of Chief Service Officer, an office dedicated solely to volunteerism. This became the model for Cities of Service.

Cities of Service is now an international network of more than 230 cities across the United States and the United Kingdom. It is one of the most recognized and sought-after organizations that helps mayors engage residents in creating programs based on local needs, mobilizes citizens to help collect data to inform better policies, and creates a network of volunteers that can be called upon in the event of disasters.

For example, in San José, California, staff supported by Cities of Service engaged community organizations to survey neighborhoods with non-traditional housing, such as motorhomes and converted garages, which often go uncounted in census records. During a one-week pilot, volunteers used a custom text-messaging tool and identified 630 such homes. San José will expand its housing survey ahead of the 2020 census. Cities of Service also has created a toolkit to help other cities do similar work.



(Above) Mayor Byron W. Brown joins citizen volunteers to remove graffiti in Buffalo, New York. (Below) Cities of Service AmeriCorps VISTA members work on a service project in Detroit, Michigan.

# Bloomberg Associates

"In Detroit, Bloomberg Associates is like family.... It has been a very positive and collaborative relationship."

**Mike Duggan**  
Mayor  
Detroit, Michigan

Advisors on  
more than

**280**

projects in 13 cities  
around the world

## Partnering with Mayors Across the Globe

Bloomberg Associates is an international, philanthropic consultancy that provides select mayors and city government leaders with customized, in-depth consultation and mentorship in order to improve the overall quality of life of citizens.

The team focuses on developing strategic solutions to complex municipal challenges and advancing mayors' priority projects.

Since its inception, participating cities have invested more than \$1 billion in initiatives supported or created by Bloomberg Associates through reallocation of government funds and, with Bloomberg Associates' help, raised more than \$115 million through strategic public-private partnerships.

Bloomberg Associates' world-recognized experts help to strengthen cities by building resources and implementing programs across nine disciplines:

- Cultural Assets Management
- Economic Development
- Marketing and Communications
- Media and Digital Strategies
- Municipal Integrity
- Social Services
- Sustainability
- Transportation
- Urban Planning

## **Current and Past Partner Cities**

**Athens, Greece**  
**Bogotá, Colombia**  
**Detroit, Michigan**  
**Houston, Texas**  
**Kansas City, Missouri**  
**London, United Kingdom**  
**Los Angeles, California**  
**Mexico City, Mexico**  
**Milan, Italy**  
**Nashville, Tennessee**  
**Oakland, California**  
**Paris, France**  
**Rio de Janeiro, Brazil**

Bloomberg Associates is helping to strengthen Detroit, Michigan.





# Consulting to Create Local Impact Around the World

## Athens, Greece

- Raised nearly \$14 million privately to date, funding priority public-private initiatives across health, education, and economic development
- Redesigned a 28-acre commercial hub, making it more pedestrian-friendly
- Removed 6,000 square feet of graffiti from the city center

The streets of Athens's historic center come to life thanks to reclaimed public space, better lighting, and organized community events.

“What we learned from Bloomberg Associates is how to bring forces and stakeholders of the city together.”

**Georgios Kaminis**  
Mayor  
Athens, Greece

## Detroit, Michigan

- Helped more than 18,000 residents secure an additional \$74 million in Earned Income Tax Credits
- Created 33,000 square feet of pedestrian space
- Assisted in the transformation of more than 70 acres of schools, parks, and streets to allow more rainwater to soak into the soil, cutting costs for Detroiters by reducing strain on infrastructure

# 45+ million

city residents benefited from  
Bloomberg Associates' efforts

"I cannot imagine any traditional consulting firm being able to do anything similar to what Bloomberg Associates has done for us."

**Enrique Peñalosa**  
Mayor  
Bogotá, Colombia

## Bogotá, Colombia

- Reduced time to make appointments in Bogotá's largest hospital by 75 percent
- Helped revitalize the historic La Candelaria neighborhood; replaced 600 street light fixtures; painted 120 building facades

## Oakland, California

- Helped create a Transportation Department with a staff of 270 and a budget of \$40 million
- Increased number of city's social media followers by 96 percent
- Helped craft a three-year economic development strategy with a goal of training 12,000 people and creating 2,800 jobs
- Led a community planning process with 150 local leaders to design a data platform to help reduce racial disparities

One of the nine patient service windows at a hospital in Bogotá enhanced as part of an anti-corruption and patient service pilot.



# The Arts

“We have long recognized the opportunity to use art as a driver of economic development. I think that’s one of the sources of inspiration that we can give to our citizens and community.”

**Karen Freeman-Wilson**  
Mayor  
Gary, Indiana

## **Harnessing the Power of the Arts to Improve Communities**

The Arts program supports artists, invests in cultural organizations, and improves audience experience in an effort to strengthen the creative landscape that is critical to social and economic vibrancy in cities. Through initiatives that include facilitating collaborations between artists and local governments to address civic issues, capacity-building for small and mid-sized cultural institutions, and increasing visitor engagement through the use of digital technology, Bloomberg Philanthropies works to improve quality of life by strengthening the arts in cities across the globe.

The 2017 exhibition by Dale Chihuly at the New York Botanical Garden featured a Bloomberg Connects mobile guide. *Neon 206* (Right) was one of more than 20 installations in the exhibition.



# Using Public Art to Address Local Problems

## Public Art Challenge



Residents of Spartanburg, South Carolina, view *Under One Roof*, one of nine temporary installations by artist Erwin Redl created for *Seeing Spartanburg in a New Light*.

Artists can be powerful drivers of civic progress, drawing attention to issues and encouraging action around them. The Public Art Challenge was founded to bring mayors and artists together to collaborate on temporary public art projects across America that strengthen communities.

In 2014, the first Public Art Challenge invited mayors and artists to work together and submit proposals for innovative projects designed to address local challenges.

Four winners – Los Angeles, California; Gary, Indiana; Spartanburg, South Carolina; and the New York Capital Region (a joint project by Albany, Schenectady, and Troy) – were chosen; each received \$1 million to fund their ideas. Their projects – which took place between 2015 and 2017 – spurred civic leaders, artists, and residents, as well as community organizations and businesses, to work together to advance solutions to critical challenges such as abandoned buildings, environmental sustainability, community-police relations, and creative sector economic development.

In addition to offering new perspectives on important topics and engaging the community, these temporary projects generated \$13 million in economic activity across the participating cities and created more than 800 full- and part-time jobs. In 2018, the second Public Art Challenge launched with a renewed invitation to U.S. cities to develop and submit ideas.

*Serpentine Pavilion 2017*, designed by Francis Kéré. Serpentine Gallery, London (23 June – 8 October 2017) © Kéré Architecture, Photography © 2017 Jim Stephenson

# Advancing the Arts in London

## Partner Spotlight: Serpentine Galleries

Since 2014, Mike Bloomberg has served as the chair of the Serpentine Galleries in London. Located in historic Kensington Gardens, the Serpentine is consistently among the city's most popular cultural institutions, with more than a million visitors a year.

The Serpentine champions new ideas and hosts rotating exhibits that highlight the work of some of the world's most exciting contemporary artists, architects, and designers. In 2017, this included shows by Grayson Perry and Rose Wylie. In the summer of 2018, the artist Christo plans to showcase an exhibit of his work at the Serpentine

Galleries to coincide with his temporary installation of a new, large-scale, trapezoidal floating structure, called *The Mastaba*, on the Serpentine Lake in Hyde Park.

The Serpentine is also well-known for commissioning an architect to build a temporary, open-air pavilion every summer. Each pavilion serves as a short-term London landmark and marks the architect's first major commission in central London. The award-winning architect Diébédo Francis Kéré from Burkina Faso designed the Serpentine Pavilion 2017. Mexican architect Frida Escobedo has been commissioned to design the Serpentine Pavilion 2018.



# Strengthening Small and Mid-Sized Cultural Institutions in the U.S.



Inner-City Arts, an AIM participant in Los Angeles, California, provides arts education to students.

## 76 percent

of AIM organizations increased their contributed income during the program

## Arts Innovation and Management (AIM)

Small and mid-sized cultural institutions are critical for the arts to thrive. These organizations engage residents, strengthen neighborhoods, promote social cohesion, and contribute to a city's economy and identity. Bloomberg Philanthropies helped to strengthen 260 of these organizations by providing financial support as well as management training.

First tested in New York City from 2011-2013, the program expanded to six cities across the country from 2015-2017: Boston, Massachusetts; Chicago, Illinois; Dallas, Texas; Detroit, Michigan; and Los Angeles and San Francisco, California. The organizations selected in these cities received two years of funding for general operations as well as management training to enhance their board development, fundraising, and marketing strategies.

Credit: Anthony Tran/Inner-City Arts

### Want to Learn More?

Go to [annualreport.bloomberg.org](https://annualreport.bloomberg.org) to click through an interactive version of this map to see more about each of these cultural organizations

## On the Ground in: Chicago, Illinois

Fifty-five cultural organizations throughout the city across artistic disciplines received funding and management training to strengthen their operations as part of AIM.



**Chicago Children's Theatre** significantly increased its board membership.



**The Jazz Institute of Chicago** grew membership and secured new multi-year funding for capacity building.



**Beverly Arts Center** improved its program planning process and made new partnerships with other AIM organizations.

# Enhancing the Visitor Experience Through Technology



The Timeline of Modern Art, part of Bloomberg Connects, is an interactive timeline that brings together images of more than 3,500 works of art by 750 artists at Tate Modern.

## Bloomberg Connects

Bloomberg Connects works with 17 major cultural institutions worldwide to increase visitor engagement using digital technology.

Through features like interactive touch screens, immersive installations, and specially designed apps and mobile websites, Bloomberg Connects grantees are expanding the role that technology plays in improving the visitor experience. At the same time, these efforts also advance the missions of cultural institutions by promoting collaboration among senior leadership and curatorial, education, development, marketing, and operations departments.

Participating institutions include:

- Academy Museum of Motion Pictures
- American Museum of Natural History
- The Art Institute of Chicago
- Brooklyn Museum
- Cooper Hewitt, Smithsonian Design Museum
- Gardens by the Bay
- The Jewish Museum
- Lincoln Center for the Performing Arts
- The Metropolitan Museum of Art
- The Metropolitan Opera
- The Museum of Modern Art
- The New York Botanical Garden
- San Francisco Museum of Modern Art
- Science Museum
- Serpentine Galleries
- Solomon R. Guggenheim Museum
- Tate

# 46 million

**Bloomberg Connects  
platform uses since 2013**

# Using Art to Inspire Innovation in New York City

## Emma and Georgina Bloomberg Center at Cornell Tech

Cornell Tech, a new graduate school formed through a unique partnership between Cornell University and Technion – Israel Institute of Technology, offers an innovative model for graduate education that fuses technology with business and creative thinking. The school focuses on creating pioneering leaders and technologies for the digital age.

The opening of Cornell Tech's Roosevelt Island campus in September 2017 represented a milestone for New York City and was the culmination of nearly a

decade's worth of work by many partners that began during the Bloomberg Administration.

At the Emma and Georgina Bloomberg Center, the school's main academic building, art installations are integrated into key meeting rooms and public spaces, offering inspiration to everyone on campus. The work from renowned artists promotes creativity, conversation, and innovation – values that are all central to the mission of Cornell Tech. Today, students on campus are studying technology's intersection with health care, law, business, computer science, and entrepreneurship.



The Emma and Georgina Bloomberg Center's Meeting Room 238 features Matthew Day Jackson's *Ordinary Objects of Extraordinary Beauty*.

# Remembering London's Past and Looking Toward Its Future

## London Mithraeum Bloomberg SPACE

Bloomberg L.P.'s new European headquarters in London is located on one of the U.K.'s most significant archaeological sites – including an ancient temple dedicated to the Roman god Mithras. First discovered in 1954 and unveiled to the public with much fanfare, the temple was moved to a nearby location to make way for a post-war office building. As part of the development of the London office, the temple was rebuilt close to its original site.

While preparing the building site for construction, archaeologists unearthed more than 400 fragments of ancient Roman writing tablets. The collection is the largest and earliest of its kind in Britain and includes the first known reference to London, the city's first known financial document, and the earliest hand-written document in Britain.

As stewards of the ancient site and its artifacts, Bloomberg created a cultural space that offers the public a new way to experience this historic landmark: London Mithraeum Bloomberg SPACE.

“Bloomberg’s fantastic new building is a huge vote of confidence in London as a destination for global business and culture. I want to pay tribute to Bloomberg for the care taken to respect and preserve the more than 14,000 archaeological finds in the London Mithraeum...”

**Sadiq Khan**  
Mayor  
London, United Kingdom



In the reconstructed Temple of Mithras, the past is vividly brought to life through an immersive, multi-sensory experience.

Free and open to the public, it showcases the ancient temple, a selection of Roman artifacts found during the recent excavation, and a series of contemporary art commissions inspired by the archaeology of the site. In the first six months, more than 60,000 people signed up to see the exhibit.

In addition, the new London headquarters includes exciting new artworks inside and outside of the building, reflecting a belief that art fuels collaboration and innovation

in the workplace – and building on a long-standing commitment to expanding access to the arts. The Bloomberg building also highlights the company’s commitment to the future of the planet, having received the highest BREEAM sustainability rating for office design of any commercial building in the world.

**To sign up for free tickets and to learn more about London Mithraeum Bloomberg SPACE, visit [londonmithraeum.com](https://londonmithraeum.com)**

# Education

“Every student should have the chance to succeed, no matter their zip code.”

**Mike Bloomberg**

## Driving Student Success

The Education program works to ensure that students have the skills they need to succeed in the 21st century and the opportunity to maximize their potential. By putting students' needs first and broadening educational opportunities for youth, whether through a college degree or career and technical training, Bloomberg Philanthropies focuses on giving more students a chance to contribute to their communities and pursue meaningful work.

The Bloomberg Philanthropies-supported program CollegePoint helps high-achieving, lower-income students apply to top colleges. Michelle, now a student at Duke University, is one of 36,000 students who have participated in the program.



# Rallying a Hundred Top U.S. Colleges to Expand Opportunity

## The American Talent Initiative

A Bloomberg Philanthropies-supported collaboration between the Aspen Institute's College Excellence Program and Ithaka S+R, the American Talent Initiative is building a coalition of top colleges and universities with the highest graduation rates that seeks to substantially expand recruitment, enrollment, and graduation of talented lower-income students. Since its launch, the number of schools taking part in the American Talent Initiative has grown rapidly. Today, 100 top colleges and universities have committed to attract, enroll, and graduate 50,000 additional high-achieving, lower-income students by 2025.



The American Talent Initiative steering committee members President Carol Quillen (Davidson College) and President Daniel Porterfield (Franklin & Marshall College) at a convening with Mike Bloomberg.

## School Spotlights:

### University of Texas, Austin

**Goal:** Eliminate gaps in graduation rates between students from low- to moderate-income families and those from high-income families.

The University of Texas at Austin has set a goal for a four-year graduation rate of 70 percent by building on its efforts to boost student success on campus. This work has already resulted in an increase in the four-year graduation rate from 52 percent to 66 percent, with the greatest progress among Federal Pell Grant-eligible, first-generation, and under-represented students.

### Yale University

**Goal:** Significantly increase the number of first-generation and Federal Pell Grant-eligible students enrolled on campus.

Yale University has set a goal to enroll 150 more first-generation and 225 more Pell Grant-eligible students across the university as compared with current numbers by 2021. The university has already seen increases in both groups.

ALLEGHENY  
AMHERST  
BARD  
BATES  
BAYLOR  
BOWDOIN  
BROWN  
BUCKNELL  
BRYN MAWR  
CALTECH  
CARLETON  
CASE WESTERN  
CENTRE  
CLAREMONT MCKENNA  
COLBY  
COLUMBIA  
CORNELL  
DARTMOUTH  
DAVIDSON  
DAYTON  
DELAWARE  
DICKINSON  
DUKE  
ELIZABETHTOWN  
EMORY

FORDHAM  
FRANKLIN & MARSHALL  
GEORGETOWN  
GEORGIA TECH  
GETTYSBURG  
HARVARD  
HAVERFORD  
HAMILTON  
ILLINOIS  
INDIANA  
IOWA  
JOHNS HOPKINS  
JUNIATA  
KENYON  
KNOX  
LAFAYETTE  
LAWRENCE  
LEBANON VALLEY  
LEHIGH  
MARIST  
MARYLAND  
MICHIGAN  
MIDDLEBURY  
MINNESOTA  
MUHLENBERG

NORTHWESTERN  
NYU  
OCCIDENTAL  
OHIO STATE  
PENN  
PENN STATE  
POMONA  
PRINCETON  
RICE  
RICHMOND  
RISD  
RUTGERS  
SAINT BENEDICT  
SAINT MICHAEL'S  
SMITH  
SOUTH CAROLINA  
SOUTHERN CALIFORNIA  
SPELMAN  
STANFORD  
ST. MARY'S COLLEGE  
SWARTHMORE  
TEXAS  
UC BERKELEY  
UC DAVIS  
UC IRVINE

UCLA  
UC MERCED  
UC RIVERSIDE  
UC SAN DIEGO  
UC SANTA BARBARA  
UC SANTA CRUZ  
UMASS AMHERST  
UMIAMI  
UNC  
UNIVERSITY OF CHICAGO  
UNIVERSITY OF DENVER  
UNIVERSITY OF WASHINGTON  
UW-MADISON  
VANDERBILT  
VASSAR  
VIRGINIA  
WAKE FOREST  
WASHINGTON & LEE  
WASH U  
WESLEYAN  
WILLIAMS  
COLLEGE OF WOOSTER  
WOFFORD  
WORCESTER POLYTECHNIC  
YALE

## Increasing Access to College



Bryan is a first-generation college student from Florida majoring in computer science at Claremont McKenna College.

More than

# 36,000

students have enrolled in CollegePoint since 2014

### CollegePoint

While the American Talent Initiative helps to increase the number of top schools recruiting high-achieving, lower-income students, CollegePoint works to increase the number of these students applying.

Each year, tens of thousands of hardworking, high-achieving students from lower-income families fail to apply to even a single top college or university. These students often have limited resources and support to navigate the complicated college application process.

CollegePoint, with the expertise of partners like the College Board and ACT, seeks to broaden opportunity by increasing the number of high-achieving, lower-income students at the 270 U.S. colleges and universities with the highest graduation rates. The program provides students with free college advising both on the phone and online, including admissions guidance and help navigating the financial aid process.

### Want to Learn More?

Watch a video showing how students in the CollegePoint program succeed in schools across the United States at [annualreport.bloomberg.org](https://annualreport.bloomberg.org)

# Supporting Student Success Through K-12

## Education Reform

Mike Bloomberg supports education reform throughout the United States. He personally backs pro-reform public officials who work to enact meaningful policy changes that will ensure accountability and high standards in schools. This work is grounded in the belief that the solutions required to improve education require broad coalitions to put students' interests first.

To measure progress, this work focuses on increasing high school graduation and college enrollment rates as well as improving academic achievement across the country in communities in states like Tennessee and Louisiana and in cities such as Washington, D.C., and Indianapolis, Indiana.

## On the Ground in: Claremont, California

"I wouldn't be here today [at Claremont McKenna College] without the help of CollegePoint... my advisor helped me negotiate my financial aid as well as apply to the CollegePoint scholarship."

**Bryan**  
CollegePoint Student

# Building 21st-Century Skills

## Career and Technical Education

Bloomberg Philanthropies invests in efforts across the country to improve skills- and jobs-based training in high schools. By participating in innovative apprenticeship programs and industry-specific skills training in high schools in cities like Denver, Colorado, and New Orleans, Louisiana, students will gain greater access to middle- and high-skilled 21st-century jobs in fields such as information technology (IT), finance, business operations, and advanced manufacturing.

Central to this approach are partnerships between local industry and schools, which create opportunities for students to develop skills that will lead to meaningful employment. These promising models are backed by strong local leadership and support from across sectors and industries, leading the way for other cities to adopt proven strategies.

For example, Bloomberg Philanthropies' partner CareerWise Colorado runs

an apprenticeship program in Denver that pairs high school students with local employers in advanced manufacturing, banking and financial services, business operations, health care, and IT services. Students in the CareerWise program graduate with a high school degree, college credits, a nationally recognized industry certification, and two years of apprenticeship work experience.

Credit: CareerWise Colorado



Breene is a student working at an advanced manufacturing company in Colorado.

"I am actually making a contribution to this company."

**Breene**

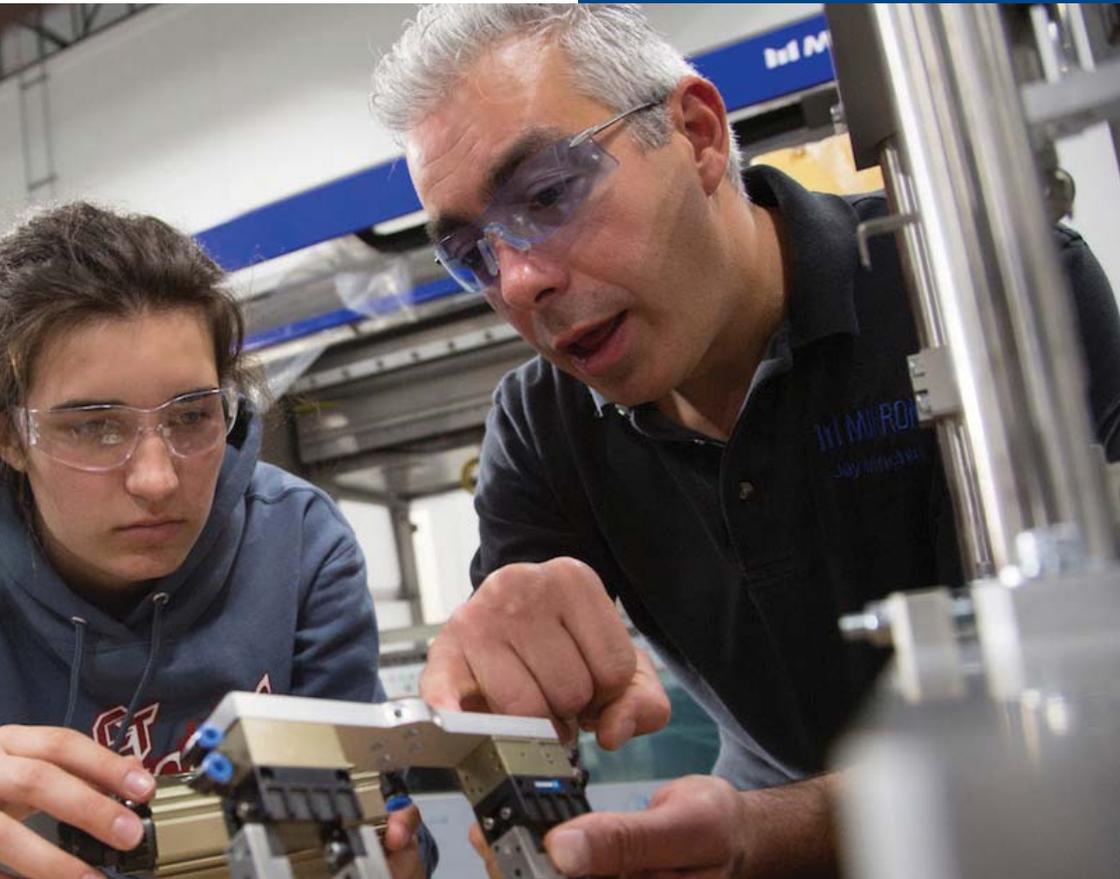
CareerWise Colorado Student

## **On the Ground in: Denver, Colorado**

Students in Colorado are participating in apprenticeships based in part on the Swiss system, resulting in a skilled-workforce development pipeline for the state's industry and new opportunities for youth.

### **Want to Learn More?**

Watch a video showing how students in Colorado are getting real-world experience and credit at the same time at [annualreport.bloomberg.org](https://annualreport.bloomberg.org)



# The Environment

“The American government may have pulled out of the Paris Agreement, but the American people are committed to its goals – and there is nothing Washington can do to stop us.”

**Mike Bloomberg**

## **Taking Action to Protect the Planet**

The Environment program brings together a wide range of partners – including mayors, scientists, activists, and business leaders – to address the most serious threats to global sustainability. By fighting to replace coal with clean energy, working with cities around the world to reduce greenhouse gas emissions, and encouraging policies and practices to protect the planet’s oceans, Bloomberg Philanthropies is working for a healthier, cleaner, and safer environment. Additionally, in early 2018, United Nations Secretary-General António Guterres appointed Mike Bloomberg as his Special Envoy for Climate Action.

Mike Bloomberg represented the America’s Pledge coalition at the One Planet Summit, an international meeting of heads of state and business leaders working together to tackle climate change hosted by French President Emmanuel Macron in Paris, France.



# Ensuring Continued U.S. Climate Leadership and Supporting America's Promise to the World

## America's Pledge

When the White House declared its intention to withdraw from the Paris Agreement on climate change, Bloomberg Philanthropies took action to ensure that the United States would keep its commitments. The day after the news broke, Mike Bloomberg joined French President Emmanuel Macron and Mayor Anne Hidalgo in Paris, France, to assure the world that the American people were still in and would continue to make progress through local action.

Mike Bloomberg and California Governor Jerry Brown then launched America's Pledge, a coalition that now includes more than a dozen states, 300 universities, 450 cities, and 1,700 businesses committed to achieving the goals of the Paris Agreement.

At the U.N. Climate Conference in Bonn, Germany (COP23), the America's Pledge coalition demonstrated that U.S. cities, states, and businesses continue to combat climate change. In Bonn, the U.N. accepted an

America's Pledge progress report and applauded its efforts. The report indicated that thanks to the significant efforts of cities, states, and businesses, the United States had already reduced its emissions by 11.5 percent from 2005-2015, putting it nearly halfway toward meeting America's Paris goal.



Credit: Gabriel DeVries/Bloomberg Philanthropies

**On the Ground in:  
Bonn, Germany**

During COP23, Bloomberg Philanthropies hosted a U.S. pavilion showing the world the range of U.S. cities, states, and businesses committed to the Paris Agreement.

**Want to Learn More?**

Go to [annualreport.bloomberg.org](https://annualreport.bloomberg.org) to watch a recap of COP23 in Bonn, Germany



America's Pledge supporters were able to connect with fellow members of the coalition at COP23 in Bonn, Germany.

# Reframing the Debate on Climate Change

## ***Climate of Hope and From the Ashes***

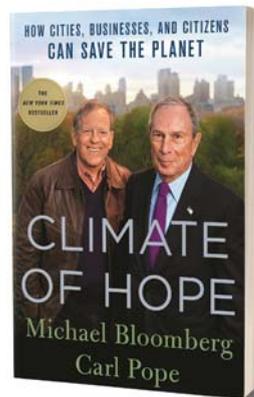
As the climate debate becomes increasingly partisan, Bloomberg Philanthropies has reached new audiences and reframed the narrative around climate change.

In their book published in 2017, *Climate of Hope*, Mike Bloomberg and former Sierra Club President Carl Pope offered an optimistic look at the challenges posed by climate change – and the bottom-up solutions that can make the world healthier and more prosperous at the same time. Throughout *Climate of Hope*, they show how local leadership by citizens, cities, and businesses will ultimately make the difference.

Inspired by the Sierra Club's Beyond Coal campaign, Bloomberg Philanthropies co-produced its first feature-length documentary, *From the Ashes*, which explored the impact of the coal industry across the United States. The film premiered at the Tribeca Film Festival in 2017 and was shown at more than 300 screenings around the world, with many hosted by local community groups. *From the Ashes* was also released internationally by the National Geographic Channel.

"If Trump is looking for a blueprint, he could not do better than to read a smart new book, *Climate of Hope*."

**Thomas Friedman**  
Columnist  
*The New York Times*



*From the Ashes* was produced in partnership with RadicalMedia.

# Cities and Businesses Leading the Way to a Sustainable Future

## **C40, Global Covenant of Mayors, and the Task Force for Climate-related Financial Disclosures**

Around the world, cities are leading the fight against climate change, and Mike Bloomberg's leadership of a number of key efforts is helping to ensure continued progress. He serves as board president of the C40 Cities Climate Leadership Group, a global network of megacities whose mayors are committed to reducing greenhouse gas emissions and improving their cities' resiliency in a changing climate. The 2017 C40 Cities Bloomberg Philanthropies Awards, hosted in Chicago, recognized communities that have launched innovative solutions to adapt to the effects of climate change and combat its causes.

Meanwhile, the Global Covenant of Mayors for Climate & Energy, a coalition of cities and local governments that Mike Bloomberg also co-chairs, continues to fight climate change by building on the greenhouse gas emissions reporting commitments of more than 7,500 cities, representing more than 700 million inhabitants – more than 9 percent of the world's population.



C40 Cities Bloomberg Philanthropies Award-winning U.S. city, Fort Collins, Colorado, has set a plan to become carbon neutral by 2050.

In late 2017, at French President Emmanuel Macron's One Planet Summit, a new finance partnership was announced between the Global Covenant and the World Bank to increase funding by \$4.5 billion for cities taking action on climate change. Also at the summit, Mike Bloomberg joined Bank of England Governor Mark Carney to announce that the number of companies in support of the Task Force for Climate-related Financial Disclosures had grown to nearly 240. Earlier in 2017, the Task Force published voluntary recommendations for climate-related information that companies should disclose to help investors, lenders, and others make sound financial decisions.

# Moving Beyond Coal Toward a Clean Energy Future in the U.S. and Around the World

## Beyond Coal

The Beyond Coal campaign helps communities transition beyond coal to clean, affordable energy that reduces air pollution, improves public health, combats climate change, and drives economic growth well into the future.

Since 2010, Beyond Coal, a Bloomberg Philanthropies-backed campaign led by the Sierra Club, has helped close more than 268 coal-fired power plants throughout the United States. In 2017, the campaign surpassed its initial goal of shutting down half of the 523 coal-fired power plants that were operating when the campaign began. Closing these plants has led to significant emissions reductions from the U.S. energy sector.

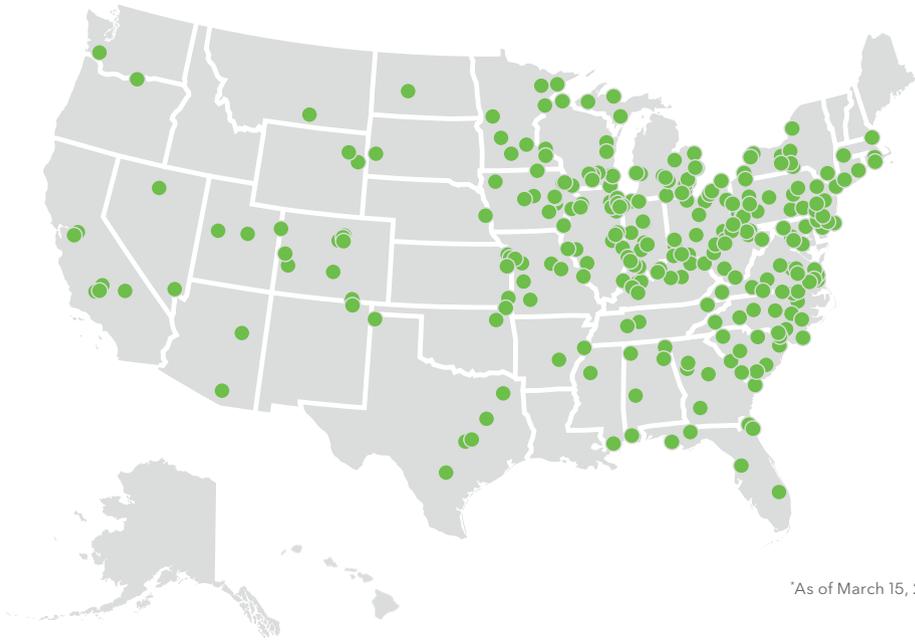
In 2017, Bloomberg Philanthropies doubled down on the campaign, committing an additional \$64 million to support Beyond Coal's work across America.

Bloomberg Philanthropies also works to establish new clean energy strategies and defend the progress of existing policies. At the U.S. federal level, Beyond Coal partners successfully fought a Department of Energy proposal to prop up failing coal companies.

While Beyond Coal continued its work in the United States, in 2017, Bloomberg Philanthropies also announced a \$50 million commitment to expand the effort overseas, starting in Europe. The campaign has already helped the push to close some of Europe's dirtiest plants.



## More than **268** planned coal plant closures since 2010



\*As of March 15, 2018

2.5b

U.S. CO<sub>2</sub> emissions from coal



In 2011, pollution from coal plants was killing 13,000 Americans each year. Because of coal plant closures that number has fallen to around 7,000.

0

Chart Source: U.S. Energy Information Administration

**Ten European countries are already coal-free and an additional ten have now committed to a coal phase-out by 2030 or earlier.**

Europe Beyond Coal groups marched two days after the effort's launch in Bonn, Germany, ahead of the COP23 international climate negotiations.

# Restoring and Protecting the World's Oceans

## Vibrant Oceans

One billion people across the globe rely on fish as a primary source of protein in their diet. As the world's population continues to grow, the demand for fish is projected to rise by more than 20 percent by 2030. At the same time, the global fish population is declining due to overfishing and pollution. Destructive fishing practices and climate change pose further threats to ocean ecosystems. Experts predict the collapse of

up to 90 percent of coral reefs by 2050, resulting in habitat loss for one-quarter of the world's marine species and devastating impacts on global fisheries.

The Vibrant Oceans initiative works to protect marine ecosystems in two ways. Since 2014, Bloomberg Philanthropies has worked to restore fish populations in Brazil, Chile, Peru, and the Philippines by helping to pass laws, protect habitats, and invest in sustainable fishing infrastructure. This effort assists governments and



communities to better manage their fishing industries and enhance food security. Data from sites in the Philippines suggest that these interventions have helped local fish populations rebound by 390 percent on average. Meanwhile, in 2017, Chile banned the destructive fishing practice of bottom trawling in 98 percent of its national waters.

At the same time, Bloomberg Philanthropies is working with ocean, climate, and marine scientists as well as conservation practitioners from across the globe to identify the world's coral reefs most likely to survive climate change and develop a coordinated strategy to protect them from overfishing and pollution. By collecting and sharing the data about these important sites, this initiative aims to help mobilize action to help save these coral reefs during the 2018 International Year of the Reef and beyond.



(Above and left) Fish on a reef in the Maldives in the Indian Ocean. (Right) Near-shore fishermen on the coast of Barra da Lagoa, Santa Catarina, Brazil.

# Public Health

"Government can only be successful when it has support from civil society. The work that Bloomberg Philanthropies has done has literally saved tens of millions of lives."

**Dr. Tom Frieden**  
President and  
Chief Executive Officer  
Resolve to Save Lives

## Ensuring Safer, Longer, Healthier Lives

The Public Health program combats noncommunicable diseases and injuries by spreading solutions that are proven to save lives. By following the data and partnering with both national and local governments and organizations around the world, Bloomberg Philanthropies works to reduce preventable deaths from tobacco use, obesity, road traffic crashes, drowning, and other causes.

Officials from around the world came together to share best practices on how to reduce noncommunicable diseases and injuries and save lives as part of the Partnership for Healthy Cities.

Bloomberg  
Philanthropies

Partnership for  
Healthy Cities

Bloomberg  
Philanthropies



#Cities4Health

# Tackling Noncommunicable Diseases by Mobilizing Governments to Take Action

## Partnership for Healthy Cities and Resolve to Save Lives



Students in Bogotá, Colombia, are benefiting from the city's participation in the Partnership for Healthy Cities as it implements policies to encourage healthy eating.

Each year, 44 million people die from preventable causes such as cardiovascular disease, cancer, diabetes, chronic respiratory diseases, and other noncommunicable diseases (NCDs) as well as from injuries. A major focus of Bloomberg Philanthropies' public health work is preventing these unnecessary deaths.

In 2017, as part of his role as the World Health Organization Global Ambassador for Noncommunicable

Diseases, Mike Bloomberg launched the Partnership for Healthy Cities.

In just a year, this partnership has brought together more than 50 cities, representing over 216 million people, that have agreed to implement at least one proven policy to fight NCDs and injuries, increase awareness, and share best practices.

In 2017, Bloomberg Philanthropies also partnered with the Chan Zuckerberg Initiative and the Bill & Melinda Gates Foundation to co-fund an effort to prevent deaths specifically from cardiovascular disease. This new initiative, called Resolve to Save Lives, is led by former Director of the Centers for Disease Control and Prevention and former New York City Health Commissioner Dr. Tom Frieden. It seeks to combat cardiovascular disease through the treatment of high blood pressure and the reduction of sodium and trans-fat consumption.

More than

**50**

**cities, representing over 216 million people, committed to saving lives**

# Fighting the Global Obesity Epidemic

## Obesity Prevention

Bloomberg Philanthropies is working with civil society organizations, research institutes, and governments in the United States and around the world to curb rising rates of obesity through policies that make healthier food more accessible. In 2017, building on the success of this effort in Mexico where lawmakers passed a tax on sugary beverages, partners in South Africa succeeded in having the parliament pass a similar national sugary beverage tax.

Thanks to media campaigns, coalition building, and strong advocacy with policy makers, the tax passed parliament and was signed into law by the president. It went into effect in April 2018 and is expected to cut sales of sugary beverages, much as it has done in Mexico.

In addition to work in Mexico and South Africa, in 2017, Mike Bloomberg invested in advocacy and research in Brazil, Colombia, and the Caribbean as well as in cities across the United States.

Recent studies have shown that two of the first U.S. cities to pass sugary beverage taxes – Philadelphia, Pennsylvania, and Berkeley, California – have seen significant declines in sugary beverage consumption.



**SUPPORT THE  
SUGARY DRINKS  
TAX AND SUPPORT  
OUR KIDS' HEALTH.**

Partners in South Africa led a robust campaign to educate the public on the risks of sugary beverages and encourage support for a tax to limit their consumption. (Above) Advertisements from the campaign.

# Investing \$1 Billion in Tobacco Control

## Bloomberg Initiative to Reduce Tobacco Use

One in ten deaths around the world is caused by tobacco use and, if left unchecked, tobacco is expected to claim one billion lives this century. Governments, however, have the power to prevent this unnecessary loss of life, which is why Bloomberg Philanthropies and its partners are working with national and local governments to support a package of policies, called MPOWER, that are proven to save lives. This initiative spans more than 110 countries and focuses on the world's largest smoking populations in China, India, Indonesia, and Bangladesh.

Over the past decade, Bloomberg Philanthropies has invested \$1 billion in tobacco control and has helped to change the trend of cigarette sales. Data show a 3 percent fall from 2015 to 2016 in global sales of cigarettes, driven by a 5.6 percent decline in China.

In recent years, Bloomberg Philanthropies has provided support to cities across China as they worked to pass

comprehensive smoke-free laws. In 2017, Shanghai implemented an exemplary law that bans smoking inside public buildings, offices, on public transportation, in stadiums, and in outdoor public areas used by minors such as schools. Initial reports have shown 85 percent of venues are compliant with the law.

In June 2017, Mike Bloomberg, alongside the recently elected WHO Director-General Dr. Tedros Adhanom Ghebreyesus, released the *WHO Report on the Global Tobacco Epidemic, 2017*. This biennial report highlights the global progress of MPOWER policies proven to reduce tobacco use and save lives. It noted that about 4.7 billion people – or 63 percent of the world's population – are now covered by at least one comprehensive tobacco control policy. This is a fourfold increase from the first report in 2007, showing that progress is not only possible, but is being made around the world.

Nearly

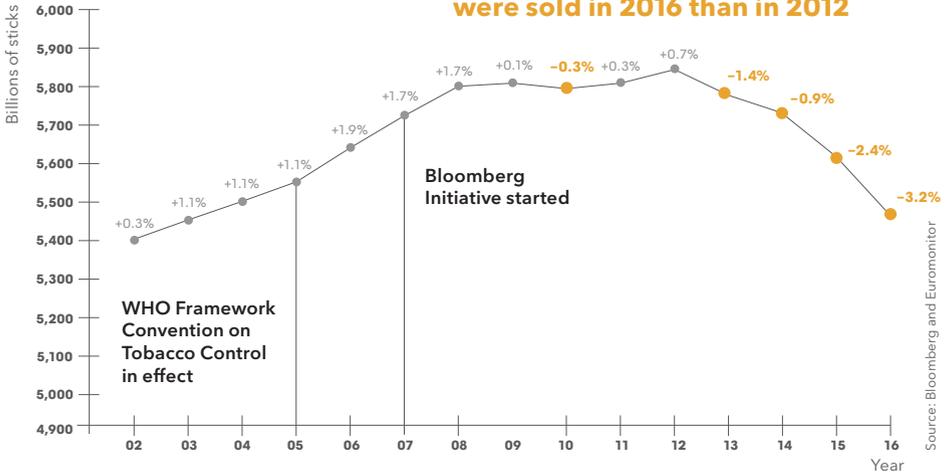
# 35 million

lives saved since 2007

# Global decline in cigarette sales

Percent change from previous year

**370 billion fewer cigarettes were sold in 2016 than in 2012**



Mike Bloomberg in his role as WHO Global Ambassador for Noncommunicable Diseases and WHO Director-General Dr. Tedros Adhanom Ghebreyesus at the launch of the *WHO Report on the Global Tobacco Epidemic, 2017*.

# Increasing Road Safety to Prevent Traffic Deaths and Injuries

## Global Road Safety

Each year, road traffic crashes kill approximately 1.3 million people and injure up to 50 million more around the world. To fight these preventable deaths and injuries, Bloomberg Philanthropies has dedicated more than \$250 million to improving road safety in low- and middle-income countries across Africa, Asia, and Latin America in an effort to protect everyone on the road, including pedestrians, bicyclists, motorcyclists, and vehicle occupants.

The initiative focuses on five main strategies: increasing the use of seat-belts and helmets; reducing both speeding and drinking and driving; promoting infrastructure improvements and sustainable urban transit; strengthening road safety laws; and advocating for improved vehicle safety standards.

Since this initiative began in 2007, Bloomberg Philanthropies and its partners have helped to save an estimated 125,000 lives through strengthened legislation, increased enforcement, and improvement of high-risk roads.

In addition, partners have trained nearly 75,000 professionals in road safety strategies, launched nearly 50 media campaigns, and assessed and recommended improvements to more than 28,000 miles of roads, bus corridors, and bicycle lanes.

But still more needs to be done. To address rapid urbanization, Bloomberg Philanthropies is working in ten cities across the world to improve road safety by supporting awareness campaigns and increased enforcement of laws regarding helmet and seat-belt use as well as speeding and drinking and driving. Additionally, work continues to improve infrastructure so that roads are safe for everyone.

In addition to making streets safer, a Bloomberg Philanthropies-supported World Bank study published in early 2018 highlighted that reducing traffic deaths and injuries can have major economic returns. Data show that by reducing these deaths and injuries by half, certain countries could expect to increase their GDP per capita by up to 22 percent over two decades.



Aligned lanes keep cars moving predictably

Refuge medians provide safe spaces for pedestrians

Direct crosswalks shorten crossing distances

Tighter corners require drivers to slow down

Temporary intersection transformations like this one in Addis Ababa are used to test changes to intersections before investing in permanent solutions.

## On the Ground in: Addis Ababa, Ethiopia

In Addis Ababa, Ethiopia, the LeGare intersection was temporarily transformed by a team of 100 people from five government agencies using nearly 200 gallons of paint and 120 planters to reclaim more than 21,000 square feet of underutilized space.

This relatively inexpensive change reduced the distance that pedestrians need to walk to cross the intersection and lowered the speed of the

surrounding traffic. During this temporary installation, there were no traffic fatalities. As a result of this early success, the government of Addis Ababa has committed to transforming an additional 30 intersections over the next three years.

### Want to Learn More?

Go to [annualreport.bloomberg.org](https://annualreport.bloomberg.org) to learn more about the interventions at this intersection

# Following the Data to Save Lives

## Data for Health

Today, half of all deaths in the world – nearly 30 million each year – go unrecorded, and too many health policy decisions are based on inadequate or incomplete information. Data for Health, an initiative co-funded with the



A new mother in Bangladesh shows her child's vaccination card, which now also shows whether the child's birth has been registered – a modification made through Data for Health.

Australian government, seeks to close that gap by helping low- and middle-income countries across Latin America, Asia, and Africa collect better public health data and improve the way they use

this information to inform policy making and investments in public health.

Data for Health supports the creation of more complete birth and death records and makes sure these data and other critical health indicators are used by leaders to inform policy. To date, 20 countries – representing more than 1 billion people – have partnered with Bloomberg Philanthropies to receive technical assistance to improve their public health data.

In 2017, eight Data for Health countries – Bangladesh, Colombia, China (in Shanghai), Ghana, Morocco, Myanmar, the Philippines, and Zambia – began using community-based verbal autopsies to collect information on out-of-hospital deaths. Through interviews with relatives and neighbors using a standardized set of questions, trained field workers record descriptions of events surrounding a death, helping governments develop a more accurate and comprehensive understanding of the country's national health.

**20**  
participating countries  
representing more  
than 1 billion people

# Protecting the Lives of Children

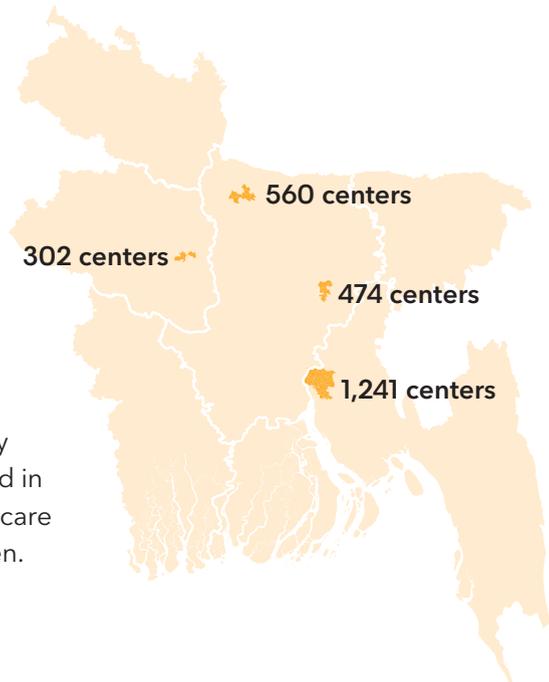
## Drowning Prevention

Low- and middle-income countries bear the greatest burden of drownings, accounting for 94 percent of global drowning deaths. Half of these deaths occur among people under the age of 25, with children under the age of five at an even higher risk. Fortunately, many of these deaths can be prevented.

The Drowning Prevention program focuses on finding local solutions in rural Bangladesh, where at least 12,000 children under the age of five drown each year.

New research led by the Johns Hopkins University Bloomberg

School of Public Health has pointed to the use of community daycare centers as an effective drowning prevention strategy, reducing drownings by 74 percent by ensuring that children are supervised and away from water. As part of this effort, Bloomberg Philanthropies has supported the opening of more than 2,500 centers across Bangladesh, and work is under way to explore how to integrate these centers into the national government's program to prevent drownings. Efforts have begun to pilot similar interventions in Vietnam.



More than **2,500** community daycare centers were opened in Bangladesh, providing child care to more than **70,000** children.

# Improving the Health of Women and Families



## Maternal and Reproductive Health

Bloomberg Philanthropies supports access to quality maternal and reproductive health services around the world. By focusing on countries where access to contraception and maternal health care is limited, this initiative works to improve health outcomes for mothers and their children.

In Tanzania, one woman dies every hour from complications of pregnancy or childbirth. There is, however, great progress being made. By training non-physicians in rural communities to provide obstetric care, upgrading clinics, and increasing women's access to and awareness of maternal health resources, Bloomberg Philanthropies has supported the delivery of nearly 100,000 babies. This program is in the process of being transferred to the national government and will serve as a model that can be scaled across the entire country.



By building operating rooms and training more health care workers, the Maternal Health program in Tanzania has expanded the coverage of maternal health and brought life-saving emergency obstetric care to the women who need it most.

# Advancing the Future of U.S. Public Health at Johns Hopkins University

## Bloomberg American Health Initiative

For the first time since the early 1960s, the average life expectancy of Americans has declined for the second year in a row. The United States now ranks 31st in the world in life expectancy – behind most leading industrialized countries.

In response to this trend, Mike Bloomberg made a historic \$300 million investment to establish the Bloomberg American Health Initiative at Johns Hopkins University.

Through a public health fellowship program for master's degree students, endowed faculty positions, a new Doctor of Public

Health (DrPH) program, increased funding for research, and providing resources for national convenings, the initiative seeks to address the biggest public health challenges facing the United States.

In response to the national opioid epidemic, experts have consulted with governors and mayors to advise them on strategies to combat this public health crisis. Researchers have also conducted a multi-city study on detecting fentanyl – a synthetic, deadly, low-cost opioid – in street drugs. The study, one of the first on the subject, showed that low-cost test strips were both accurate and easy to use in testing for fentanyl.

## A commitment to tackling five critical health threats facing the United States:



Addiction and Overdose

Violence (including gun violence)

Risks to Adolescent Health

Obesity and the Food System

Environmental Challenges

Mike Bloomberg joined volunteers including former NBA star Tim Duncan in the U.S. Virgin Islands to deliver supplies following the devastation of the hurricanes of 2017.

“There are plenty of big challenges facing our world, but the fact is we’ve never been in a better position to take them on.”

**Mike Bloomberg**



# Founder's Projects

## Improving Lives Worldwide

Founder's Projects are unique efforts led by Bloomberg Philanthropies.



# Fighting Isolationism by Convening Global Business and Government Leaders

## Bloomberg Global Business Forum

In 2017, Bloomberg Philanthropies and Bloomberg L.P. collaborated to host world leaders for a one-day conference in New York City during the opening of the U.N. General Assembly. The forum brought together a truly global gathering of leaders thanks to event partners including His Royal Highness Crown Prince of Saudi Arabia Mohammad bin Salman bin Abdulaziz, EXOR Chairman and CEO John Elkann,

Alibaba Founder Jack Ma, Dangote Industries Limited President and Chief Executive Aliko Dangote, and Mahindra Group Chairman Anand G. Mahindra. Through on-the-record mainstage discussions and private bilateral and multilateral meetings, more than 40 world leaders and 250 global CEOs came together to strengthen partnerships between government and business and address the most pressing economic issues facing the world today.



(Left to right) Christine Lagarde, Managing Director of the International Monetary Fund; Justin Trudeau, Prime Minister of Canada; Mark Rutte, Prime Minister of the Netherlands; Laurence D. Fink, Chairman and CEO of BlackRock; and Stephen A. Schwarzman, Chairman, CEO and Co-Founder of Blackstone, discuss prospects for expanding trade at the Bloomberg Global Business Forum.

# Responding to Disasters in the U.S. Virgin Islands and Beyond

In September 2017, the U.S. Virgin Islands were hit with two deadly hurricanes within 12 days of each other, blasting the islands with 180 mile-per-hour winds that caused catastrophic damage.

Within days of the first hurricane, Bloomberg Philanthropies was on the ground and ready to help. Mike Bloomberg and Bloomberg L.P. Co-Founder Tom Secunda flew to the U.S. territory to meet with local officials and assess the needs in person.

In the days that followed, Bloomberg Philanthropies delivered more than 200 tons of supplies critical to the clean-up. This effort also brought in top emergency experts who helped local officials navigate the federal bureaucracy, monitor distribution and spending of disaster assistance, and develop a plan to clear debris and restore power quickly. Within three months of the storms, virtually all power was restored to the islands, much faster than other parts of the region and after previous hurricanes. The Bloomberg team continues to support staff on the ground helping to develop a long-term recovery and resiliency plan.

In response to many other natural disasters around the world, hundreds of Bloomberg employees volunteered their time to create more than 35,000 emergency hygiene kits to provide residents with everyday necessities.



Mike Bloomberg and Tom Secunda arrived on the ground in the U.S. Virgin Islands just days after the first hurricane.

“Our work in the U.S. Virgin Islands has shown the power public-private partnerships have to mobilize resources, fill gaps, and provide innovative solutions for relief and rebuilding efforts.”

**Thomas F. Secunda**  
Co-Founder and Vice Chairman  
Bloomberg L.P.

# Transforming a University and Strengthening Its Home City

## The Johns Hopkins University and Baltimore

Ever since Mike Bloomberg donated \$5 to Johns Hopkins University the year after he graduated, he has had a special commitment to his alma mater and its home city of Baltimore, Maryland.

Bloomberg Philanthropies has invested more than \$1.5 billion in Johns Hopkins and supported efforts throughout the university, including undergraduate need-based scholarships, endowed professorships, and major capital projects. As a former chairman of the board and lead benefactor, Mike Bloomberg has helped to shape the trajectory of the university through his leadership.

Of particular note has been Bloomberg Philanthropies' support of public health and health care efforts, including the Bloomberg American Health Initiative, the Charlotte R. Bloomberg Children's Center, the Johns Hopkins Malaria Research Institute, and the Bloomberg~Kimmel Institute for Cancer Immunotherapy. In 2001, the Board of Trustees named its public health school the Bloomberg School of Public Health in honor of Mike Bloomberg's long commitment to public health and his many contributions to the university.

In 2017, Bloomberg Philanthropies expanded its work to include a concerted effort to strengthen the broader city of Baltimore. This included investment in technology to help Baltimore police fight crime and keep the city safer such as surveillance cameras, license plate readers, and gunshot detection software. The city also has a Bloomberg Philanthropies-backed innovation team helping local officials think through new solutions to public safety. Additionally, Mike Bloomberg brought support and mentoring to entrepreneurs



Johns Hopkins University President Ronald Daniels and Mike Bloomberg tour new construction at the medical campus.

in Baltimore through his role as co-chair of the advisory council to the Goldman Sachs 10,000 Small Businesses program. Thanks to a co-investment by Bloomberg Philanthropies, the program celebrated the graduation of the first two classes of 59 Baltimore small business owners in 2017, with a third cohort currently enrolled.

Throughout 2017, Bloomberg Philanthropies also helped support Baltimore’s arts community and spur innovative ideas across the city.

Bloomberg co-hosted a one-day CityLab conference that brought together leaders from across industries who are working to improve Baltimore; expanded the Bloomberg Summer Arts Internship program to the city; funded an entrepreneurship training program for artists looking to start small businesses; and helped to bring a screening by the Tribeca Film Festival to Baltimore.



Warren Buffett of Berkshire Hathaway speaking at the 10,000 Small Businesses graduation in Baltimore. He was joined on stage by his fellow co-chairs of the Goldman Sachs 10,000 Small Businesses Advisory Council, Lloyd Blankfein of Goldman Sachs and Mike Bloomberg.

# Ensuring Opportunity for Women to Work

## Women's Economic Development

This past year was a milestone for the Women's Economic Development program and its efforts to support opportunities for women to work in Sub-Saharan Africa and beyond. Celebrating its tenth year, the program remains committed to the core belief that women are central to economic growth.

Thanks to Bloomberg Philanthropies, nearly 200,000 women have enrolled in training programs to gain marketable skills and enhance their lives. By supporting women with job training and personal development resources, the program has helped the lives of families and communities totaling more than 923,500 people.

In 2008, Bloomberg Philanthropies invested in a pilot organic farming program in rural Kayonza, Rwanda, with a goal of providing agricultural training to 3,000 women. Within months, it was clear that the demand for training was much greater than expected. In its first year, the program trained 7,000 women.



Experts from Latin America trained enrollees in coffee quality control techniques.

As the program developed, it expanded beyond agriculture to other industries, always relying on local expertise and responding to local needs. Along with its partners, Bloomberg Philanthropies developed a training model that provides participants with three months of support in financial, basic rights, and wellness skills as well as individualized vocational plans for an additional three months of training. Graduates today are engaging in a wide range of work.

One of the program's biggest success stories is the way in which female trainees have transformed the Rwandan coffee industry. Starting with agricultural training,

which helped female growers pick the coffee bean at peak ripeness, the program grew to help increase the local demand for coffee through a series of coffee tastings across the country and expanded to connect local producers to international markets – improving incomes and the quality of Rwandan coffee along the way.

Today, coffee produced by graduates of Bloomberg Philanthropies' partner organizations is served at Marriott, Radisson, and Sierra hotels in Rwanda as well as in Bloomberg L.P. offices around the world. Coffee grown by program graduates is also served by RwandAir on flights across Africa, Europe, and the Middle East – and has been featured in the Starbucks Reserve collection in the United States.

Building on the lessons learned in Sub-Saharan Africa, the Women's Economic Development program is now working with partners to create the first global industry standards and fair practices for female entrepreneurs who create handcrafted products at home or in small, local workshops.



2008

**7,000  
women  
trained**



2009

**53,000  
women  
trained**



2013

**102,000  
women  
trained**



2014

**International  
market  
expansion**



2018

**Nearly  
200,000  
enrolled  
and 98%  
graduated**

# Rebuilding and Remembering in New York City

## The 9/11 Memorial & Museum

The 9/11 Memorial & Museum bears solemn witness to the terrorist attacks of September 11, 2001, and February 26, 1993. It serves as the country's principal institution concerned with exploring the implications of the events of 9/11, documenting the impact of those events, and reflecting on 9/11's continuing significance.

Becoming mayor of New York City just months after the 9/11 attack, Mike Bloomberg led the city through the aftermath of this national tragedy. The resilient spirit, hard work, and courage of countless New Yorkers enabled the city to make a remarkable recovery. In 2006, he became the chairman of the Memorial & Museum, working to help rebuild the World Trade Center site and revive Lower Manhattan.

Credit: Jin S. Lee/9/11 Memorial & Museum





A view of the south reflecting pool at the 9/11 Memorial & Museum in Lower Manhattan.

# Bloomberg L.P.

"I'm so proud to be able to work alongside people who are committed to positive change and a better community."

**Robert Rios**  
Field Operations  
Bloomberg New York

## Global Reach, Local Impact

Best of Bloomberg, Bloomberg L.P.'s Philanthropy & Engagement program, advances the company's long-standing tradition of serving local communities and giving back established by founder Mike Bloomberg.

In 2017, employees participated in service opportunities in their local communities across 92 cities in 52 countries and regions. The philanthropy and engagement team's work strengthens the company's core values of diversity and inclusion, sustainability, and wellness.

Programs across Bloomberg L.P. work in alignment with Bloomberg Philanthropies to support the arts, education, the environment, human services, and public health.

Mike Bloomberg joining employee mentors.



Bloomberg

STARTUP

# 2017 by the Numbers



**12,041**

Employee Volunteers



**145,765**

Volunteer Hours



**52**

Countries  
and Regions



**92**

Cities Engaged



**2,300**

Nonprofit Partners



**1,861,699**

Meals Served / Prepared



# Supporting the Next Generation

## **Bloomberg Startup and Bloomberg-Fortune Work Fellows Program**

Bloomberg Startup is the company's global mentoring program.

Designed and led by Bloomberg employees in collaboration with nonprofit partners, the program supports academic achievement and prepares students for further education and future careers, especially in STEAM (science, technology, engineering, the arts, and mathematics).

In its third year, the program has grown to include more than 3,650 employee mentors volunteering at workshops in 40 cities across the globe, including Cape Town, South Africa; London, United Kingdom; Lugano, Switzerland; Pune, India; San Francisco, California, United States; Singapore; and Washington, D.C., United States.

In 2017, in honor of Bloomberg's 35th anniversary, the company supported the Bloomberg Startup's 35 Scholars program to provide funding for college to 35 high-achieving, lower-income students from around the world. The scholarships are funded

thanks to 110 employee volunteers who designated their Dollars for Your Hours to the program.

This effort provides grants to nonprofits where employees volunteer on a regular basis.

In 2017, Bloomberg created a pilot career and workplace readiness program with the Fortune Society, establishing a fellowship for justice-involved individuals returning to the workforce. The Bloomberg-Fortune Work Fellows Program consists of a 12-week position at Bloomberg providing 11 Fortune Society alumni with the opportunity to develop professional skills, expand their professional networks, and build confidence.



Students visit the new London Mithraeum Bloomberg SPACE as part of the Bloomberg Startup program.

Employees volunteer at partner organization Materials for the Arts.

# Advancing Business Journalism

## **Bloomberg Media Initiative Africa**

The Bloomberg Media Initiative Africa is a program designed to build media capacity, convene international leaders, and improve access to information in order to advance transparency, accountability, and governance across Africa. The initiative provides financial journalism training and fellowships to mid-career professionals and convenes forums across Africa to examine global media best practices and stimulate innovations in media.

In 2017, the initiative reached a milestone of 568 journalism, business, and government professionals trained on the fundamentals of business reporting. The year ended with the third Africa Business Media Innovators forum, held in Accra, Ghana. The forum brought together media, business, and technology leaders from 21 countries and featured a keynote address by the President of the Republic of Ghana, His Excellency Nana Akufo-Addo.

Editor-in-chief emeritus of Bloomberg News Matthew Winkler interviewed Ghanaian President H.E. Nana Akufo-Addo in Accra, Ghana.



## **Contributing to Communities Around the World**

“Our company’s spirit of service and giving back is such an important part of our culture. In 2017, we did more than ever – helping those in need, protecting the environment, and volunteering on a wide variety of other community-based efforts. We also helped inspire the next generation of leaders through mentoring and education initiatives that are part of Bloomberg Startup. We set a record for volunteer hours, and we’re looking forward to doing even more in the years ahead.”

**Mike Bloomberg**



Inspired in part by schematic diagrams of the ancient Walbrook river in the City of London, Isabel Nolan's *Another View from Nowhen* was the inaugural installation in the new Bloomberg SPACE, Bloomberg London's contemporary art venue.



## **Bloomberg Philanthropies**

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Michael R. Bloomberg

### **Board of Directors**

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