

## CARTER BURDEN NETWORK

# Become a Corporate Partner

**FOR OVER FIVE DECADES**, Carter Burden Network (CBN) has been leading the way in aging services in New York City, giving voice to vulnerable older adults who otherwise might not be heard, providing innovative services and programs of the highest quality, and opening our doors to all.

## As a corporate partner, your company can:

- Increase brand awareness and community visibility.
- Make a meaningful, positive difference in the lives of older New Yorkers by supporting the Carter Burden Network's programs and services.
- Offer impactful employee engagement activities that foster camaraderie among staff, either departmentally or company-wide.

## Our Programs

We offer a variety of services benefiting older adults throughout New York City. Carter Burden Network offers many philanthropic partnership opportunities within our programs that are tailored to corporate social responsibility goals and funding priorities:

### OLDER ADULT CENTERS

- Older Adult Centers that provide socialization, recreation, education and nutrition to older NYC residents.

### SOCIAL SERVICES

- Elder Mistreatment & Abuse Prevention Program.

### ARTS & CULTURE

- Multi-faceted arts program to keep members active and engaged through creativity, learning new skills and socialization.
- Access to participate in cultural events in NYC.

### HEALTH & WELLNESS

- Carter Burden Gallery: a venue for re-emerging older professional artists located in Chelsea.
- A range of different health workshops that promote wellness of body, mind and spirit.



## Our History

The Carter Burden Network (formerly known as The Carter Burden Center for the Aging) was established by New York City Council Member Carter Burden in 1971. Burden, who represented the Upper East Side of Manhattan, founded the center to assist the neighborhood's large number of older adults who were poor, in declining health, and isolated.

We have grown from a single center to a network of programs and locations in Manhattan that serves more than 5,000 older New Yorkers every year. We help a growing number of older people lead richer lives with dignity and support.

## Our Mission

Carter Burden Network promotes the well-being of older adults 60 and older through a continuum of services, advocacy, arts and culture, health and wellness and volunteer programs, all oriented to individual, family and community needs. We are dedicated to supporting the efforts of older people to live safely and with dignity.

## Our Promise

We will always go above.  
You will always belong.

## Become a Corporate Partner

### DONATE · SPONSOR · VOLUNTEER

Carter Burden Network relies on your generous support and participation to continue developing and expanding programs and services to improve and enrich the lives of NYC older adults.

# Become a Corporate Partner

Carter Burden Network provides a caring community that addresses older adults' unique needs, inspires their creativity, and empowers their sense of purpose and value. Our broad array of programs and services nourish the mind, body and spirit. We provide opportunities for older adults to form connections that enrich their lives and offer vital resources that support independence.

## How your company can help:

### ▶ DONATIONS

- Make a donation to support the mission of the Carter Burden Network. Your support will help us expand our programs and services to older adults 60+.

### ▶ EMPLOYEE GIVING

- Develop a workplace giving program that allows employees to donate directly to the Carter Burden Network.
- Make employee donations go even further by offering a corporate matching program.

### ▶ SPONSORSHIPS

- Sponsor a Carter Burden Network special event, program or service.
- Sponsor our Carter Burden Gallery including customized exhibits and private receptions.

### ▶ VOLUNTEER OPPORTUNITIES

- Encourage your employees to volunteer at our older adult centers, and at special events including holiday parties.
- Create a customized company-wide Service Day for your organization held at various Carter Burden centers encompassing various programs.



Each year, the Carter Burden Network works with hundreds of corporate volunteers who share in our dedication to ensuring that older people live safely and with dignity.



Thanks to our wonderful network of volunteers, we are able to serve approximately 5,000 older adults every year across the borough of Manhattan, with a significant expansion into East Harlem and Roosevelt Island in the past few years.

## Contact us

For more information on corporate partnership opportunities, please contact:

Patricia Mays  
 Director of Development  
 917.409.1260  
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- facebook.com/CarterBurdenNetwork
- twitter.com/CBurdenNetwork
- instagram.com/carterburdennetwork
- linkedin.com/company/carterburdennetwork

# Volunteers

## Volunteering at the Carter Burden Network

Volunteers are an integral component of the Carter Burden Network's 50+ years of success. We offer a wide variety of opportunities to meet your organization's interests. Opportunities can range from a one-time employee engagement volunteer activity to a long-term volunteer project, as well as a customized corporate "Service Day" with multiple coordinated volunteer activities tailored to your company's preferences, either weekdays or weekends.

## Benefits of Corporate Volunteering

Strengthen corporate culture and benefit your community, no matter the size of your business. Volunteering improves job satisfaction, encourages team work, promotes leadership and develops your employees' skills; all while helping your community and boosting your company's corporate social responsibility public profile.

## Corporate Volunteer Opportunities

- Meal service
- Class instruction
- Special projects
- Special events & holidays

### ► MEAL SERVICE

Everyday, older adults gather to socialize and enjoy a hot meal. CBN prides itself on serving restaurant-style meals made in our own kitchens to our participants. Volunteers work both in the kitchen and dining room in food preparation, meal distribution and cleaning capacities.

### **Meal Service Hours and Locations:**

Volunteer hours are from 11am - 1pm. Meal Service operates Monday - Sunday at the Covello Older Adult Center in East Harlem, and Monday - Friday at the Carter Burden Luncheon Club on the Upper East Side or at the Roosevelt Island Older Adult Center on Roosevelt Island.



Some corporations that volunteer with the Carter Burden Network include: Colgate-Palmolive, Goldman Sachs, UBS, Invesco, JP Morgan Chase, Morgan Stanley, Macquarie Group, Macy's, and more.



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# Volunteers

## ▶ CLASS INSTRUCTION

Volunteers lead classes by teaching seniors an array of different activities, exercises and technology sessions. Some examples include crafting, holiday card making and computer classes.

**Hours and Location:** Time commitment is flexible and location is to be determined.

## ▶ SPECIAL PROJECTS

Volunteers play an integral part in keeping our locations attractive and comfortable for our members. Special projects include gardening, painting, and renovating.

**Hours and Location:** Time commitment is flexible and location is to be determined.

## ▶ SPECIAL EVENTS & HOLIDAYS

Throughout the year, the Carter Burden Network hosts large events and holiday parties for our members.

Volunteers assist with the planning and day-of production of these events. If you have an idea for an event, the Carter Burden Network will work with you to plan a special event for our participants.

Holiday-themed activities include creating decorative seasonal wreaths, making holiday cards, and more.

**Hours and Location:** Time commitment is flexible and location is to be determined.



At a custom event, Macy's hosted bingo for our members and generously provided Macy's gift cards for the winners.



Colgate volunteers hosted a special presentation about oral hygiene and responded to questions from our older adult members. Colgate also generously provided members with oral care products to take home.

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[carterburdennetwork.org](http://carterburdennetwork.org)

# Volunteer Service Day

## Customize a Corporate Service Day for Your Organization

Customize a day, week, or month of coordinated Volunteer Employee Engagement for your organization that includes multiple activities and/or a theme at various CBN centers. Activities can be tailored to your schedule and preferences. Sample activities include:

- Meal service
- Class instruction
- Special projects
- Special events & holidays
- Gardening (seasonal)

Every volunteer opportunity will enhance camaraderie and have meaningful impact for your employees. Your experience will lead to a long-term philanthropic corporate partnership with the Carter Burden Network giving your Human Resources or Corporate Social Responsibility Professional ease in planning coordinated employee engagement activities with a trusted partner.

**“The long-standing relationship between Carter Burden Network and Macy’s is deeply valuable and one that we have nurtured for years. Our partnership with CBN speaks to Macy’s values: the enduring impact of employee volunteerism and a personal commitment to community. We are proud to be a part of CBN’s journey as they continue to enrich the lives of seniors in a way that is unique to New York City.”**

**—SAM HARRISON, SENIOR DIRECTOR, CORPORATE COMMUNICATIONS, GIVING & VOLUNTEERISM, MACY’S**



The New York Mets had a customized Service Day at our Covello Older Adult Center. Volunteers led a baseball-themed painting class, and Mrs. Met made a special appearance!

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917.409.1260  
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For sample Service Day Opportunities and to discuss custom events, please contact:

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