



**FOR IMMEDIATE RELEASE:** January 6, 2025

**CONTACT:** Steph Halpin [SHalpin@cityhall.nyc.gov](mailto:SHalpin@cityhall.nyc.gov) 646-784-4158

## **NYC SERVICE DONATION DRIVE REACHES 14,300 YOUTHS IN TEMPORARY HOUSING**

*NYC Service Has Mobilized Private and Public Sectors to Donate to Vulnerable Youth*

*NYC Service Expanded its Annual Donation Drive to Reach a Record 14,379 Young People in Temporary Housing*

**NEW YORK** – NYC Service announced the Secret Snowflake Program has fulfilled all donation requests to serve 14,379 youth ages 0-18 living in temporary housing through strategic partnerships with 39 groups and businesses. NYC Service mobilized nearly 5,000 employees from private sector businesses and the public sector, as well as nonprofits and organized groups, to donate directly to youth and families served by seven city agencies. NYC Service has used the power of service and strong cross-sector collaborations to scale its reach from serving 3,500 youth in 2021 to serve 14,379 youth in 2024 -- the most youth in the program's 15-year history.

"Serving those in need is an important part of what it means to be a New Yorker, and in the spirit of this season, our administration worked together with the private sector to ensure that thousands of children living in shelter will receive a gift this holiday season," said **New York City Mayor Eric Adams**. "I am grateful to the thousands of public-and private-sector employees who answered the holiday wishes of 14,379 youth in temporary housing, shelters, and humanitarian relief centers, and to the corporate partners that mobilized their teams for this generous act of service."

"NYC Service's Secret Snowflake Program is proof of New Yorkers' inspiring ability to come through for their neighbors in times of need," said **First Deputy Mayor Maria Torres-Springer**. "NYC Service's dedicated public servants, working with partners across government and the private sector, have once again donated to youth and families and embodied the best of our city."

"This year's Secret Snowflake initiative is a shining example of what New Yorkers can achieve when we come together to support our city's most vulnerable youth," said **Camille Joseph Varlack, Chief of Staff and Special Counsel to the Mayor**. "Through the power of partnership, we've expanded our reach to serve over 14,300 children and teens living in temporary housing. By bridging the private, public, and nonprofit sectors, NYC Service has demonstrated the impact of collaboration and generosity in ensuring that every young New Yorker feels seen, valued, and supported during this holiday season and beyond."

"Secret Snowflake embodies the true spirit of New York City—compassion, generosity, and collaboration," said **Chief Service Officer Laura Rog**. "For 15 years, this initiative has brought together businesses, city agencies, and New Yorkers to ensure that our city's most vulnerable youth feel seen, cared for, and supported during the holiday season. Thank you to our almost 40 partners, both new to the program and those who have donated for many years. The sustained impact of this program reflects your commitment and the collective power of service in our city."



NYC Service has partnered with city agencies to support youth through the Secret Snowflake initiative since 2009 and in recent years has partnered closely with NYC Health + Hospitals and the Housing Recovery Office to serve the newest New Yorkers seeking asylum in the city. Approximately 65 percent of the youth recipients are affiliated with NYC Health + Hospitals, and the remaining 35 percent of youth recipients are served by City Agencies including New York City Administration for Children's Services (ACS), New York City Department of Homeless Services (DHS), New York City Public Schools (NYCPS), Mayor's Office to End Domestic and Gender Based Violence (ENDGBV), and New York City Human Resources Administration (HRA).

Employee engagement is a key driver of NYC Service's winter donation success. This year, 34 businesses engaged their employees to participate in the donation program with over 4,500 employees having fulfilled 4,700 requests directly from children and families in shelter. Long-time Secret Snowflake participant, Deutsche Bank, engaged employees to both fulfill 1,000 donations and to organize donations collected, while Citi employees created handmade cards to include with their donations. Revlon used the donation drive to bring New York City-based employees together for teambuilding and to support neighbors. Mayor's Office and City Agency employees also contributed to the annual program resulting in over 400 donations.

Contributions to the Secret Snowflake initiative are diverse and range in scope, such as with Miller Druck Specialty Contracting, a woman-owned business in the Bronx that houses donations until shelter staff can pick up the items. Over 3,700 bulk-donations of books, art materials, and sports equipment were donated to benefit youth and are a sizeable source of contributions. This year, Greenlight Bookstore, Books Are Magic, and HarperCollins Publishers combined efforts to focus on language-accessibility and donated 2,609 Spanish language books to youth whose primary language is Spanish. Material for the Arts partnered with NYC Service for the first time, providing nearly 1,000 new art supplies to youth living in HERRCs.

The sustained reach of the program is in part due to the generous financial contributions totaling over \$60,000 from individual donors and other donors including the [Henry Chang Foundation](#), a non-profit organization dedicated to the on-going training of building engineers in the City of New York; Kommissary, an organization focused on fighting food insecurity in the five boroughs; and Chanel, a luxury fashion house with a strong and diverse sustainability ambition. These contributions helped secure donations for more than 4,500 youths in shelter.

Partnering businesses and organizations that participated in Secret Snowflake this year include:

- AlphaSights
- A&E Television Network
- Aspiriant
- Books Are Magic
- Brookfield
- Chanel
- Citi
- Deutsche Bank
- Extend Enterprises
- FGS Global
- Fidelity Investments

- Future
- Greenhill
- Greenlight Bookstore
- HarperCollins Publishers
- Henry Chang Foundation
- Holt Construction
- IPC Systems
- January Digital
- Kommissary
- Loring Consulting Engineers Inc.
- Macy's
- Marsh McLennan
- Materials for the Arts
- Miller Druck Specialty Contracting
- Minute Media
- Mizuho Americas LLC
- Natixis Corporate and Investment Banking
- New York City Football Club
- Prudential Private Capital
- Revlon
- Royal Thai Consulate General
- SL Green Realty Corp
- Sony Corporation of America
- Sound Point Capital
- Synchrony Financial
- The New York Times Company
- Trillium Trading
- Triumvirate International

“In this time of giving, we are grateful for our Secret Snowflake initiative and all our partners that make it possible. The initiative will bring gifts to thousands of young New Yorkers in need. The initiative reflects so many values we uphold: giving to others, service, and partnership. Thank you to all that make this work come to life as young people unwrap gifts and have a brighter spirit as a result of being part of the Secret Snowflake initiative,” said **Deputy Mayor for Health and Human Services Anne Williams-Isom**.

"For the second year in a row, thanks to the generosity and compassion of our fellow New Yorkers, over 14,000 children living in temporary housing in New York City, including all asylum-seeking children in our care, will receive a gift for the holidays," said **Dr. Ted Long, Senior Vice President of Ambulatory Care and Population Health for NYC Health + Hospitals**. "These gifts show our newest and youngest New Yorkers that they are welcome here, and that they will be supported on the path ahead of them. I am deeply grateful to all our partners, humanitarian center staff, and the many volunteers who supported the Secret Snowflake initiative to bring holiday cheer and hope to thousands of kids."



“During this holiday season, we have witnessed the extraordinary power of community and compassion in action,” said **Chancellor Melissa Aviles-Ramos**. “The Secret Snowflake program exemplifies how we can create lasting change in the lives of our most vulnerable youth when we unite our efforts. As we reflect on the many young lives touched by this initiative, let us carry forward this spirit of generosity and commitment to service into the new year and beyond. Together, we can continue to build a brighter future for every young New Yorker.”

“The holiday season is an important time to come together and support one another. Through the Secret Snowflake program, NYC Service helped bring joy to over 14,300 young New Yorkers by leading efforts to mobilize service and volunteerism citywide,” said **Deputy Chief of Staff and Chief Engagement Officer Crystal Price**. “This program demonstrates the extraordinary impact New Yorkers can make when they answer the call to engage with their communities and create lasting change.”

“Year after year, the Secret Snowflake program exemplifies the spirit of the holiday season thanks to the incredible generosity of our private partners and their employees,” said **Department of Social Services Commissioner Molly Wasow Park**. “Continuing to expand the reach of Secret Snowflake is a truly remarkable accomplishment, and we are very grateful to NYC Service for their tremendous work to make holiday dreams come true for over 14,300 youth residing in temporary housing.”

“The Department of Homeless Services is proud to be a part of the Secret Snowflake initiative each year,” said **Joslyn Carter, Administrator of the New York City Department of Homeless Services**. “This compassionate partnership between public and private entities is focused on supporting the city’s most vulnerable young people. With its expanded reach this year, Secret Snowflake brings much-needed joy and holiday cheer to thousands of children and families facing difficult circumstances.”

“NYC Service’s Secret Snowflake program means so much to the survivors who access our Family Justice Centers,” said **Mayor’s Office to End Domestic and Gender-Based Violence Commissioner Saloni Sethi**. “The ability to provide toys to their children brings both joy and a sense of stability during a time that can often be stressful and unsettling for survivors and their families. We are grateful for this partnership, and for all those who help make the holiday season special for so many deserving families in need.”

“I am so grateful to all the New Yorkers who came together to make the holiday season brighter for children and youth,” said **Administration for Children’s Services Commissioner Jess Dannhauser**. “Thank you to all the agencies, businesses and individuals whose contributions made the Secret Snowflake winter giving initiative a success again this year.”

“Aspiriant is grateful to partner with Secret Snowflake to brighten the holiday season for NYC’s vulnerable youth. As an organization that places importance on contributing to our local communities, we were thrilled to make a difference in families’ lives during challenging times,” said **Michael Weissman, Director – Wealth Management, Parter at Aspiriant**.

“Citi is a proud supporter of NYC Service and our volunteers are passionate about participating in Secret Snowflake to help make a positive impact in our local community by fulfilling wishes to bring joy to NYC children and youth during the holiday season,” said **Stephanie Hochman, Lead, Citi U.S. Volunteers Team**.



“Deutsche Bank was honored to partner with Secret Snowflake for the fifth year and fulfill 1,000 letters from youth served by the Department of Homeless Services. We are grateful to the employees who generously participated in this program and helped bring joy to fellow New Yorkers during the holiday season,” said **Alessandra DiGiusto, Head of Corporate Social Responsibility Americas at Deutsche Bank and Executive Director of the Deutsche Bank Americas Foundation.**

“IPC is honored to participate in the NYC Service Secret Snowflake initiative and contribute to helping families and children in New York City enjoy a special holiday season. It is a privilege to give back to our local community and make a meaningful difference in the lives of so many young people,” said **Meeghan Salcedo, Chief People Officer at IPC Systems.**

“We know that a little kindness can go a long way! By joining the Secret Snowflake program, we get to connect with our community and sprinkle some joy. It’s amazing how a simple gesture can brighten someone’s day and make a big impact!” said **Katy Rodriguez Botello Sr. Global Social Impact Manager, Marsh McLennan.**

“Secret Snowflake creates holiday magic for so many children in the city,” said **Shuji Matsuura, Chairman & CEO of Mizuho Americas.** “We are pleased to collaborate with NYC Service on this remarkable program and happy to have fulfilled 650 gift wishes in what has become a favorite initiative for our staff.”

“We are proud to participate in the Secret Snowflake gift drive because we believe in the power of community and the joy of giving. Every child deserves to feel valued and loved, especially during the holiday season, and together, we can make a meaningful and positive difference in their lives.” - **Natixis Corporate & Investment Banking.**

“Every year, we look forward to this very fulfilling initiative, and what has now become an annual tradition for our team. It is a gift to us all to be able to come together and provide a meaningful holiday experience to those most in need in New York City. We are very proud to be able to participate in Secret Snowflake once again,” said **Ashley Dexter, Managing Director, Prudential Private Capital.**

“This season is about spreading kindness, and we are grateful for the opportunity to contribute to the Secret Snowflake initiative,” said **Karen Kelso, Vice President of Corporate Social Responsibility and Social Impact at Sony Corporation of America.** “Thank you to NYC Service and the Mayor's Office for leading such a meaningful effort and bringing joy to so many children and their families.”

###