

**CHILDREN'S MUSEUM OF MANHATTAN RECEIVES MORGAN STANLEY  
FOUNDATION  
GRANT OF \$75,000 TO EXPAND PRE-K INITIATIVE IN EAST HARLEM IN  
PARTNERSHIP  
WITH UNION SETTLEMENT**

**CMOM's New Pre-K Community Initiative Brings Permanent Museum Quality  
Installations and Programs to Early Childhood Facilities in East Harlem to Serve as  
Anchors for Community-Wide Commitments to Health and Literacy**

**New York, NY – May 6, 2014** – The Children's Museum of Manhattan (CMOM) today announced it has received a \$75,000 grant from the Morgan Stanley Foundation to expand its pre-K community initiative—based around early childhood health and literacy—to seven early childhood centers operated by Union Settlement Association in East Harlem. CMOM, in partnership with Union Settlement and the New York City Housing Authority (NYCHA), kicked off its pre-K community initiative in 2013 at the Union Johnson Early Learning Center and Head Start facility in East Harlem's Johnson Houses Community. It was the first such effort in public housing to transform community sites in high needs neighborhoods into early childhood health and literacy “learning hubs,” and build adult caregivers' knowledge of early child development to complement pre-K education.

CMOM and Union Settlement's latest collaboration will bring permanent museum installations, hands-on education programs based on the museum's EatPlayGrow™ curriculum (developed with the National Institutes of Health) and museum-quality wall graphics to seven additional sites in East Harlem.

“The grant from the Morgan Stanley Foundation will enable CMOM and its partners to pursue a big idea: to transform existing pre-K facilities into learning hubs for teachers and families with compelling, beautifully designed installations that connect school to the home and the community,” said Andrew Ackerman, CMOM's executive director. “Lessons learned at school will be reinforced in the hallways for parents and caregivers, and then brought home through imaginative strategies for healthy and literacy activities during the non-school hours.”

“Our partnership with CMOM provides Union Settlement with the tools, teaching strategies and resources for promoting healthy lifestyles to the children, teachers and parents we serve that we would otherwise not be able to provide ourselves,” added David Nocenti, Union Settlement's executive director. “We have seen enormous success at the first site at Johnson House—it very much exceeded our expectations. Parents are engaged in learning about their child's development and are subsequently using these new strategies at home. Our teachers have benefitted enormously from the professional development workshops and the new connections to information and to the parents. And the children are having a wonderful time with the museum's exhibits and materials. We're excited to bring this approach, resources and connection to CMOM and other museums to our additional sites in East Harlem.”

The current project grows out of the Morgan Stanley Strategy Challenge, the firm's signature annual initiative where its employees provide pro bono strategic consulting to nonprofits.

Today's announcement is a direct result of recommendations made by the Morgan Stanley pro bono team working with CMOM that the pre-K community initiative could expand successfully and sustainably.

"We value our long-term relationship with CMOM and Union Settlement and are pleased to expand the partnership through this remarkable pre-K community initiative," said Joan Steinberg, global head of philanthropy at Morgan Stanley. "Our employee team became very interested in this project during their work with CMOM on the Strategy Challenge, and we as a firm are proud to see the proposal take flight."

"I applaud the Morgan Stanley Foundation for their generous grant to Children's Museum of Manhattan," said Council Speaker Melissa Mark-Viverito, whose district includes East Harlem. "Early childhood education is a crucial part of developing potential for academic and career success later in life. Community programs such as these, in conjunction with expanded pre-kindergarten programs, will ensure that the next generation of New Yorkers will have the opportunity to achieve and excel in academia and in life."

At each site, funding from the grant will be used to:

- Install museum-quality installations and wall graphics into each of the sites
- Conduct professional development trainings for all 80 Union Settlement early childhood educators, care providers and administrators
- Connect professionals and parents to CMOM's new EatPlayGrow website, which was developed to complement the training and foster an online community
- Provide ten weeks of in-classroom early childhood health programming at all Union Settlement sites for 440 children
- Host two family festivals (one in fall 2014; the other in spring 2015) for the families served by all Union Settlement sites

The additional seven Union Settlement sites in East Harlem are Metro North Day Care Center (304 East 102<sup>nd</sup> Street); Union Settlement Head Start at Franklin Plaza (2018 Second Avenue); Union Carver Day Care Center (1565 Madison Avenue); Leggett Memorial Day Care Center (237 East 104<sup>th</sup> Street); Union Washington Day Care Center (1893 Second Avenue); Union Settlement Family Child Care Network (2205 First Avenue); and Pequenos Souls Day Care (114 East 122<sup>nd</sup> Street).

#### **About Children's Museum of Manhattan**

The Children's Museum of Manhattan (CMOM) is the vibrant home to 350,000 visitors a year from all segments of the NYC community and tourists from around the world. The museum's educational mission in early childhood education, creativity, health and culture thrives within our home on 83<sup>rd</sup> Street and in dozens of communities across the city as well as through national initiatives with leading authorities and government agencies. Child development is at the core of CMOM's values and mission and our vision is to be the bridge that connects children and adults in the community, school and home in order to prepare our children for the global world in which they live. For details regarding all of CMOM's programs and initiatives, please visit [www.cmom.org](http://www.cmom.org).

#### **About Union Settlement**

Union Settlement Association is an on-the-ground resource for East Harlem residents of all ages, and a passionate advocate for the needs of underserved communities. Since opening its doors in 1895, we have brought education, wellness and community-building programs to the East Harlem community, empowering New Yorkers with opportunities to better their lives. More than 350 staff work at the organization, and its services impact 10,000 people in our community every year. By helping its neighbors realize their goals, Union Settlement builds the vitality and success of East Harlem. Visit [www.unionsettlement.org](http://www.unionsettlement.org) to learn more.

### **About Morgan Stanley**

Morgan Stanley is a leading global financial services firm providing investment banking, securities, investment management and wealth management services. The Firm's employees serve clients worldwide including corporations, governments, institutions and individuals from more than 1,200 offices in 43 countries. Through its Global Alliance for Children's Health, the Firm is dedicated to improving the lives and welfare of the world's youngest citizens. For further information about Morgan Stanley, please visit [www.morganstanley.com](http://www.morganstanley.com).