



# CREW COUNT

## FUNDRAISING DECK

CREW  
COUNT



# OVERVIEW

Operation Crew Count will take a multi-layered approach to undo the harms of Operation Crew Cut, an initiative of the NYPD that criminalized the city's most preyed upon people in the entire city without constitutional cause; the youth of color living in resource-starved neighborhoods.

# OVERVIEW

Operation Crew Count engages the most marginalized and disenfranchised community members into the voting process, while addressing gun violence by setting up voter registration stations between the hours of 8pm and 2am on NYC blocks most impacted by gun violence and high numbers of incarcerated community members. This initiative is designed to address the surge in gun violence by providing meaningful employment to impacted youth, to occupy the block and bring awareness and attention to the most under-resourced blocks and residents of NYC.



# PROBLEM

For years, the city of New York has invested HUGE amounts of money to incarcerate youth of color.





# PROBLEM

Since 2003 over 40,000 New Yorkers were labeled gang-affiliated and monitored by the NYPD. 99% of them are non-white and 30% of them are minors.

# FACT

1%

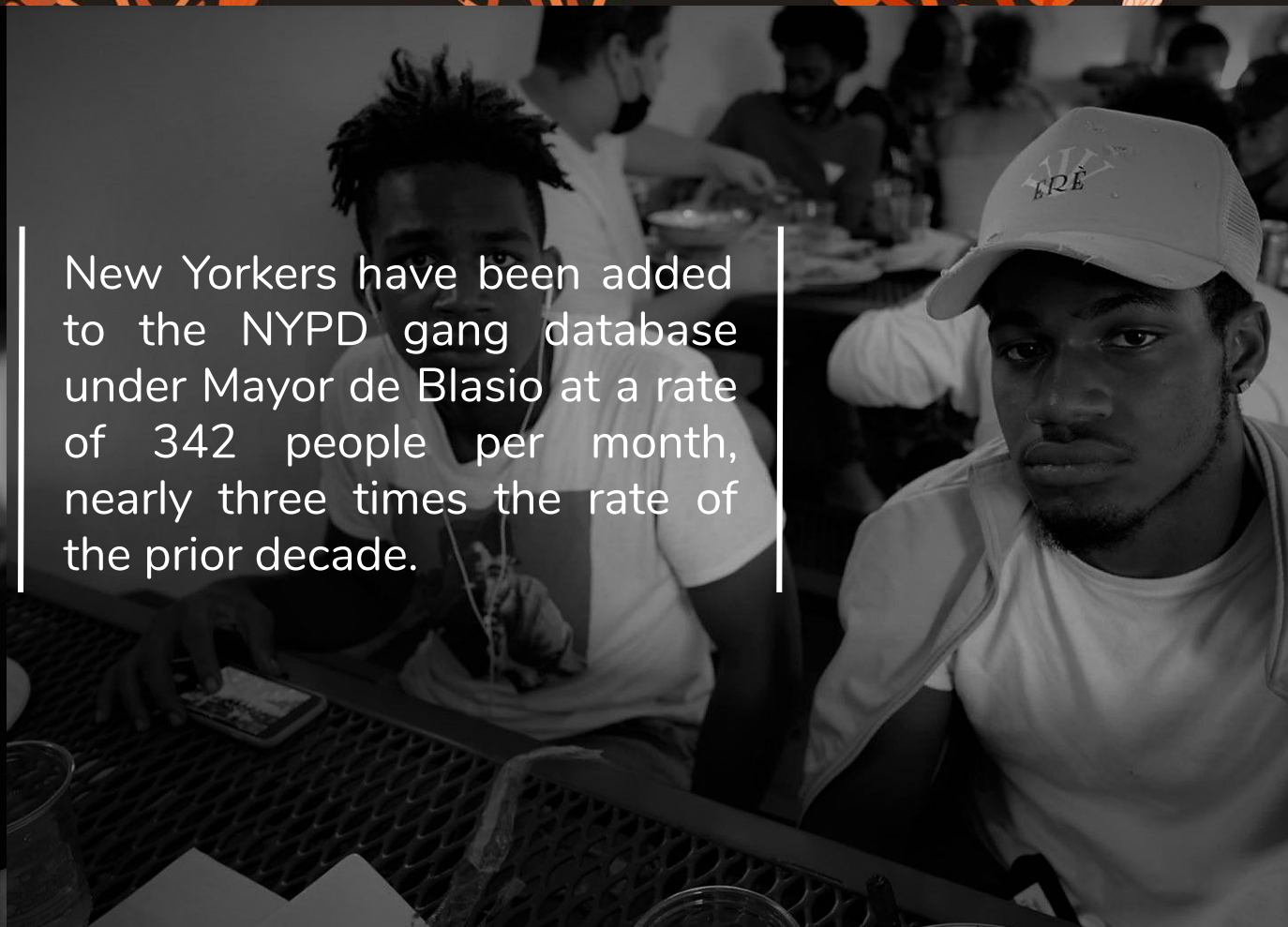
Gang-motivated crime makes up less than 1 percent of all reported crime in New York City.



# FACT



New Yorkers have been added to the NYPD gang database under Mayor de Blasio at a rate of 342 people per month, nearly three times the rate of the prior decade.



A group of diverse young people, including women and men of various ethnicities, are gathered around a table. They are all wearing face masks. One woman in the foreground is wearing a white mask with the word 'ENOUGH' printed on it. Another woman in the background is wearing a black mask with 'BLACK LIVES MATTER' written on it. A man on the right is wearing a black baseball cap with the word 'blessed.' written on it. They appear to be looking at a tablet or laptop screen together. The image is in black and white with a decorative orange floral border at the top and bottom.

# FACT

In 2018, East New York ranked 24<sup>th</sup> in the top neighborhoods for new voter registration with only 2,751 new registrants; Brownsville and Fort Greene did not rank in the top 25.



# IMPACT

Crew Count is a meaningful employment opportunity for youth ages 16- 25 who are most impacted by gun violence and the consequences of Covid-19.



# WHY NOW?



Youth living in under-resourced communities are battling the dual pandemics of COVID-19 and gun violence while the country is in a moment of racial reckoning. Engaging these youth in the civic process through meaningful employment is a key component to a new public safety agenda and fair and equitable communities.



# MEASURABLE OUTCOMES:

- Participation hours of youth who work the registration stations
- Number of people who get registered to vote
- Number of people who vote in the upcoming presidential election and upcoming mayoral election
- Amount of outreach materials distributed
- Number of people who receive information to obtain a NYC identification card the registration stations
- Number of people who receive and activate the "Crew Count Online Resource Guide" that will inform community members on when/where to vote, how to make a CCRB, and information on community council and community board meetings

# NEXT STEPS

Phase 0: Fundraising

Phase 1: Preparation

NYC Together identifying target blocks

NYC Together recruit volunteers/ participants

Phase 2: Implementation

Pilot in Brownsville, Brooklyn

Phase 3: Expansion

# CONTACT INFO

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