



# \$30 FOR OUR CITY

FIGHTING FOR A WAGE NEW YORKERS DESERVE

## COSTS ARE UP AND WAGES ARE DOWN, PUSHING NEW YORKERS OUT OF OUR CITY

The cost of living in New York has never been higher. With prices way up—for everything from rent to groceries to childcare to energy bills—working New Yorkers are squeezed and families can't make ends meet.



# IT'S TIME FOR A \$30 MINIMUM WAGE IN NEW YORK CITY



## WORKERS DESERVE MORE

New Yorkers work hard for their wage. But billionaires and corporate profits have soared while worker wages are falling further behind the cost of living. It's time to fight for our fair share and deliver a wage New Yorkers deserve: \$30 for Our City.

## GET INVOLVED



Scan the QR code or visit our website if you want to learn more, share your story, and get involved!

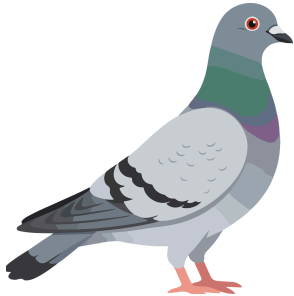


[30ForOurCity.com](http://30ForOurCity.com)

# WHY \$30?

New Yorkers are facing an affordability crisis. The current minimum wage, \$17/hr, still leaves too many New Yorkers living in poverty. A recent Marist poll found 1 in 3 New Yorkers expect to leave within five years, citing the cost of living as the top reason. A \$30 minimum wage by 2030 is about stability, dignity, and keeping working people and families here in New York City.

**THE WAGE IS  
TOO DAMN LOW!**



## STRUGGLING TO GET BY... THE NUMBERS

**1 IN 4**

New Yorkers is living in poverty

**100,000**

The number of Black New Yorkers that left between 2010 and 2024 because of cost of living.

**\$2,357** (139 HOURS OF MINIMUM WAGE WORK)

Average spent per month on rent in Brooklyn for a single adult

## HOW LOCAL BUSINESSES BENEFIT

Higher wages actually strengthen local businesses. Low-wage workers spend locally on groceries, childcare, transportation, repairs, and other services. Raising wages puts money directly back into local economies. Higher pay also reduces costly employee turnover, improves productivity, and boosts morale and customer service.

## OUR MOVEMENT

Raise Up NY is a coalition of labor unions, community groups, workers' rights organizations, and businesses that support underpaid workers in the fight for fair wages and an economy that works for everyone.

## SUPPORTED BY...



**...AND MORE!**