I. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors.
Note: If Philanthropy Network’s Common Grant Application is used, CCCF’s Summary Sheet MUST accompany application.
To obtain an electronic version of this application, visit www.chescocf.org

Date: 10/14/20

Contact Information
Organization Name: Project HOME
ED/CEO Name: S. Mary Scullion
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Website: www.projecthome.org
Year Incorporated: 1989
FEIN: 23-2555950

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Board Chair Name: Debbie Fretz
Board Chair Approval (check here): X
Primary Contact Name: Shayna Freed
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Organization Information:
Field/s of Interest:
___ Arts, Culture & Humanities ___ Environment/Animal Welfare ___X Education
___ Health ___X Human Services ___ Religion

Mission:
The mission of the Project HOME community is to empower adults, children, and families to break the cycle of homelessness and poverty, to alleviate the underlying causes of poverty, and to enable all of us to attain our fullest potential as individuals and as members of the broader society.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):
Philadelphia, PA

Describe Population Served & Annual Number of People Served:
Project HOME targets three populations: people who are experiencing homelessness, people in recovery from homelessness in our residences, and low-income people in Lower North Philadelphia. We serve approximately 15,000 individuals annually.

Annual Budget $37,108,415
82% of budget for program expenses
13% of budget for administrative expenses
5% of budget for fundraising expenses

337 # of Full-Time Equivalent Paid Staff
26 # of Board Volunteers
1,500 # of Active Non-Board Volunteers
untracked # of Volunteer Hours

Top 3-5 funding sources:
Philadelphia Department of Behavioral Health, Department of Housing & Urban Development, United States Health Services & Resources Administration.

Is this grant proposal for: Capacity Building ___ or General Operating ___?

If Capacity Building Proposal, the focus is:
___Mission, Vision & Strategy ___Governance & Leadership ___Partnerships & Collaborations
___Fundraising, Development & Marketing ___ Technology Other: __________________________

Grant Amount Requested from the Community Foundation: $1,000

Proposal Summary:
Project HOME requests $1,000 in renewed general operating support to support programs combatting homelessness through housing, employment, healthcare, and education for vulnerable Philadelphians.
FY21 Project HOME Proposal Narrative

History, Goals, Key Achievements, and Distinctiveness

In 1989, co-founders S. Mary Scullion and Joan Dawson McConnon began Project HOME to address a growing homeless population in the City of Philadelphia. Concerned by the dearth of services available to chronically homeless individuals in the city, they committed to responding to the unmet needs of people living on the streets through a distinctive whole-person approach that combines housing and a range of supportive services, including education, employment, and health and wellness services.

Project HOME was developed with input from the very people it was meant to help—individuals who had lived on the streets for the longest—and to this day includes persons who have experienced homelessness on the Board of Trustees and committees.

Our mission reflects our commitment: we empower adults, children, and families to break the cycle of homelessness and poverty, alleviate the underlying causes of poverty, and enable all of us to attain our fullest potential as individuals and as members of the broader society. We achieve this through permanent supportive housing and a multi-pronged neighborhood approach that includes affordable housing, economic development, and environmental enhancement programs, as well as through providing access to employment opportunities, adult and youth education, and health care.

At Project HOME, housing is only the beginning, because we know that it takes so much more to sustain a life. Project HOME practices a non-judgmental approach to recovery, supporting our residents through building trust and offering the security needed for long-term success.

For more than 30 years, Project HOME has served our mission by developing 936 units of affordable and supportive housing for persons who have experienced homelessness and low-income persons at-risk of homelessness in Philadelphia; there are an additional 40 units under construction and 112 units in the pipeline. To date, Project HOME has helped more than 15,000 persons exit homelessness and poverty.

Funding Request

Project HOME respectfully requests a renewed grant of $1,000 from the Zelinda LeBoutillier Charitable Foundation, a fund of the Chester County Community Foundation, to support FY21 general operations.

As of 2019, US Census Bureau data shows that Philadelphia is still the poorest of the 10 largest US cities, with one quarter of its residents living in poverty, and nearly half of those in deep poverty (50% of the poverty line). In 2020, city officials counted 958 unsheltered homeless individuals, with many surviving on the streets or in the subway concourses below the city streets. Another 4,676 homeless persons were living in emergency, transitional or safe haven temporary shelters.

Despite these statistics, Philadelphia has the lowest number of chronic street-homeless individuals of any major city. Project HOME is a nationally recognized model for how to end homelessness because of our standard of whole-person care.

Populations needing specific assistance have been in flux, and Project HOME has adapted over the years to serve single mothers, veterans, and LGBTQ+ youth. In recent years, we have focused on creating more units in and around the Kensington neighborhood, the epicenter of Philadelphia’s opioid crisis.

We continue to adapt to the changing needs of our community, and during the COVID-19 pandemic, we are committed to the safety and health of our residents and employees. All residents have been provided with two re-usable masks, staff in all departments have appropriate PPE, staff temperatures are taken daily, community rooms have been closed, and cleaning protocols have been updated.
In addition, Project HOME rented hotel rooms to support isolation for those awaiting results of COVID-19 testing, serving individuals housed within our residences as well as unsheltered individuals engaged with our Outreach teams, before they were moved into shelter. Those staying with us at the hotel were provided with 24-hour staff support, case management, and three meals per day.

We are now dealing with dual crises, as the need for supportive housing does not go away as we add efforts to mitigate the spread of COVID-19 in our community. Your continued support will help us to keep moving toward our goal to break the cycles of homelessness and poverty in Philadelphia, addressing the issues at the roots while adapting to every new challenge.

Project HOME’s key initiatives are:

**Housing:** In December 2019, we were able to open 48 units of long-term recovery housing in our Sacred Heart Recovery Residence (SHRR), which join the 20 respite beds previously available. In June 2020, despite the additional challenges presented by the COVID-19 pandemic, Project HOME opened Maguire Residence in Kensington, adding 42 units of permanent supportive housing to our capacity. Construction has also begun on Peg’s Place, which will add 40 more units to North Philadelphia. Another Kensington Long-Term Recovery Residence is in the pipeline, which will provide 54 long-term units and an additional eight emergency respite beds. We are now only 64 units away from our 1,000-unit goal! Project HOME housed 1,103 residents in FY20, and 94 percent of permanent residents retained their housing for at least one year, a testament to the success of permanent supportive housing.

**Opportunities for Employment:** Project HOME empowers low-income and homeless Philadelphians to improve their lives, gain employment at a living wage, and pursue higher education through our Adult Education and Employment Programs. This includes computer classes, career trainings, job readiness workshops, life skills workshops, GED classes, adult basic literacy classes, and access to other resources. Our Social Enterprises provide employment in a supportive and skill-building environment, and include the HOME Spun Resale Boutique, HOME Made products, and our new online Project HOME Bookstore. Partnerships for full-time employment include SEPTA and PECO.

Prior to the COVID-19 pandemic, all classes, tutoring, and services were in person. In response to closures, we have trained current students to use Zoom. Certification courses were paused because of in-person instruction and testing requirements, and we look forward to re-starting those courses pending our ability to resume in-person services. We are currently expanding our computer skills classes and re-configuring them to be delivered virtually in response to the increasing demand for these skills during the pandemic. We are launching a pilot this fall, and will be using new instructional skills that include remoting in to student’s computers to demonstrate tasks, group labs and embedded assessments.

**Medical Care:** Project HOME Health Services (PHHS) provides a model of care that puts low-income and homeless patients at the center of an integrated interdisciplinary team. PHHS provides a range of services at our Stephen Klein Wellness Center location, which is a Federally Qualified Health Center (FQHC): primary care, behavioral healthcare including psychiatric and substance abuse treatment, dental services, nutrition and wellness, a YMCA fitness center with childcare services, physical therapy, and a pharmacy. Project HOME also provides healthcare services at our Hub of Hope homeless engagement center, Pathways to Housing PA, and Prevention Point Philadelphia.

During the pandemic, we expanded services to include rapid COVID-19 testing and pharmacy delivery. Our continuum of services allows us to move quickly to isolate someone who tests positive, and to make sure they have access to proper care and nutrition.
**Education:** A key component of Project HOME’s long-term strategy to combat homelessness is education. The Honickman Learning Center and Comcast Technology Labs (HLCCTL) provides afterschool and summer academic programming for children and youth in grades K-12, as well as an intensive College Access Program. In Fall 2019, we opened a new STEAM Lab, a hands-on, interactive learning environment where students can explore STEAM and media arts through applied technology and project-based learning. We believe that consistent exposure to STEAM will help our students develop the critical thinking, problem-solving, and technological skills they will need to succeed in our ever-increasingly technology-driven world. Though COVID-19 closed the building, our teachers were able to stay in touch with our students, pivoting their support to wellness checks, connections to basic needs, and connections to mental health supports. In the summer, we were able to begin digital programming to stimulate creativity from home, converted our teen internship program to a virtual professional development series, and hosted discussion groups where our teens could process current events. Digital programming for the fall has begun, and we are working on a hybrid model so that we can safely resume in-person programming as soon as possible.

The impact and results of this multi-faceted approach are measured by many different metrics across our services. Some of the key indicators we use to measure success are:

- Reaching 1,000 housing units (now at 936)
- Retaining 95% of residents in permanent housing for at least 12 months (94% in FY20)
- Serving at least 5,000 unduplicated individuals with medical services through our Health Services programs (5,200 in FY20)
- Ensuring that 90% of Teen Program seniors at HLCCTL graduate from high school, and improving assessments across the education programs (100% in FY20)
- Providing programs to more than 1,100 adults through Adult Education and Employment (831 before pandemic closures in FY20)

**Budget Notes**

The attached Project HOME budget reflects a diverse mix of federal, state, and local public sources, private foundations, corporations, and individual funding. Earned income sources include social enterprises, affordable housing rentals, and program fees. Project HOME has a four-star “exceptional” rating from Charity Navigator and a Platinum Seal of Transparency from GuideStar.

**Attachments**

Please find the following attachments enclosed with our application:

1. Copy of 501 (c) (3) federal tax-exempt letter.
2. List of Board of Directors, with their affiliations.
3. FY19 annual report and audited financial statement, our latest available.

Project HOME is grateful for the support of the Zelinda LeBoutillier Charitable Foundation, a fund of the Chester County Community Foundation, and we would love to continue our partnership toward our mission to eradicate chronic homelessness in Philadelphia. Thank you for your consideration.