

**Project HOME FY21 Report to  
Zelinda LeBoutillier Charitable Foundation,  
a fund of the Chester County Community Foundation**

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. In FY21, as the COVID-19 pandemic has persisted, Project HOME continues to adapt to changing conditions to best serve our community. Thanks to generous supporters like the Zelinda LeBoutillier Charitable Foundation, we are able to support our residents, low-income community, and those currently experiencing homelessness with essential services while prioritizing health and safety.

In FY21, Project HOME provided housing and intensive services to 1,106 Philadelphians, and 94 percent of permanent residents maintained their housing for at least one year. In addition, 52 percent of residents were able to transition from low-barrier safe havens to more appropriate housing.

In recent years, Project HOME has focused on creating more units in and around the Kensington neighborhood, the epicenter of Philadelphia's opioid crisis. This year, Maguire Residence celebrated its first full year of operations. Though the COVID-19 pandemic made this a particularly difficult year for those in recovery, 95 percent of our residents were able to maintain housing. Construction on Peg's Place in North Philadelphia was completed in summer 2021. Project HOME has developed 976 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 62 units under construction and 100 units in the pipeline. Current construction will become a Long-Term Recovery Residence in Kensington.

Miguel (name changed to protect privacy) was not supposed to be able to live independently. With acute mental illness, a long list of medical conditions, and a 30-year history struggling with substance use, previous assessments recommended nursing home care. His commitment to recovery led him to Maguire Residence, and since moving in, he has been connected to many services and programs that offer him support on all different levels to allow him to live independently and pursue a fulfilling life. For his physical and mental health, Miguel has a home health aide, a mobile psychiatric rehabilitation specialist, therapy and psychiatry services through COMHAR, and weekly meal delivery through MANNA. His Hepatitis C is gone after a full round of treatment. In addition, Project HOME's Education department connected him to weekly tutoring after he expressed a desire to learn math, and he has enrolled in art classes at Studio Incamminati, which offers classes to Project HOME residents. While living at Maguire Residence this year, Miguel reached 1.5 years sober. He still has a lot to work through, and his struggles are heavy, but his achievements are significant.

Since the beginning of the COVID-19 pandemic, the health and safety of our residents and staff has been our top priority. All residents were provided with re-usable masks, community room use has been limited, staff all have the correct PPE for their positions in addition to daily temperature-checks, and cleaning protocols were updated. Our medical team keeps up with changing guidelines, recommendations, and best practices in order to provide our residents with the most comprehensive services possible.

Residential staff took on the additional challenges of technology assistance and vaccination education, ensuring that residents could access telehealth and telegroup behavioral health meetings, and make

connections to vaccinations as they became available, all through our Stephen Klein Wellness Center (SKWC). SKWC continues to provide integrated primary, behavioral health, and dental care in the Lower North Philadelphia neighborhood, including COVID-19 testing capability and pharmacy delivery, in addition to medical services provided at the Hub of Hope in Center City and Pathways to Housing in North Philadelphia. Our medical staff set up vaccination clinics, and we were able to begin distributing vaccines at SKWC in January and at the Hub of Hope in February. To date, we have distributed more than 3,500 COVID-19 vaccinations. In FY21, our total Project HOME Health Services served 5,212 people with 28,083 medical visits, including 3,332 dental visits.

For those living in our Lower North Philadelphia community, Project HOME provides two food pantries at the Helen Brown Community Center (HBCC) and the SKWC. In FY21, our HBCC food pantry fielded more than 1,000 pantry visits, in addition to distributing 1,790 boxes of frozen breakfasts and lunches for children in partnership with the Archdiocese of Philadelphia.

Project HOME's Adult Education and Employment programs remained entirely virtual in FY21, featuring new trainings: the four-week Practical Computer Skills for the Workforce (PCSW), Advanced PCSW, and the eight-week Customer Service Training (which includes a PCSW lead-in). We were also able to hold ServSafe Managerial Classes, and performed check-ins with our Certified Peer Specialist cohort whose session was interrupted by the COVID-19 pandemic. Employment Services also continued to operate remotely. In total, these programs served 252 adult Project HOME residents and community members. 254 permanently housed residents had earned income during FY21 and 82 residents enrolled in post-secondary, GED, licensing, and certification courses that put them on the path to more sustainable employment.

Project HOME's K-12 and College Access programs served 112 students. K-8 programs were virtual for the full school year, but we were able to welcome these students back to the building for in-person camp this summer. Along with virtual programming offered throughout, the Teen program was able to return briefly to limited in-person programming during fall 2020, and again in February 2021 through the duration of the school year. One hundred percent of our seniors graduated this year, and 75 percent will be attending post-secondary programs this fall.

Project HOME is so thankful to the Zelinda LeBoutillier Charitable Foundation for your support!

## 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](http://www.chescocf.org)

**Date: 10/18/21**

### Contact Information

Organization Name: Project HOME  
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Philadelphia, PA 19130  
Phone: 215-232-7272  
Website: [www.projecthome.org](http://www.projecthome.org)  
Year Incorporated: 1989  
FEIN: 23-2555950

ED/CEO Name: S. Mary Scullion

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Board Chair Name: Debbie Fretz

Board Chair Approval (check here): ☒

Primary Contact Name: Shayna Freed

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### Organization Information:

#### Field/s of Interest:

☐ Arts, Culture & Humanities

☐ Environment/Animal Welfare

☒ Education

☒ Health

☒ 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** \$43,840,445

83 % of budget for program expenses

12 % of budget for administrative expenses

5 % of budget for fundraising expenses

100 % total

320 # of Full-Time Equivalent Paid Staff

25 # 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.

## **FY22 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.

Project HOME has served our mission by developing 976 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 62 units under construction and 100 units in the pipeline.

### **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 FY22 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. Nationwide, substance use has increased this year, and the relative ease of access to opioids in Kensington poses an additional challenge to our residents who also face increased strains on mental health due to COVID-19 and isolation from support systems. There are long waitlists for any new psychiatric services. Our residential staff have built the trusting relationships necessary to help connect residents to further addition services when relapse occurs.

Since the beginning of the COVID-19 pandemic, the health and safety of our residents and staff has been our top priority. All residents were provided with re-usable masks, community room use has been limited, staff all have the correct PPE for their positions, and cleaning protocols were updated. Our medical team keeps up with changing guidelines, recommendations, and best practices in order to provide our residents with the most comprehensive services possible.

Your continued support will help us as we are able to bring back more robust in-person programming, expand permanent supportive housing in Philadelphia, and add services in Kensington. It has been a difficult year, but we keep moving toward our goal to break the cycles of homelessness and poverty in Philadelphia, addressing the issues at the roots while adapting to the changing needs of our community. Project HOME's key initiatives are:

**Housing:** This past fiscal year, Project HOME provided housing and intensive services to 1,106 Philadelphians, and 94 percent of permanent residents maintained their housing for at least one year, a testament to the success of permanent supportive housing. 52 percent of individuals transitioned from entry-level sites to more appropriate housing. This is a six percent increase over FY20, and we still hope to increase this percentage as we work to fill the gaps in permanent supportive housing available in Philadelphia. Project HOME's projects also uniquely cater to those who may not be eligible for available housing stock due to the need for more intensive social services in addition to housing. This year, Maguire Residence in Kensington celebrated its first full year of operations. Though the COVID-19 pandemic made this a particularly difficult year for those in recovery, 95 percent of our residents were able to maintain housing. Construction on Peg's Place in North Philadelphia was completed in summer 2021, and current construction will become a Long-Term Recovery Residence in Kensington, adding 62 more units in addition to a new Outreach center.

**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 HOMEspun Resale Boutique, HOMEmade products, and HOMEbooks. Partnerships for full-time employment include SEPTA and PECO.

Project HOME's Adult Education and Employment programs remained entirely virtual in FY21, featuring new trainings: Practical Computer Skills for the Workforce and Customer Service Training. We were also able to hold ServSafe Managerial Classes, and performed check-ins with our Certified Peer Specialist cohort whose session was interrupted by the pandemic. Employment Services also continued to operate remotely. This year, we are focused on bringing back popular trainings that have in-person requirements and continuing new successfully piloted programs. Employment Services and Social Enterprises are also working to come back to full in-person operations in order to serve a greater number of participants.

**Medical Care:** Stephen Klein Wellness Center continues to provide integrated primary, behavioral health, and dental care in the Lower North Philadelphia neighborhood, including COVID-19 testing capability and pharmacy delivery, in addition to medical services provided at the Hub of Hope in Center City and Pathways to Housing in North Philadelphia. Our medical staff set up vaccination clinics, and we were able to begin distributing vaccines at SKWC in January and at the Hub of Hope in February. To date, we have distributed more than 3,500 COVID-19 vaccinations.

**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. 2020-2021 was a full school year under pandemic conditions. Our education team was able to fine tune our virtual programming after our initial pivot in spring and summer 2020 and feedback from our students and families. We worked diligently to implement new safety protocols and re-open in-person programming for our high school students on a limited basis in October and November, before re-closing due to the pandemic worsening and increased caution. The team was able to re-open the building again in February, and continued to offer hybrid programming for our teens through the end of the year, with two days per week virtual and three days of in-person offerings.

Over the course of the year, teens attending our programming participated in college prep and career exploration, as well as STEAM activities including programming robots, designing and building structures, creating animations with digital animation software, designing and printing 3D structures, digital photography, and video production. Though the K-8 Program remained virtual for most of the school year, we were able to eliminate some of the barriers to participation by distributing kits to families with supplies for STEAM activities, arts and crafts, and cooking. For all of our students, we provided wellness checks and mental health support throughout this difficult year.

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 976)
- Retaining 95% of residents in permanent housing for at least 12 months (94% in FY21)
- Serving at least 5,000 unduplicated individuals with medical services through our Health Services programs (5,212 in FY21)
- Ensuring that 90% of Teen Program seniors at HLCCTL graduate from high school, and improving assessments across the education programs (100% in FY21)
- Providing programs to 600 adults through Adult Education and Employment (252 served with limited virtual programming in FY21)

### **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. FY20 annual report and audited financial statement, our latest available.
4. Itemized organizational operating budget for FY22 with actual results for FY21 and FY22 as of September 30, 2021.
5. Current strategic plan: 2020-2023.

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.