

News FROM HOME



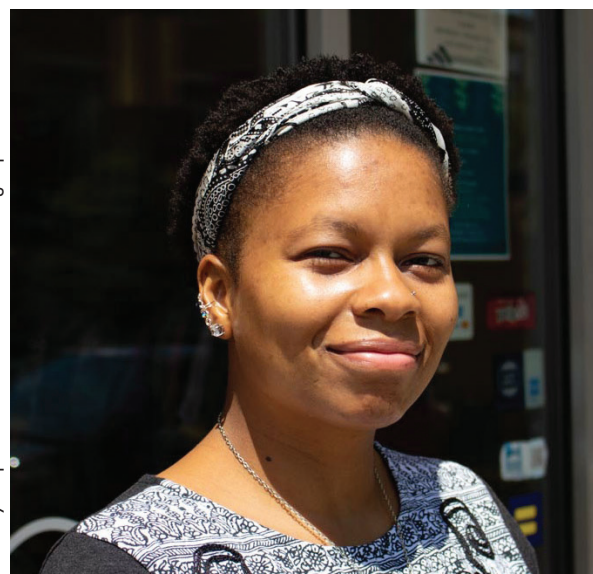
NONE OF US ARE HOME UNTIL ALL OF US ARE HOME®

How the “O” in Project HOME Restores Dignity

When Yishya, “Yaya”, took a job at our HOME Spun Resale Boutique at 1523 Fairmount Avenue, she figured it would just be a stopgap on the way to her next opportunity. “Honestly, I didn’t think that it was anything

that I would be good at,” said Yaya. “I didn’t know how well I would be able to engage with people, you know, being shy.” But she took to the position quickly and whenever a customer at HOME Spun asked about Project HOME’s mission, talking about it seemed like the most natural thing to Yaya.

It’s an initiative that provides career planning; job search assistance; preparation for interviews; coordination with employers and job-site coaching; and access to future job opportunities. While Darrelle didn’t place Yaya, she has watched her grow in her role. “I love seeing how she’s pushing herself out of her comfort zone and trying different things,” said Darrelle.



Yaya has been working at Project HOME’s HOME Spun Resale Boutique at 1523 Fairmount Avenue for over eighteen months. She says it’s the first job she’s ever had that’s she’s really enjoyed.

Sharing Project HOME’s mission has also helped Yaya tell her story of experiencing housing insecurity as a child while her mother was dealing with a substance-use disorder. She currently lives at our Kate’s Place, where her mother lived until she passed away in 2019.

Yaya’s story is the goal for every Employment Specialist: finding the perfect position that gives someone a sense of belonging, fulfillment, and accomplishment. In 2019, the programs in Education and Employment Services helped over 890 adults. Of Project HOME’s adult residents, 350 were involved with paid employment, internships, or Social Enterprise work like HOME Spun (see page 5, “I Am Project HOME,” for more information on Project HOME’s Social Enterprise program), with 340 individuals maintaining competitive employment.

While it’s been a difficult year in some ways, in other ways Yaya has never been happier about getting up and going to work. It has changed her as a person. “I feel awesome,” Yaya explains. “I think this is the first job I’ve ever had that I’ve actually really enjoyed.”

Education and Employment Services are founded on the evidence-based “Individual Placement and Support” model, which increases job placement and retention for people who have experienced significant barriers to employment, including substance-use disorder, and

Employment Specialists like Darrelle Seagraves recommend positions for residents like Yaya. Darrelle also helps to place in employment those living in the 19121 and 19132 zip codes. She works within the “O” (opportunity for employment) part of Project HOME, called Education and Employment Services.

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www.projecthome.org

Compassionate Advocacy: The Legacy of Genny O’Donnell

Project HOME outreach worker Genny O’Donnell got a call on a cold December day in 1999. A man she knew from the streets, who had been chronically homeless for over ten years, was in the hospital. He had been hit by a bus and sustained serious injuries. He didn’t remember the incident and wasn’t clear how he had gotten there. He had no family, and Christmas was coming. After the initial visit, Genny returned a couple of days before Christmas and decorated his hospital room with a Christmas tree, and brought him some treats he wanted. Then, on Christmas Day, she and her sister went back to the hospital to spend time with him, bringing him a framed photo of the outreach staff.



Former Project HOME Outreach Director Genny O’Donnell saw potential in every person to transform. She led with love.

That personal commitment was fundamental to Genny’s success as an outreach worker. She refused to accept attitudes that saw people on the streets as disposable,

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Photo by Project HOME student collaborator Angeliqne

Photo courtesy of Resources for Human Development

Roots and Branches: Reflections from Sister Mary

A few days ago, I was working with one of the outreach teams who were trying to find a placement for a vulnerable woman on the streets. I was impressed by the diligence and care of one of the outreach workers, Mr. Ruffin Hill. In talking with him afterwards, he reminded me that he was a resident of our St. Elizabeth's Recovery Residence 20 years ago. Ruffin has been sober for 21 years, and after stabilizing his life and making much personal progress, he was employed full-time as an outreach worker with a partner organization, SELF Inc.

It was deeply moving to see one of our alumni succeeding, especially in a vocation of caring for others in situations he once experienced. It was also another hopeful sign of one of our core convictions: When people are given real opportunities, they can overcome terrible circumstances and thrive.

Employment opportunities are a critical component of breaking the cycle of homelessness and poverty. At Project HOME, we are committed to empowering our residents and community members to reach their fullest potential as individuals by supporting them through employment and education initiatives rooted in recovery principles. (See the article on the front page, "How the "O" in Project

HOME Restores Dignity.") We offer a range of accessible and individualized services for individuals to help achieve their workforce and training goals. Through our Workforce Solutions program last year, we placed 183 individuals into

jobs, including 77 residents and 106 community members. Through our Library Restroom Attendant Program, 19 residents are working at the Municipal Services Building and the Central Library and Kensington Library branches, with plans underway to expand to three additional library branches by the end of the year. Professional certifications in ServSafe, Forklift and Certified Peer Specialist roles were earned by 135 participants.

These successes are a message to the broader society: every person needs opportunities to develop their gifts; to earn a livable wage or to have adequate economic support; to succeed and contribute to society. Many effective models exist to create opportunity for our friends and neighbors in vulnerable situations. Work-first and other innovative employment, training, internship, apprenticeship, and education models have a proven track record of empowering individuals to take the journey from the street to full-time employment.

We know what happens when individuals and communities are deprived of meaningful education and employment opportunities and the human and social costs that loss entails. We also know what can happen when people have opportunities which they can take advantage of. Every time a person overcomes poverty, homelessness, and marginalization to become a strong and contributing citizen, we are all better for it. If we as a society are willing to make the investments in opportunity for all our citizens, the reward will be tremendous.

S. Mary Scullion



Sister Mary Scullion of Project HOME.

Compassionate Advocacy

invisible, or anonymous. She touched the lives of thousands of individuals – and in many cases, literally saved their lives.

We were shocked and saddened to hear of Genny's sudden passing on December 21. For decades she was a shining light in the struggle against homelessness and a fierce advocate for justice and dignity for all.

Genny first came to work with Project HOME in 1995, having already worked on street outreach with the Center City District. For ten years, she was a vital part of our Outreach Coordination Center (OCC). She fully embodied the Project HOME mission and values, building trusting relationships with the most vulnerable people on the streets. An ardent photographer, Genny took personal photos of many of her friends from the streets, knowing how such a portrait made people feel more valuable.

Genny came to Project HOME at a particularly challenging time. Despite a vigorous protest campaign, the City of Philadelphia had passed the Sidewalk Behavior Ordinance, which sought to deal with the increasing number of people experiencing homelessness on the streets of Center City. Through the advocacy of Project HOME and a broad coalition, the final version of the ordinance was changed from a mainly policing policy

to one that required police to contact outreach teams before issuing any citations. In the wake of the ordinance passing, the OCC created a special position of liaison to community groups to educate them about street homelessness and solicit their partnership in developing effective solutions.

"Genny provided the OCC with unwavering leadership that was guided by kindness, dedication, hard work, and, most of all, love." – Carol Thomas

The position also helped to expand outreach staff and services. Having taken on the position of director of the OCC, Genny's leadership was critical in this tumultuous time, both in deepening the work of street outreach and educating the public about the need for effective solutions and wider partnerships.

"Genny provided the OCC with unwavering leadership that was guided by kindness, dedication, hard work, and, most of all, love," said Carol Thomas, also a long-time veteran of street outreach who currently serves as Project HOME's Director of Homeless Services. Many people were inspired, Carol said, by Genny's conviction

that "compassionate advocacy will bring about change."

In 2004, Genny left Project HOME because she felt called to put her skills toward the underserved homeless population in Montgomery County. There, she founded the Coordinated Homeless Outreach Center (CHOC). With her passion, expertise, and experience, she succeeded in helping many break the cycle of homelessness.

"We don't look at people and what kind of illness they have and what their addiction is," Genny said in a 2001 interview about the work of outreach. "We don't classify anybody by their 'diagnostic code' or anything like that. Everybody has the potential to turn their life around, and our role basically is to help them to do that and to explore the possibilities and the options they have. And we do that simply by treating them well, by getting to know them, by hanging out with them on the street, by taking them to the hospital when they need it, even by not getting mad when they do something like spit on us or swear at us."

Genny saw that potential in every person and knew that it was the seed of transformation. She nurtured thousands of such transformations, and her work continues, even after her passing.

(continued from page 1)

How the “O” in Project HOME Restores Dignity

(continued from page 1)



Triple Bottom Brewing co-owner Tess Hart with Project HOME's Gloria Casarez resident and employee, Dacia, at Triple Bottom Brewing on 915 Spring Garden Street.

mental health issues. Those barriers can be insurmountable for some employers, but not for Tess Hart, one of the owners of Triple Bottom Brewing, a new brewery that opened in Center City this year.

Tess reached out to Project HOME to help her staff her new brewery. Maybe it was being raised by a social worker mother, or working in community and economic development, but this is an idea that came naturally to Tess and her business partners. “From the beginning, the idea of being a fair chance business was

something that we wanted to do,” said Tess. Triple Bottom Brewing currently employs fifteen people and about a third of them came through nonprofit organizations helping underserved populations, like Project HOME.

When Tess was looking to employ people, some of whom had experienced significant trauma, she took courses to help her recognize triggers and understand how to support staff. The biggest takeaway though? “It’s really just about being kind,” explains Tess.

Organizations like Triple Bottom Brewing make Education and Employment Services possible at Project HOME. PECO, SEPTA, the Free Library of Philadelphia, Temple University, the Lenfest Foundation, John and Janet Haas, the Neubauer Foundation and countless others also offer opportunities and support to Yaya and hundreds of other individuals to build employment experience and obtain a living wage.

These are the kinds of organizations that Senior Employment Specialist Darrelle Seagraves works with to connect Project HOME’s community and residents with opportunities. She says that true success happens when you meet the person where they’re at and walk that journey with them, sharing the ups and downs and everything in between. “When people may have felt isolated and when they have a hiccup, I tell them it’ll be okay and I’m still gonna be there for them,” explains Darrelle. “Supportive employment can give someone a renewed sense of self and helping someone keep their dignity intact is priceless.”

For Yaya, the empathy and compassion she has received is what makes her want to be the best representative of Project HOME to customers who visit the HOME Spun Resale Boutique. “I’d like to just be a part of the Project HOME community, because that’s how much affection I’ve developed since I’ve been working in the store. So, it’s definitely a blessing.”

Spirit of Generosity: Remembering Elizabeth “Betty” Moran

Elizabeth “Betty” Moran was passionate about things that moved her, and she was committed to supporting her community in a way that had a direct impact on people and how they lived. Perhaps it was learned in those early years she spent with her beloved nuns, Sister Frances Marie and Sister Stella Marie at Mater Misericordiae in Wynnewood (now Merion Mercy).

But Betty’s generosity was just one aspect of who she was, because she lived a very full life. Born in Bryn Mawr, she grew up on a farm with summers spent in Barryville, New York. Much of her free time was spent enjoying farm life, and it cemented her love of all animals.

After attending the Mater Misericordiae in Wynnewood, Betty became a boarder at The Shipley School, where she met some of her closest friends. She loved to share stories of her pals and her athletic prowess playing first team in every sport, and she was a “fierce” competitor.

On a visit home from Mary Washington College, Virginia, Betty met and fell in love with Max Moran at St. Patrick’s Church, Malvern, as he passed the collection plate. Their lives became a whirlwind of children, all kinds of animals, and non-stop activity that Betty thrived on and Max took in stride with a sense of humor.

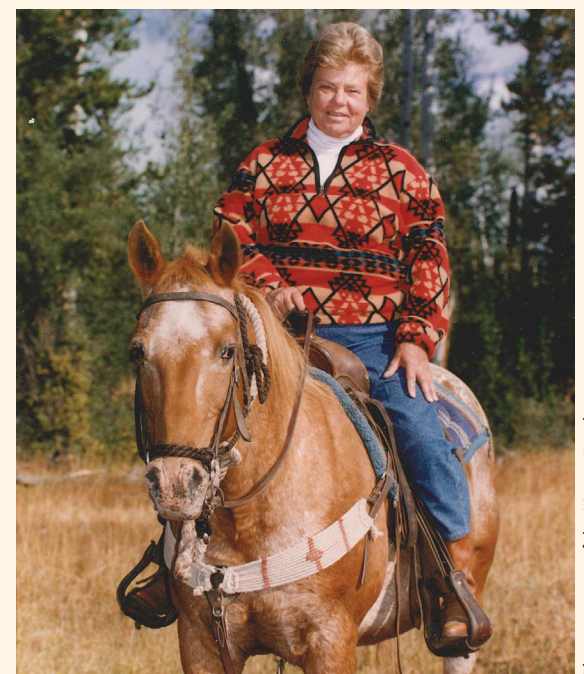
Her love of horses took her from fox hunting and the pony club at Radnor Hunt Club; to weekend horse shows, with all of her kids in tow; to steeplechase racing and then on to a very successful flat racing career. Her proudest moments in racing were winning the Belmont Stakes, The Pennsylvania Derby, The Arlington Million, The Jockey Club Gold Cup, and The Grand National in England.

Those early strong bonds Betty formed with the Sisters of Mercy would eventually lead her to the work of Sister Mary and Project HOME. Thanks to Betty’s incredible generosity toward others, Project HOME was able to rejuvenate many of our aging buildings and develop the Stephen Klein Wellness Center. This kind of generosity can be truly transformative.

“Betty was one of the earliest MPOWER partners,” shared Leigh Middleton, Project HOME Trustee and MPOWER founding partner together with her husband, John. “She had a soft spot in her heart for those who were struggling. She believed in the goodness and potential in every person and gave generously to offer opportunities to the people Project HOME serves.”

Project HOME was one of many organizations that Betty was passionate about, and we count ourselves so fortunate to have known her and been impacted by her life. Though we are saddened to lose Betty, her

leadership and generosity will be reflected in the life of every individual she has helped at Project HOME.



Betty Moran loved her horses, her family, and her community. She generously donated much of her life and time to each of these loves.

Photo courtesy of the Moran Family

HOME Happenings

◆ Project HOME Partners With Di Bruno Bros.

Philadelphia culinary mainstay Di Bruno Bros. recently deepened their partnership with our Social Enterprise program. They redesigned our popular holiday gift boxes and are selling them on their website (dibruno.com/project-home-gift-box), and in their Rittenhouse store. The box includes Di Bruno Bros. Black Lava Cashews, Project HOME Co-Founder, Sister Mary's Sinfully Delicious Cranberry Sauce, along with an original artwork mug and candle both made by Project HOME residents who have experienced homelessness. The sale of the gift boxes supports our mission to create social, financial, and employment opportunities for Project HOME residents. One hundred percent of the sale goes to Project HOME. The gift boxes are also available online through Project HOME's website (home-made-gifts-from-project-home.myshopify.com), and you can sign up for the Social Enterprise newsletter through our website too.

PROJECT HOME
HOUSING OPPORTUNITIES MEDICAL EDUCATION

HOME WARMING Gift Box

Warm any home, new or old, with the HOME Warming Gift Box, a collaboration between Project HOME and Di Bruno Bros. Give the gift that gives back — 100% of the sale goes to Project HOME!

Project HOME founder Sister Mary's Sinfully Delicious Cranberry Sauce

Mug artwork by Project HOME resident Casundra Pressley.

Hand poured candle by residents of Project HOME.

Di Bruno Bros. Black Lava Cashews

This Basket was lovingly made for you by, Sophia Bryant, Project HOME

We've proudly partnered with Project HOME to support their work to bring job opportunities to Philadelphians who experience homelessness.

Image courtesy of Di Bruno Bros.

◆ Benefitting the Hub of Hope

Our thanks once again go out to SEPTA, the City of Philadelphia, and Wawa, for October's successful Hub of Hope benefit, the third such event in support of the engagement center in Suburban Station since it re-opened in a larger, renovated space in 2018.

◆ New Wellness Blog

With a new year comes a fresh start—and a good opportunity to renew your focus on personal wellness. Our new monthly blog series, Wellness365, can offer some direction. It launched in September 2019 and has since covered a number of topics related to a healthier mindset. With a full slate of pieces scheduled for 2020, take a look at projecthome.org/tags/wellness365.

◆ A Gift of Love

Honor your mom or a loved one with a special donation this Mother's Day! You will support formerly homeless and low-income moms as they continue their education, train for employment, prepare nutritious meals, and spend quality time with their children. And we will send a Mother's Day card to your mother sharing the news of your gift. Visit http://bit.ly/md2020_newsletter to give.



◆ STEAM Comes to the HLCCTL

We are pleased to announce that the Honickman Learning Center and Comcast Technology Labs' (HLCCTL) new STEAM (Science, Technology, Engineering, Media Arts, and Math) lab is now open! Students, staff, and supporters gathered at the HLCCTL on January 22 to celebrate the new lab, which teaches students to build circuits, develop code, print 3D objects, program robotic behaviors, explore solar energy, and much more.



11-year-old Nasir is all smiles when he's learning in the new STEAM Lab at the Honickman Learning Center and Comcast Technology Labs.

A Project HOME Advocacy Initiative TAKE ACTION

Pledge to Be Counted in 2020!

Pledge to complete the census in March 2020. This ensures our community gets its fair share of the \$39 billion in federal funding for Pennsylvania. Visit us at www.projecthome.org/census to take the pledge.

Graphic by Emmanuel Sololawe

I Am Project HOME

ALLEN TURNER

If you pass Allen Turner at Project HOME's 1515 Fairmount Avenue office and ask how he's doing, his response will likely be, "It's another day in the neighborhood!" He's channeling PBS's much-loved Fred Rogers, who's known for saying "It's a beautiful day in the neighborhood." Allen's version of the saying holds tremendous and deep meaning for him. It signifies how every day gives him one more chance to love, grow, change, and live.

You'd never know seeing him today that things had ever been any other way, but Allen has experienced hardships, including a decade of homelessness. "The grace of God has always put me in unique, challenging situations," said Allen. You might be fooled into thinking that Allen is shy, but he has a superpower. At night sometimes, he takes to the stage at spoken-word poetry events. That's what connected him with Project HOME in the first place, and why he was asked to come speak at Homeless Memorial Day at City Hall a few years ago. "I get up there and it's just a different feeling for me," said Allen. "On stage I can be myself."

Today, Allen is part of a team of five employees and manages an inventory of tens of thousands of book donations to Project HOME Books, the new online bookstore started this year by Project HOME's Social Enterprise Department. Social Enterprise is made up of small businesses designed to employ residents in a supportive, skill-building environment. Allen's success in mastering the day-to-day operations of the store perhaps hides the hard-fought journey to pass some computer certification exams at the Honickman Learning Center and Comcast Technology Labs (HLCCTL). Once, after failing by a single point, Allen struggled for a few weeks to bounce back. But an HLCCTL instructor encouraged him to take it on the chin and keep fighting. Most importantly, he said he believed in Allen. "And honestly," said Allen, "that's the first time anybody actually said that they believed in me."

And that belief in Allen continues in his new position with Social Enterprise through director Nic Watson. "Allen has been the perfect partner to start this bookstore project with," said Nic. "His passion for the work, and optimism and dedication to finding solutions are key to the success that we've had in launching this business. He's a leader in every sense."

These are the moments of encouragement that have carried Allen through difficult times and why you will always see him smiling, as he continues to love, grow, change, and live another day in the neighborhood.

Photo by Emmanuel Sofolawe



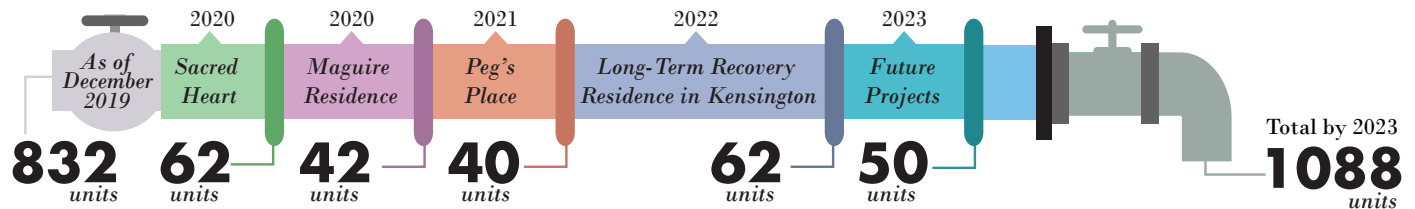
Allen Turner sorting through the thousands of books donated to Project HOME Books, Social Enterprises' new Amazon Marketplace online bookstore.

PROJECT HOME ANNUAL REPORT FY 19 Fiscal Year 2019

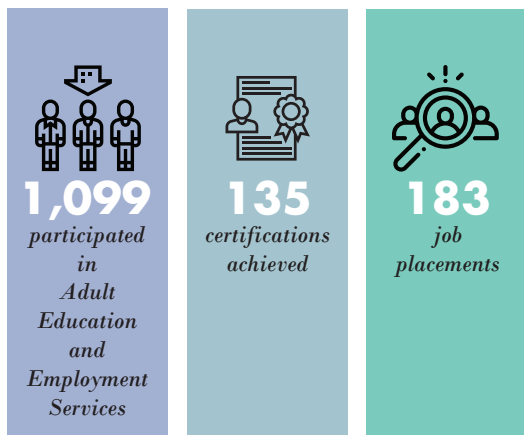
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H Housing

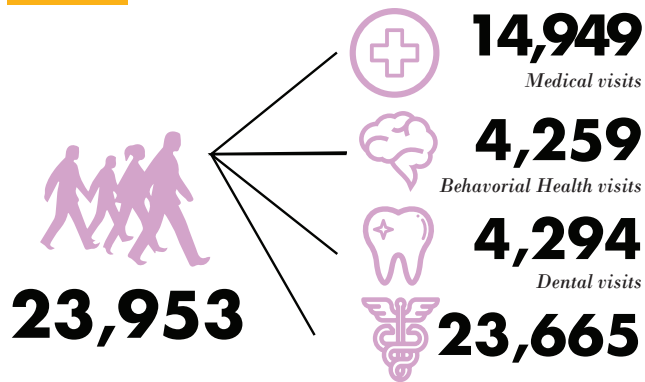
Affordable Housing Solves Homelessness | Our Housing Pipeline



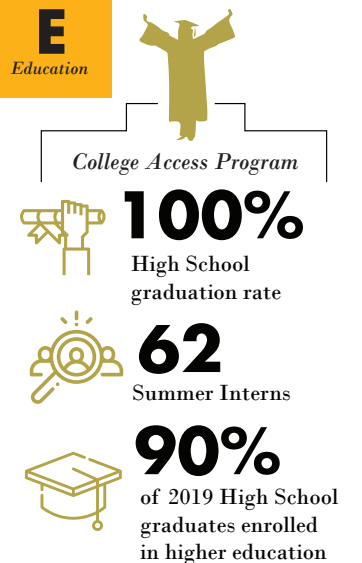
O Opportunities



M Medical Care



E Education



Graphic by Emmanuel Sofolawe

1515 Fairmount Avenue, Philadelphia, PA 19130

Our 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.

Our Residences

- 1515 and 1523 Fairmount Avenue
- Connelly House, 1212 Ludlow Street
- Francis House of Peace, 810 Arch Street
- Gloria Casarez Residence, 1315 N. 8th Street
- Hope Haven I/II, 2827-28 Diamond Street
- James Widener Ray Homes, 2101 W. Venango Street
- JBJ Soul Homes, 1415 Fairmount Avenue
- Kairos House, 1440 N. Broad Street
- Kate's Place, 1929 Sansom Street
- Rowan I, 2729-A W. Diamond Street
- Rowan II, 1901 N. Judson Street
- Ruth Williams House, 2415 N. Broad Street
- Sacred Heart Recovery Residence, 1315 Hunting Park Avenue
- St. Columba, 4133 Chestnut Street
- St. Elizabeth's Recovery, 1850 N. Croskey Street
- Women of Change, 2042 Arch Street

Support Services & Programs

- Adult Education, Employment & Arts
- Neighborhood Services
- Advocacy and Public Policy
- Healthcare Services
- Honickman Learning Center and Comcast Technology Labs
- Hub of Hope
- Outreach Coordination Center
- Personal Recovery Services
- Resident Alumni Program
- Stephen Klein Wellness Center
- Volunteer Program

Businesses

- HOME Spun Resale Boutique, 215-232-6322
- HOME Made Products, 215-232-7272, ext. 3023

Administration

215-232-7272

Homeless Outreach Hotline

215-232-1984

Human Resources Hotline

215-232-7219, ext. 5200

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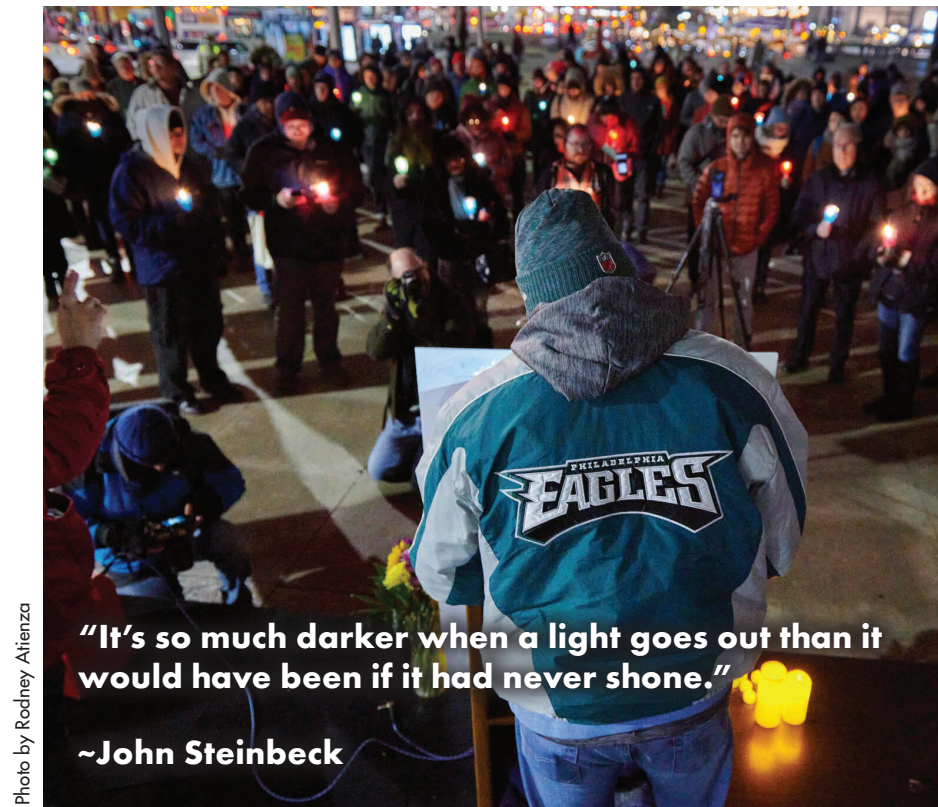


Photo by Rodney Atienza

"It's so much darker when a light goes out than it would have been if it had never shone."

~John Steinbeck

Project HOME's Sam Santiago reads names at the December 2019 Homeless Memorial Day, the annual solemn day remembrance of people who experienced homelessness and who passed away in 2019.

A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 800-732-0999. Registration does not imply endorsement.

Information That Matters to You

Receive news and issue updates that matter to you by subscribing to Project HOME's monthly eNewsletter and Advocacy alerts.

Go to www.bit.ly/PH_Subscribe or contact michaelgainer@projecthome.org

Also, follow us on social media:



www.instagram.com/projecthomephl



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www.twitter.com/projecthome

And don't miss the great stuff on the Project HOME Blog

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Union Bug