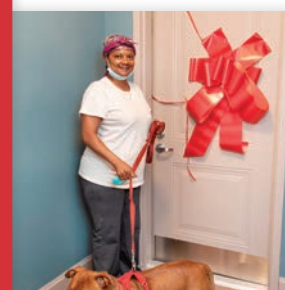


# News FROM HOME

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



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[www.projecthome.org](http://www.projecthome.org)

# MPOWER's 10<sup>th</sup> Anniversary

A Decade of Progress — and Measurable Impact



Peg's Place Grand Opening

It all started with a bold question.

*What would it take to end chronic street homelessness in Philadelphia?*

Leigh and John Middleton both came from families who were committed to giving back. They were looking for a way to make real impact in their philanthropy and were directed to meet Sister Mary Scullion and Joan Dawson McConnon. They met together at the Honickman Learning Center and Comcast Technology Labs, and then visited Rowan Homes, St. Elizabeth's Recovery Residence and the Helen Brown Community Center in the neighborhood. They were so impressed with the students, the well-run programs, and the sense of community. They recognized the strong commitment to combatting homelessness and its root causes that permeated every aspect of the organization. They saw great potential.

In a subsequent conversation Leigh and John asked Mary and Joan a significant question: "With no resource restraints or other hurdles, what would the plan to end homelessness in our city look like?"

It was from that inspiring conversation that MPOWER was born.

The Project HOME team shared a blueprint for a pipeline of increased housing capacity, and expanded support services. As that plan took shape, Leigh and John provided a transformational investment and joined likeminded philanthropic visionaries committed to the mission: The Connelly Family, The Honickman Family, The Maguire Family, Janet and John Haas, The Raynier Institute and Foundation, Betty Moran, Jon Bon Jovi, among others.

Today, the partnership is 25 members strong and is celebrating its 10th anniversary. MPOWER has transformed Project HOME's work and driven tangible progress in tackling the epidemic of homelessness in Philadelphia.

*"Leigh and John were visionary in their ideas. They were the first to say to us, 'plan for the end.' And so we did. MPOWER is that transformational roadmap to end homelessness in Philadelphia."*

- Joan Dawson McConnon, Project HOME Co-Founder

## The MPOWER Story

MPOWER is a Project HOME Community Investment Partnership drawing on a powerful network of people and ideas that multiplies Project HOME's impact in five key areas: investments, relationships, resources, advocacy, and evidence.

This includes building new homes and programs to support the vulnerable individuals of today and tomorrow, expanding outreach services, helping to end veteran homelessness, breaking the cycle of homelessness for young adults, and expanding education, employment, and health care opportunities.

*Philadelphia has the lowest number of people experiencing street homelessness per capita of any of the largest cities in the US.*

- Office of Homeless Services, City of Philadelphia

## MPOWER's Measurable Impact

MPOWER has unlocked resources that have significantly accelerated progress to end and prevent chronic homelessness in Philadelphia. It has afforded Project HOME and the larger system the opportunity to think bigger, expand the public system to support individuals who are currently experiencing homelessness, and provide solutions for those who become homeless in the future.

*"MPOWER has given us the opportunity — and, quite frankly, the obligation — to scale our mission in ways we never could have imagined when we were just starting out. It's given us the partners and resources to bring our approach to empowering individuals to break the cycle of homelessness and poverty to more individuals and families in more communities across Philadelphia."*

- Cheryl Hill, Senior Vice President of Residential and Property

## The 163% Effect

In less than a decade, MPOWER has multiplied Project HOME's impact by 163%.

- Leveraged **\$25 million** into more than **\$250 million**
- Built nine new residential programs with a total of **500+ additional housing units** — doubling overall housing capacity
- Built the Stephen Klein Wellness Center, offering integrated health care services including primary, behavioral health, and dental care, together with wellness programs

The impact of these homes and the supportive programs that accompany them goes beyond helping individuals to revitalizing entire communities. Residents are encouraged to participate in recovery-oriented activities that lead to personal growth, well-being, and self-sufficiency. These are communities with a shared vision who leverage what Jon Bon Jovi calls "The Power of We" to make ending chronic street homelessness a reality.

*"MPOWER partners share a passion and purpose that amplifies our impact in a profound way. Together, we've accomplished more than we ever could have individually."*

- Leigh Middleton, MPOWER Founder and Partner

## A Mission that Matters More Than Ever

Over the last decade, surging social forces drive a new urgency in addressing the crisis of homelessness and its underlying causes. COVID-19 and unprecedented addiction rates have exacerbated the vulnerabilities and challenges for individuals experiencing homelessness or at risk of becoming homeless.

Today, MPOWER partners lead the way to address these challenges head on, along with the systems fueling poverty and injustices.

Even as MPOWER celebrates its accomplishments, we recognize that there is much work to be done. We know that what impacts one of us, impacts us all. Project HOME's credo is as true today as ever: None of us are home until all of us are home.





John and Leigh Middleton and Morris Williams



James Widner Ray Homes Grand Opening



Gloria Casarez Residence Grand Opening



Maguire Residence Groundbreaking



Hub of Hope Grand Opening

# MPOWER in the News



## Positively Philadelphia: Legacy of a Homeless Millionaire

March 4, 2012

"Our newest project is the James Widener Ray Homes, up at 21st and Venango Streets," says Project HOME's vice-president, Amy Burns

She says the money came from a number of sources, but "our lead gift was from the Raynier Institute and Foundation, and the building is named after its founder, James Widener Ray."



## Francis House of Peace will be home for many in Chinatown

January 30, 2018

It's named the Francis House of Peace to honor this pope's work and his visit to Philadelphia.

The Holy Redeemer Choir sang at Monday morning's dedication ceremony.

Non-profit organizations Project HOME and Philadelphia Chinatown Development Corporation worked together on this development, which will provide services for both English and Chinese speaking residents, in Mandarin and Cantonese.

## Generocity

### Project HOME opens a STEAM lab at Honickman Learning Center

Jan. 27, 2020

"Quality education for every child should not be a luxury, it's a basic need," said Sister Mary Scullion, cofounder and executive director of Project HOME, in a press statement. "This lab represents an exciting new learning environment where our students will have opportunities, previously out of reach, to develop critical thinking skills, and cultivate a persistent drive to creatively solve problems in the world around them."

## The New York Times

### Philadelphia's Success in Helping the Homeless Gets a Philanthropic Boost

May 7, 2014

"The best philanthropy is clearheaded and hard-nosed," Mr. Middleton, 59, said in an interview. "This is about results, not about good intentions."

Mr. Middleton said that Project HOME, which celebrates its 25<sup>th</sup> anniversary this year, has already shown results by helping some 8,500 people get off the streets in a city that has the highest poverty rate, 26 percent, among the 10 largest cities in the country.

## PHILADELPHIA GAY NEWS

### Pennsylvania's first LGBTQ-friendly housing facility opens

May 15, 2019

Sister Mary Scullion, the president and executive director of Project HOME, said many of the residents have experienced "vicious social stigma and profound marginalization."

"As I've gotten to know many of these young leaders, it is clear that they have turned their struggles into strength and determination," Scullion said of the residents.

## WHYY

### Project HOME expands supportive housing for Philadelphians experiencing homelessness

October 30, 2021

"I feel great about this, you know, I finally got a spot where I don't have to share a bathroom or share a kitchen with anyone else," said Womack. "It's independent living. I do my own shopping, my own cleaning, everything. It's subsidized housing. You don't pay the full amount of rent. You only pay what our income will allow us to pay."

# Roots and Branches

## Reflections from Sister Mary

**"It has always started with relationships."**

A little over ten years ago, John and Leigh Middleton came to visit us at Project HOME. Long-time philanthropists with a concern for positive and sustainable change in Philadelphia, they shared our passion: that we can and must end the scandal of homelessness in our city. While they recognized the complexities of the problem, John and Leigh felt we should not be satisfied with the slow pace of progress. More should be done – and could be done.

The seeds planted in that initial meeting have born remarkable fruit in the ensuing decade. Project HOME was able to make extraordinary progress in expanding affordable housing in the city of Philadelphia.

The Middletons were moved by the dignity and sense of empowerment of our residents. With their fierce and infectious conviction that solutions are possible, they brought together a broad coalition of civic leaders, public officials, non-profit and governmental organizations to forge an unprecedented partnership to address the challenges of homelessness and poverty in our city.

That was the birth of MPOWER, "a supercharged support engine and impact multiplier" to leverage new resources, investment, advocacy, and definitive targets and objectives. The timing was especially important, as Philadelphia began to experience growing poverty and a deepening addiction crisis – later exacerbated by the global pandemic – which called for bolder efforts, deeper understanding of new challenges, and innovative approaches.

The results speak for themselves: hundreds of persons each year leaving behind poverty and homelessness to walk into their new homes. With a spirit of recovery and a commitment to well-being, lives are transformed; persons who once lived on our streets are now contributing to our society. Neighborhoods and communities are strengthened. Even in



Sister Mary Scullion of Project HOME

severe economic times, we are making a difference, bringing people home and making our city stronger.

***The results speak for themselves: hundreds of persons each year leaving behind poverty and homelessness to walk into their new homes.***

By forging a dynamic new model of what philanthropy and policy can do, MPOWER manifests what Jon Bon Jovi calls "the Power of We." Its success proves that together, we achieve powerful results we could never have accomplished alone. And those accomplishments spur us onward, knowing that there is still much work to be done – and knowing too that we can do it.

In the last few years, our society has experienced deepening ideological polarization and political gridlock. People are losing faith in the effectiveness of our institutions, resulting in a prevalent pessimism and even despair for positive social change. MPOWER defies such a spirit with radical hope. In the past decade, the Middletons and all the partners of MPOWER have proven what is at the heart of the Project HOME vision: a community equipped with resources and talents, and rooted in a passionate conviction of human dignity, can make the impossible happen. It always starts with relationships – and it leads to a more just and compassionate society for all of us.

*S. Mary Scullion*



Together we can bring everyone HOME...

EVERY DOLLAR DONATED HELPS BRING SOMEONE HOME

When you support Project HOME every hard-earned dollar empowers someone in our community to achieve their dreams and have a place to call home.

To make a gift, please visit:  
[https://bit.ly/PHNews\\_Winter22\\_AA](https://bit.ly/PHNews_Winter22_AA) or scan the code →





...Together We Can...

**BRING PHILLY HOME**

OCTOBER 12, 2022

Project HOME's Annual Celebration  
Hosted by the Rising Leaders

For more information  
scan the QR Code below:







# HOME Happenings

## ◆ Project HOME Trustee Leigh Middleton Awarded Honorary Degree

Gwynedd Mercy University presented philanthropist and beloved Project HOME community member, Leigh Middleton, with an Honorary Degree at the University's Undergraduate Commencement Ceremony in May. "Leigh Middleton is an incredible human being, and her generosity and commitment to our mission has helped us greatly in our quest to break the cycle of homelessness and poverty," said Sister Mary. "We are thrilled that she was honored in such a meaningful way."



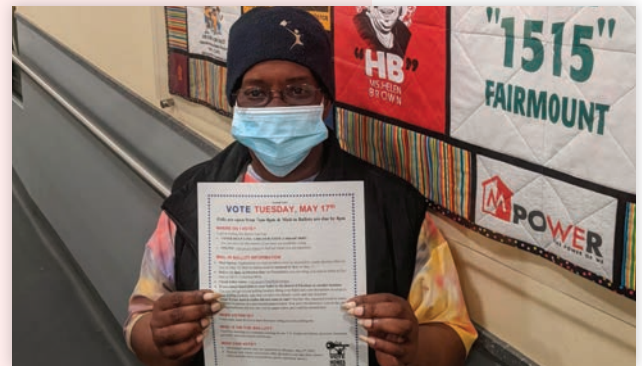
## ◆ Social Enterprise Introduces Aromatherapy Candles

A true scent-sation is on the horizon as the Social Enterprise team prepares to launch its first ever collection of aromatherapy candles. Crafted to invigorate, soothe, and relax, each candle is an eclectic mix of scents blended to stimulate the senses. Keep checking [projecthomemade.org](http://projecthomemade.org) for the launch and to learn about all four scents in the collection.



## ◆ Make Your Voice Heard

Project HOME reached out to over 1,000 voters during the Primary season to make sure that people were registered to vote and educated about voting options, including mail-in ballot and voting at the polls. Now it is time to get ready for the November 8, 2022, General Election for PA Governor, US Senate and Representatives and more. You can register to vote and apply for a mail-in ballot here: [www.projecthome.org/register](http://www.projecthome.org/register)



## ◆ Keystone STARS program gets top marks

Project HOME's K-8 After School Program at the Honickman Learning Center Comcast Technology Labs recently earned a prestigious 4-star rating. Keystone STARS is an assessment program carried out by Pennsylvania's Office of Child Development and Early Learning. It provides a tool to assess the quality of early and school-age care and education programs. Project HOME's Keystone Stars program provides children with high quality learning opportunities in a safe, nurturing, and rigorous academic environment. Huge thanks to the leadership of staff: Aisha Barbor, Lekeisha Eubanks-Evans, Darasia Selby, and all the teachers and assistants in the K-8 Program.



# 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.



Scan the QR Code or contact:  
[michaelgainer@projecthome.org](mailto:michaelgainer@projecthome.org)

And don't miss the great stuff on the Project HOME Blog [projecthome.org/news](http://projecthome.org/news)

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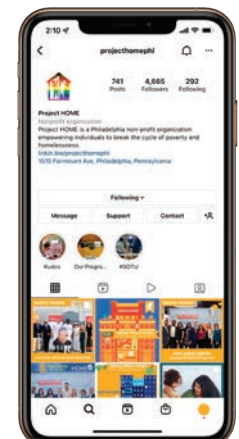
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Harold and Lynne Honickman with Jon Bon Jovi and wife, Dorothea

## Spirit of Generosity

### The Power of We

Our long-time headquarters at 1515 Fairmount Avenue – both a cherished home and the nerve center of Project HOME – is a beacon of hope to anyone touched by homelessness.

“You never know who might walk in the front door,” said Sister Mary Scullion. “1515 Fairmount Avenue welcomes anyone who wants help or wants to help, and really, we all are both of those things at any given time.” One of Project HOME’s core beliefs is that every person has innate dignity and value. That means that no one has more or less worth on their best or worst day. So, when Jon Bon Jovi’s sound engineer walked in to 1515 Fairmount one winter’s day in 2005, he had a simple conversation with Ed Speedling who worked in the Outreach Coordination Center about someone who was cold and in need, experiencing homelessness, and huddled in front of a hotel in Center City. After the Outreach teams were sent to help the individual that he revealed that he worked for Jon Bon Jovi and had been sent to investigate organizations that could help. He then asked if S. Mary might like to meet with Jon. She was in amazement!

In 2006, Bon Jovi and his wife, Dorothea, founded the Jon Bon Jovi Soul Foundation. The Foundation focuses on breaking “the cycle of poverty, hunger and homelessness through developing partnerships, creating programs and providing grant funding to benefit community organizations.” Jon’s powerful voice and iconic status served as a rallying cry. He was able to shine a bright light on the issues of hunger and homelessness.

*“Time and time again, Dorothea and Jon have lent critical vision and support to our work to end and prevent chronic street homelessness.”*

- Sister Mary Scullion, Project HOME Co-Founder

“They led the way to develop 40 home-ownership homes in the 19121 ZIP Code that helped to transform that neighborhood. In addition, they helped to guide the vision for our young adult program, which got its start at the 55-unit JBJ Soul Homes on the corner of Fairmount and Broad streets for which they were also the lead donor. Jon also provided a generous grant to honor his parents’ service in our armed forces for our veteran’s programs. In addition, they offered leadership

financial support for Ruth Williams House at the Gene and Marlene Epstein Building, and the Long-Term Recovery Residence in Kensington that will open in late 2022.

*“Jon and Dorothea are visionary leaders of compassion. They have brought critical attention to the need for affordable housing combined with employment, medical care, education and recovery supports. I cannot think of anyone with broader reach that can shine the light on what is possible when we work together.”*

- Joan Dawson McConnon, Project HOME Co-Founder

It’s the “Power of We” that drives the JBJ Soul Foundation’s partnerships throughout the region. From the innovative JBJ Soul Kitchens and Food Banks located in New York and New Jersey, including at Rutgers University, to affordable housing supporting veterans and those impacted by poverty, the 15-year-old organization’s goal is to recognize and maximize the human potential of those affected by hunger, poverty, and homelessness.



Former President Bill Clinton with Jon Bon Jovi at a home ownership ribbon cutting.

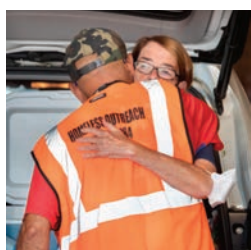
“The JBJ Soul Foundation has been honored to have partnered with Project HOME on so many important and life changing projects”, said Jon Bon Jovi, Chairman of the JBJ Soul Foundation. “Sister Mary played a big role in the inspiration and drive behind the start of the Foundation. Her leadership over the years has helped shape our philosophy of providing those in need a hand up, not a hand out, and to help give a sense of empowerment while finding ways to change their lives. We are proud of the work we have accomplished together and know there is still more to be done. With Sister Mary and Project HOME leading the way, we know we can continue to make a difference in Philadelphia and beyond”.

“If there’s one thing we want everyone to know, it’s that homelessness is solvable, and it takes all of us,” said Sister Mary. “Jon and Dorothea are using their voices and resources in miraculous ways. We can’t possibly measure the impact their leadership has had in our community. There truly is power in working together and our hearts are filled with gratitude.”

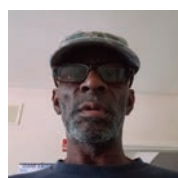


JBJSoul Homes Grand Opening





## MPOWER - Success Stories

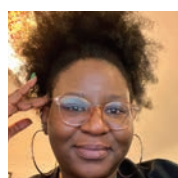


### ◆ THOMAS

Thomas knows his way around a computer. And babysitting. He credits Project HOME for both. A current Project HOME board member, and a caring grandfather, Thomas now lives in veteran's housing, but his journey began at Kate's Place years ago. Access to education, work and recovery programs contributed to Thomas' transformation.

*"When I look in the mirror, I see a person who went from being a nobody to a somebody."*

A self-described hermit, Thomas distrusted everyone. A single interaction with Sister Mary changed everything. Thomas recalls butting heads with her on an issue. Sister Mary promised to get back to him, and she did. That was the day Thomas began to trust. Building on his respect for Sister Mary, Thomas now does whatever he can to support Project HOME and the family he was estranged from. He is especially proud of his new title and gig. Pop-pop is ready to report for babysitting duty.

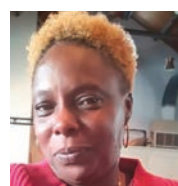


### ◆ TANISHA

A commitment to healing fuels Tanisha's goal of becoming the "dopest" life coach ever. A Residential Coordinator at Francis House of Peace, Tanisha's Project HOME experience began when she was a child living at Rowan Homes with her mother and family. She credits Project HOME, especially the College Access Program at the Honickman Learning Center Comcast Technology Labs, for her education, and is proud to be the first college graduate in her family.

A sexual abuse survivor and the adult child of a recovering addict, Tanisha works on her PTSD and anxiety by following her mother's example of determination, wisdom, and sobriety. Looking in the mirror, Tanisha sees a "disruptor" who uses her voice for "advocation and motivation" for people who look like her.

*"I hope to become the dopest life coach, open my own practice, and help individuals take charge of their healing journeys using the arts."*



### ◆ EUNID

Eunid brings her education, life experience and caring spirit to her current role as Program Manager at Connelly House. Her connection to Project HOME began more than two decades ago as a resident of Rowan Homes. Eunid moved in with the emotional and physical baggage caused by police brutality, sexual trauma, domestic abuse, and addiction.

Her untreated mental health issues eventually lead to her eviction. Twelve years later she returned to Project HOME, not as a resident, but as a staff member where she has been promoted several times. In addition to her work, Eunid is a proud homeowner. She says her mother's example of perseverance, commitment to caring and achievement, are her source of inspiration. This "beautiful overachiever" is clear about her goals for the future. She hopes to "continue helping others find the freedom, healing, strength, peace and joy that I have."

*"When I look in the mirror, I see a beautiful overcomer with a caring spirit."*



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## 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.

### Homeless Outreach Hotline

215-232-1984

### Administration

215-232-7272

### Human Resources Hotline

215-232-7219, ext. 5200

### For a full list of our residences go to:

[projecthome.org/locations](http://projecthome.org/locations)

### For a full list of our services & programs go to:

[projecthome.org/services](http://projecthome.org/services)

### For a full list of our businesses go to:

[projecthomemade.org](http://projecthomemade.org)

### For the digital and expanded version of this newsletter go to:

[projecthome.org/newsletter](http://projecthome.org/newsletter)

[projecthome.org](http://projecthome.org)



***"Never to forget where you came from and always praise the bridges that carried us over."***

– FANNIE LOU HAMER



(Photos Left to Right) Actor Martin Sheen at 1515 Fairmount with residents Giorgianna and Serai in 1992; Sister Mary Scullion when she lived at Women of Hope; John and Leigh Middleton with Mimi Box at the opening of JBJ Soul Homes in 2014 ; Project HOME staff at Women of Change in 2003.

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.