

News FROM HOME



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

New Outreach Partnerships Bring Hope to Center City

They walk three abreast, one in a police uniform, another in a white Center City District (CCD) shirt with a purple hat, and a third wearing an orange vest with the words 'Homeless Outreach' on the back. Known as Ambassadors of Hope, this trio is pounding the pavement daily, stopping to talk to people they see experiencing homelessness, and bringing hope to each person they meet. "The thinking is that we can have a

consistent presence in places where folks might spend their day," explains Madelaine Guss, program manager for Project HOME's Ambassadors of Hope. "These are places where we can really sit and connect with people on a long-term basis."

The program began as a six-month pilot between CCD, the Philadelphia Police, and Project HOME - with support from the City of Philadelphia's Department of Behavioral Health - last year. It's a unique approach - pairing a Project HOME outreach person with two other organizations that are helping people on Center City streets. "This collaboration makes it possible to better serve people on the street with services they need and prevents them from getting criminal citations or other interventions through law enforcement," says Project HOME Executive Director Sister Mary Scullion. "This collaboration enhances communication and efficiency between these three organizations since all of us get calls for help for people who are living on the street."

As the teams took to the streets in 2018, the numbers of people they could help together started to add up. Over 130 people who were experiencing homelessness came in off the street and secured appropriate services. CCD provided transportation, easing the connection to services for many who had been reluctant to accept help.

"We've been really pleased with the results achieved through this unique collaborative effort in which people from very different disciplines, skills, and organizations work together each day to connect so many people with the services and help they need," says Paul R. Levy, President of CCD. Continuing this program made sense to all involved and Levy says, "by the end of September this year, we've already far exceeded the success of last year."

In 2019, two street teams were added, funded by Center City District, working Monday through Friday from 10 am to 6 pm and two more individuals were stationed at Reading Terminal Market, funded by the Market. Additional teams will be added to serve inside Philly's newly opened Fashion District. Through the generosity of Lynne Honickman, in honor of her husband Harold's birthday, the Harold A. Honickman Ambassadors of Hope Fund was established to help meet the varying individual needs of folks being brought in, such as purchasing a new pair of shoes or helping someone travel to get back home to another city or state.

Outreach is, and always has been, central to Project HOME's work. Without it, people like Jenese, who

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Center City District (CCD), the Philadelphia Police and Project HOME outreach staff walk the streets of Center City connecting with those experiencing homelessness.

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www.projecthome.org

From the Archives: Taking It to the Streets

Project HOME continues the celebration of our 30th Anniversary by featuring articles from past newsletters. This article from the February 1993 issue of the Project HOME newsletter describes the history of our Outreach Coordination Center, the daily work of outreach teams and the important role they play in the struggle against homelessness. The nature of the program has evolved since then to meet new challenges, but the mission is still vital and effective.

Jerome lives on the grates east of Broad Street in Center City, Philadelphia. A Vietnam veteran who has been diagnosed with Post Traumatic Stress Disorder, Jerome (not his real name) is mired in ten-years of cocaine addiction. On top of that, he has contracted AIDS.

Jerome is a familiar figure to Project HOME's outreach workers. On a regular basis they check on how he is doing and ask if he is willing and able to take a placement for the night or begin some long-term rehabilitation program. And on a regular basis, Jerome is resistant, apprehensive to seek shelter.



Project HOME's outreach team tries to reach as many people as possible experiencing homelessness on any given day in Philadelphia.

Jerome's addiction and apprehension represent a common challenge to outreach workers who relentlessly approach chronically homeless men and women in Philadelphia. But outreach has nonetheless been an effective bridge for many people on the streets to access services and represents a critical effort in responding to homelessness in our midst.

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Photo by Emmanuel Soblawe

Photo by Jonathan Kolbe

Roots and Branches: Reflections from Sister Mary

It all started on the streets. Even when we had scarce resources to offer, the trusting relationships we formed with those men and women, many of whom had logged ten or more years on the streets, were the seeds of transformation. They gave us hope and energy to truly believe that chronic homelessness could be solved.

After three decades, outreach on the streets is still at the heart of our mission. While we expand our pool of permanent supportive housing, there are still men and women on the streets, often dealing with serious behavioral health issues. Street outreach is often the first point of access they have to the services we offer.

Street outreach is a critical component of our overall strategy that enables persons to make the transition from the streets to stability. But it is also more than that: the relationships we build on the streets teach us about our common humanity, the deep truth of human dignity and the possibility of real community that transcends all the ways society divides us. Over these many years, we constantly learn that when people are socially marginalized and thereby dehumanized, we must go

to the margins and there build meaningful, mutual relationships that have the potential to liberate all of us.

Over the years our work has evolved with deeper understandings of the issues surrounding chronic homelessness, new approaches, and new partnerships to enhance effectiveness. Our main article on page 1 (“New Outreach Partnerships Bring Hope to Center City”) outlines our latest initiative, the Ambassadors of Hope program, an innovative partnership with the Center City District, Reading Terminal Market and the Fashion District with vital support from the City’s Department of Behavioral Health and the Philadelphia Police Department.

Another constant over the years has been immensely talented and deeply caring staff members, especially those who do the front-line engagement with persons on the streets. Without the beautiful combination of talent and skills along with compassion and empathy, our outreach work would not be possible. (See the portrait of one of our veteran outreach workers, Sam Santiago, in “I Am Project HOME” on page 5.)

In our earliest days, we understood how necessary it was to take the time each day to visit and get to know people. We listened to their stories and their dreams for a better future. Those connections and that listening are still needed today. We continue to go out to those streets, continuing to learn how to open doors of opportunity so that people can find their way home.

S. Mary Scullion



Sister Mary Scullion of Project HOME.

Photo by Lisa Suszek

From the Archives: Taking It to the Streets

The Outreach Coordination Center (OCC) was developed in 1988 with funding from the Philadelphia Department of Behavioral Health to address the growing numbers of men and women living on the streets. An innovative program that has received national attention, the OCC represents the first stage of Project HOME’s continuum of care. Each day and night, teams of professional outreach workers from Project HOME and seven partner agencies (Department of Behavioral Health, Horizon House, Mental Health Partnership, Hall Mercer, One Day at a Time (ODAAT), Prevention Point and SELF Inc.) comb Center City to make contact with chronically homeless persons living on the streets. Outreach teams can contact the OCC office to seek placements – if available – for some of the men and women they encounter. The following day, OCC staff will do follow-up, making sure the person they placed the night before has been connected with appropriate services.

On any given night, thousands of people experiencing homelessness in Philadelphia stay in private or city-contracted shelters and residential programs. In addition, hundreds of men and women live continuously on the streets, parks, or doorways. These folks are the most disenfranchised and vulnerable. The vast majority of these men and women struggle with mental health

issues, substance use disorder, and severe physical health problems, and few seek appropriate financial or medical assistance. While seeking to refer homeless persons to shelter or social services, outreach workers must persevere, accepting when persons choose to stay outside even in frigid and inclement weather, listening to their fears of living in shelters.

If you see someone on the streets who you believe needs help, please call our 24-hour Homeless Outreach Hotline, 215-232-1984.

The cornerstone of all outreach efforts is building relationships. Along with countless other struggles, men and women experiencing homelessness often suffer from low self-esteem, profound alienation, and distrust of social service programs. Many have felt dehumanized by the shelter system; many, because of severe mental illness, are unable to access available services. Outreach workers – whether professional social workers, mental health specialists and formerly homeless persons – must break through much distrust and fear. They must humanely offer the first step toward breaking the cycle of homelessness and provide a bridge back to a healing community.

While outreach activities are year-round, the work of OCC intensifies as the weather gets colder and warmer. Each winter and summer, the OCC works with the City of Philadelphia and cooperating agencies to develop and implement a plan – a coordinated effort to save lives during threatening weather. Over the course of a given winter or hot summer, outreach teams will engage perhaps thousands of different individuals, many of whom will accept placements with shelters or safe havens, psychiatric facilities, or detox and substance use disorder programs.

Outreach will continue to go out on the streets. They will again see Jerome at his grate, check how he’s doing, chat with him about placements or that first step off the streets. He may be resistant again. Or he may be ready. And they will do the same with hundreds or other men and women on the streets – many familiar faces, and each night new faces. Building relationships, establishing trust, offering access to services.

If you see someone on the streets who you believe needs help, please call the 24-hour Homeless Outreach Hotline, 215-232-1984. Also, you can download copies of our “Where to Turn” guide from our website (www.projecthome.org/wheretoturn) and give them to people you encounter on the streets.

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New Outreach Partnerships Bring Hope to Center City

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Jenese, who now lives at Project HOME, is so grateful to our outreach teams for helping her find her way home.

through the help of outreach now lives at our 1515 Fairmount Avenue residence, would still be feeling marginalized and insecure about her future. “I don’t have to worry about where I go next,” says Jenese, “I have structure and that insecurity has gone.”

Jenese experienced homelessness on Philly’s streets for over a decade. She was struggling with managing her diabetes because she didn’t have anywhere cold to store her insulin medication and her health was deteriorating. The only consistency in her life during this time was

her interactions with Project HOME outreach workers. “Outreach people are really helpful,” says Jenese, “if you need anything, you can go to them and they’ll help you with resources.”

“A lot of our job is advocacy and doing all we can to get these folks in.” – Jonathan Juckett, Program Manager of Project HOME Outreach Services.

“A lot of our job is advocacy and doing all we can to get these folks in,” says outreach program manager Jonathan Juckett. But he says there aren’t enough resources for everyone, and it can be tough when you convince someone to come in, and there’s nowhere for them to stay. Juckett oversees Project HOME’s traditional outreach which is managed through the Outreach Coordination Center (OCC), a 24-hour service with a dedicated hotline (215-232-1984) (for more information on our OCC see our archived article “Taking It to the Streets” on page 1).

The ultimate reward for staff who do outreach at Project HOME whether through our traditional programs or our new Ambassadors of Hope, Juckett explains, is when you reach those individuals who have been out there for a long time. Finding the right program that fits that person’s need, and helping them achieve what

they’ve been seeking, Juckett says provides outreach workers with a tremendous sense of satisfaction. “When I see outreach workers really investing a lot of time in specific cases to overcome a lot of barriers to advocate for the people in front of them, those are always the cases that really make me love this job.”

Project HOME’s Outreach 101:

- Outreach Coordination Center (OCC): Processes calls coming into the Homeless Outreach Hotline (215-232-1984).
- Seven different agencies staff outreach with Project HOME: The Department of Behavioral Health, One Day at a Time (ODAAT), Mental Health Partnerships, SELF Inc., Hall Mercer Community Mental Health Center, Horizon House and Prevention Point.
- Ambassadors of Hope is a new partnership with Center City District and the Philadelphia Police, with strong support from the Department of Behavioral Health. There are three teams; Reading Terminal Market, Center City and the newly opened Fashion District.

HOME Happenings

◆ Airport Sock Donation

Socks are among the most-requested items from folks experiencing homelessness, so Philadelphia International Airport staff held a sock drive in August to benefit the Hub of Hope, our engagement center in Suburban Station, and were able to deliver an astounding 843 pairs! Our sincerest thanks to all who made this important donation possible. For a full listing of our in-kind needs, please visit http://bit.ly/inkind_newsletter



Hub of Hope Staff accepting an incredibly generous sock donation from Philadelphia Airport staff.

Photo by Maryann Mahoney

◆ Community Events: Labor Day at Ray and Annual Day

Our thanks go out to Congressman Dwight Evans for stopping by our annual Labor Day cookout on September 3 at the James Widener Ray Homes residence. Rep. Evans joined with members of the Ray Homes community to give away backpacks to area children heading back to school. We would also like to extend our gratitude to everyone who made the 26th Annual Day celebration in the 19121 North Philadelphia neighborhood a huge success. The August 24 event saw a performance from the North Philly Footstompers Drill Team, games, awesome food, and more. Keep your eyes peeled for next year’s date as all are invited to attend!



Members of the North Philly Footstompers Drill Team and the Project HOME community celebrate the 26th Annual Day at the Helen Brown Community Center.

Photo by Kevin Pierce

◆ Artists for All Seasons Turns Five

Save the date! The Artists for All Seasons 5th gallery show will open on Wednesday, November 6 at Drexel University’s URBN Center. If you are interested in attending, please contact Matt Beierschmitt at mbeierschmitt@projecthome.org or 215-232-4786 x3045. Artists for All Seasons is a collection of artwork created by Project HOME residents. The

event is hosted by Drexel University with the support of Bonnie and Jay Eisner and Project HOME’s Rising Leaders Committee. The Project HOME Art Program helps to empower formerly homeless men and women and low-income families to express their journeys through art and reach their fullest potential as individuals.

◆ Halloween Haunted House

In September, the Honickman Learning Center and Comcast Technology Labs (HLCCTL) held a successful Back to School BBQ where attendees enjoyed games and food, and students received book bags filled with school supplies. Coming soon is the HLCCTL’s second-annual Halloween Haunted House on Thursday, October 31 from 4 pm to 6 pm! This is a great event for families to come have some spooky fun while learning more about the K to 8 education programs.

A Project HOME Volunteer Opportunity

FALL STREET CLEANUP 2019

When: SATURDAY | NOVEMBER 2
9:00 am – 11:30 am

Where: Helen Brown Community Center
1845 N 23rd Street
Philadelphia, PA 19121

To sign up please visit:
<http://bit.ly/fallstreetclean19> or contact
John Owens at 215-232-7272, extension 3015

Spirit of Generosity: SEPTA

Of the ten largest cities in the United States, Philadelphia ranks first in poverty and deep poverty. Like all major cities, Philadelphia lacks enough affordable housing and thousands have been impacted by the opioid crisis. Many struggling with homelessness and addiction increasingly seek shelter in SEPTA's stations and terminals when they feel they have nowhere else to go.



Photo by Harvey Finkle

Project HOME's Executive Director Sister Mary Scullion, Musician and Philanthropist Jon Bon Jovi, SEPTA General Manager Jeff Kneuppel and Project HOME trustee Leigh Middleton at the 2018 opening of the Hub of Hope at Suburban Station.

The ripple effect of this affordable housing shortage is felt daily by SEPTA's operations and customers. Which is why in 2012, SEPTA partnered with Project HOME and the City of Philadelphia to open the Hub of Hope homeless engagement center – a first-of-its-kind partnership between a transit system, city government and social service agency.

"Homelessness is a complex societal challenge, and as we dug into it, we knew we needed to develop innovative strategies that – above all else – treat everyone with respect and dignity," said SEPTA General Manager Jeffrey D. Kneuppel.

For six years, from January through April, Project HOME counselors and healthcare providers delivered vital services and care from a modest 150-square-foot storefront winter engagement center in Suburban Station. But homelessness is a year-round, not seasonal, issue. As SEPTA saw an increase of people experiencing homelessness at SEPTA stations and concourses – with as many as 100 individuals observed in Center City Regional Rail Stations at any given time – Kneuppel envisioned a larger and better equipped facility that would be open all year. With the support of SEPTA Board Chairman Pasquale T. Deon Sr. and the entire SEPTA Board, the new Hub of Hope was born.

to support both the Hub and critical infrastructure needs at the Sacred Heart Recovery Residence, which assists with supportive and transitional housing for homeless individuals who are ready for recovery. The partners are readying for their next Hub of Hope fundraiser on Thursday, October 31, 2019.

Kneuppel, who in August announced his retirement from SEPTA effective at the end of 2019, views his partnership with Project HOME as one of the most meaningful experiences of his 32 years at the Authority. "My first involvement in combatting homelessness was a fundraiser I organized as a

THE HUB OF HOPE

A look at the Hub of Hope since it's opening 20 months ago

- 3.5k Case management visits
- 8k Showers
- 4k Loads of laundry
- 400 People a day find comfort, care, & dignity
- 4k Outreach transports to shelters, treatment programs, and safe havens
- 4k Individuals served through more than 150k Visits

Graphic by Emmanuel Sotolowe

SEPTA and the City of Philadelphia partnered to construct a new, 11,000-square-foot, year-round Hub of Hope by transforming an underground concourse space that was last used 25 years ago by the Philadelphia Police Department Transit Division.

Thanks to the generous support of so many in the regional business community, the new Hub of Hope opened in January 2018. Fundraisers in 2017 and 2018 raised over \$1.2 million dollars

student at Cooper Union, and now to be part of an effort that is a model for other transit agencies in other cities is extremely rewarding."

"Jeff and his entire team at SEPTA have been exceptional leaders," says Project HOME Executive Director, Sister Mary Scullion, "we feel so blessed by their leadership and the impact they have made on this work and most importantly on the lives of those we serve at the Hub."

“Project HOME has not only provided me with a place to live, but it has given me the stability to be able to achieve my goals and care for others.”

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: projecthome.org/annual-gift

GIVE THE GIFT OF Service

THIS HOLIDAY SEASON

Learn more about how you can volunteer this holiday season by visiting:

<http://bit.ly/ProjectHomeVolunteer>

Information That Matters to You

Receive the news and issues 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:

- Facebook: www.facebook.com/projecthome
- Twitter: www.twitter.com/projecthome
- YouTube: www.youtube.com/projecthomephilly

And don't miss the great stuff on the Project HOME Blog www.projecthome.org/blog

I Am Project HOME

SAM SANTIAGO

When Sam Santiago starts his day, he is prepared to expect the unexpected. Maybe it's picking up a birthday cake for someone he's recently met on an outreach call, or perhaps he's pulling over to help someone in need on his way to work. Whatever he encounters, it's all in a day's work for Project HOME's veteran outreach worker.



Sam Santiago, special initiatives outreach employee at Project HOME says he's always going to advocate for folks he meets experiencing homelessness.

Perhaps it's his training as a police officer or his experience as a private investigator, but Sam knows how to talk to people. This is important, because his job isn't easy. Every day he heads into the heart of Kensington, an area in North Philly most impacted by the opioid epidemic. "Sometimes working in Kensington, it can really be like heartbreak and frustration and all kinds of emotions at the same time," says Sam. "There's so many kids that need help, and you can only help one at a time."

His job is to make connections with people, check on folks he's met the previous day or

week, extend a hand of recovery or a bed for the night, and show them that there's hope. Sometimes it works and someone decides they're ready to come in. Sometimes it doesn't. Sam has learned not to take it personally. What he does take personally though, is making sure that people's needs are taken care of. "I'm always going to advocate for someone," says Sam about the people he serves.

"He builds trust, never gives up on anyone and no matter the circumstances, he makes sure no one is forgotten." – Carol Thomas, Director of Homeless Services.

Sam would also be the first person to tell you that to do outreach work, it has to be personal. For him, that personal story was losing several family members to addiction. It's a story he shares often with those he meets who are dealing with substance use disorder on the streets of Kensington, hoping it'll convince them to seek recovery.

"Sam embodies the soul of outreach every day," says his supervisor Carol Thomas. "He builds trust, never gives up on anyone and, no matter the circumstances, he makes sure no one is forgotten." The affection, respect and appreciation everyone has in outreach for each other and people they see experiencing homelessness is inspirational, motivational, and central to what we do at Project HOME. Without this crucial work, many of our brothers and sisters on the streets would feel abandoned and forgotten about. It all starts with a simple hello, a connection and trust built by people like Sam who bring their heart and soul to work every single day.

HOME Warming Gifts Giving Jobs to Project HOME Residents

"This work builds relationships between residents, while growing financial opportunities in the Project HOME community," says Director of Social Enterprise Nic Watson, who oversees Project HOME's candle making venture. Residents have been making candles at Project HOME for nearly a decade, but now the process has been refined into a "HOME Warming" gift box business and a social venture that's fun! New, distinctive scents have quirky and creative names like "Scandalwood", "When Life Gives You Lemons" or "A Candle by Any Other Name."

Each vegan and all-natural soy wax candle is made in weekly workshops by residents of Project HOME. These workshops are run by Project HOME resident Kai Oceans and they also provide an income to the residents who take part. "After experiencing homelessness, it's nice to have a routine of paid work, but more importantly doing this work together creates a sense of community," says Oceans. "I see residents bonding over this process."

THE IMPACT OF CANDLE MAKING

10 CANDLES = 1 DAY OF WORK → CHANGED LIVES

To learn more about this visit: <http://bit.ly/2HhLSPD>

Graphic by Emmanuel Sofolawe

You can purchase the candles in 4oz metal travel containers, 16oz amber glass containers or a new concrete candle vessel. All containers can be reused and repurposed.

New scents and special editions are always being introduced for holidays, events, or "just for fun." Oceans says it's common to try 5-10 scents before picking just one or two new ones.

This new venture is about to get a huge injection of help thanks to Di Bruno Bros, purveyors of gourmet food products. "They're helping us to redesign our gift boxes with the candles and other products we sell, like unique stoneware coasters and mugs which feature resident artwork," says Watson. He believes a successful future for this social enterprise is selling gift boxes regularly for corporate gifts, real estate closings, and more. Watson says he'd also like to see the expansion of their products in stores around Philadelphia "because the more candles and products we can make and sell, the more jobs we can create for residents at Project HOME, and the more lives we can change!"

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

www.projecthome.org

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



Photo by Emmanuel Sofolawe

Special Initiatives Outreach Worker Sam Santiago and Public Health Management Corporation Nurse Sue Gichomo offer medical help to someone they meet during their daily outreach work.

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.

