



hope  
for the future

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# ANNUAL REPORT 2014-2015



opportunities  
for employment and housing



## project place board of directors

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Alan Lehmann, Business Development  
Sarah Argeropoulos, Manager of Special Events and Projects  
Andrew Malloy, Development Manager

### *Program and Services*

Polly Hanson, Director of Client Services  
Aaryn Manning, Director of Education and Job Training  
Beth Carter, Director of Reentry Services  
Roosevelt Kinds, Jr., Clean Corners...Bright Hopes Operations Manager

## mission

Project Place provides opportunities for homeless and low-income individuals to obtain and sustain employment and housing by providing skills, education, resources and personal supports.

## FROM THE EXECUTIVE DIRECTOR

*Dear Friends,*

I am pleased to present you with our combined Annual Reports for 2014 and 2015. These two years have been a dynamic period of growth and stability for Project Place. Thanks to your vibrant community support and participation, we find ourselves increasing our capacity to fulfill our mission.

A major goal in 2014 and 2015 was to expand the skill base of our clients so they are better able to participate in our increasingly competitive economy. We provided more essential services to more people coming to us from challenging backgrounds and circumstances; such as those recently released from incarceration, veterans and homeless individuals. We offer both temporary and longer-term housing options to clients to alleviate the stress of being homeless or going through family crises.

The key to our wraparound service model begins with a strong link between a Project Place case manager, who oversees and guides each of our clients as they make their way through their programs. The client/manager relationship assures that each client stays on track to receive the appropriate education and supports to reach their goals for employment and career advancement.

During these years our partnerships with public agencies made it possible to create targeted programs that address the specific needs of women and veterans. Our Social Enterprises grew to better serve our local business partners and participating clients, who gain on the job experience while getting paid for their work.

Along with our Board of Directors, our staff and clients, I want to acknowledge our generous donors, volunteers and others who have supported our goals to end homelessness and increase meaningful employment in our City. We are fortunate to earn your continuing and consistent interest and support. Thank you.

Sincerely,

Susanne Kenney  
Executive Director



## OVERVIEW 2014-2015

After more than 47 years of service to the community, Project Place continued to offer foundational resources to thousands of Boston residents seeking opportunities to improve their circumstances and transform their lives. Focused on housing and employment, Project Place supported people who are committed to change and ready to improve their housing, education and employment conditions.

In 2014 and 2015, we achieved robust results within the parameters of a cost-effective budget. We earned our reputation for outreach to people in need of our services. We took pride in our success rates for maintaining the quality of educational and social services. At the same time, Project Place strived to expand options for our clientele in education, employment and housing in response to the constantly changing needs of the community.

We concentrated on serving the homeless, veterans, individuals newly released from incarceration and others with challenging personal circumstances and a history of living in poverty. Our clients participated in a comprehensive education program for job readiness consisting of education classes, job training workshops and on-the-job experience,

Our proven program provided basic education in reading, writing, math and computer skills within a wraparound case management model tailored to each client's particular needs. On completion of the program, clients were able to take advantage of alumni support and retention programs that offer counseling and academic remediation.

Looking at the past two years, we find that the good news is that Project Place programs work. We are expanding our client base, increasing education options, and creating new housing opportunities for individuals experiencing homelessness in the Greater Boston area.

## SERVED IN 2014-2015

During 2014 and 2015 we served 2911 individuals, enrolling 822 directly in programs, from the Greater Boston area ranging in age from 18–64. The majority lacked family support and most had little work experience.

The majority of our clients earned high school diplomas or GEDs prior to enrollment, however, more than one-third of them had not.

Two-thirds had problems with substance abuse and/or were previously incarcerated.

More than one-third of our clients were diagnosed with mental illness, and many more had undiagnosed mental health problems.

Two-thirds were victims of abuse at some time in their lives.

Project Place clients were 55% men and 45% women. Half of them were parents with daily responsibility for children.

our job placement rate averaged **69%**

jobs retained at **87%** after 6 months

**75%** of jobs were retained after 1 year

**66%** were retained after 2 years

# SCOPE OF SERVICES

We are proud of the quality and responsiveness that staff brings to clients. We developed a significant number of high quality programs and services that address the needs of clients for education and skills building, employment success, reintegration following military service and incarceration, and housing.

## education & employment support

*Work Skills and Employment Services* is a comprehensive literacy and life-skills curriculum organized in month-long modules.

- For each client the first month-long learning module (*Work Ready*) focuses on basic language, math and computer literacy, as well as life skills and customer service training.
- During the second month, the emphasis is on training aimed toward personal employment interests and goals.
- We offer all clients an optional third month of intensive career counseling for their job searches. Often this includes preparation for industry-specific certification; such as SafeServ for working in the food industry, preparation for federal jobs in the Occupational Safety and Health Administration (OSHA), and qualifying tests for placement through the National Retailers Association.

Every client had an ongoing one-on-one relationship with a caseworker. Clients appreciated having a dedicated staff member working alongside them as they navigated new territory. Caseworkers enjoyed the satisfaction of getting to know clients well through this approach in which they offer encouragement, guidance, and recognition for achievement along the way.

## social enterprises

A unique aspect of the program is employment through our *Social Enterprises* program with local business partners. In 2014 the Social Enterprises employed 92 clients; in 2015 the businesses employed 94. Further, the Social Enterprises brings in substantial revenue generating 20% of the Project Place operating budget.

The *Social Enterprises* program provides important experiences for our clients. Project Place operates three ongoing businesses that employ clients who complete the Work Ready program. Participants carry over their learning from the classroom into a job for which they receive a regular paycheck. On completion of their three- to six-month placement, they gain a work history of excellent attendance and work performance to list on their resumes.

Current Project Place Social Enterprises are—  
*Clean Corners...Bright Hopes*, a facilities maintenance service that provides janitorial and exterior property and facility maintenance services. *Project Pepsi*, a vending machine service business and *Home Plate*, a food services training program.

## ongoing services

Our *Case Management* begins with a needs assessment to determine each client's levels of competencies and deficits. Case managers coordinate with education staff to determine each individual's class work for the most effective path to work readiness. Staff identifies internal and external resources to find ap

### Veterans Reintegration

The Project Place *Veterans Services* program addresses the problems of returning soldiers. Along with assisting with education and housing needs, our dedicated case managers supported veterans in working with the Veterans Administration system to determine their eligibility for benefits. Staff helped with other administrative details and identified connections to veteran-friendly businesses.

### Reentry Services

*Community Reentry for Women (CREW)*

Women returning from prison require targeted services including help with family issues and caring for their children. Project Place created the award-winning *Community Reentry for Women (CREW)* program in conjunction with the Suffolk County House of Corrections. Pre-release services address the difficulties in making the transition back to the community beginning with the Work Ready program.

*POWR (Partnerships to Opportunities for Women in Re-entry)*

The goal of *POWR* is to reduce recidivism and unemployment by empowering women to gain work-related skills for personal success. In partnership with the Suffolk County House of Correction and in cooperation with multiple local agencies, *POWR* allows female ex-offenders a chance to engage in training and job skills in a mentorship model. The *POWR* approach relies on creating a multi-service treatment plan and identifying resources focused on self-development.

*Boston Career Pathways Collaborative (BCPC)*

*BCPC* supported men and women returning to society following incarceration. It encompasses education and training classes along with case management, mentoring, career credentialing, employment and follow-up services.

After completing their programs, all alumni can opt for career counseling and follow-up services for two years through Alumni Retention Services.

jobs housing hope

## housing

Several housing options were available to our clients, including those at Gate House and Betty's Place.

- Located in the Project Place building, *GateHouse* contains fourteen studio and on-bedroom apartments for semi-permanent supportive housing for homeless men and women. These furnished apartments were available on a rotating basis.
- Developed and operated by Project Place, *Betty's Place* provided interim housing for women leaving shelters. The rooms at the nearby YWCA proved to be a safe environment for ten women at a time. Residence at Betty's Place included daily meals.

Once placed in housing, these clients were able to retain their housing 88% of the time. Of the 19 individuals housed at the Gatehouse each year, an average of 94% remained in stable homes, and 64% were reliably employed. Similarly, of the 57 women housed at Betty's Place during 2014 and 2015, an average of 95% were placed in permanent housing and 80% percent of the women found employment.

## Indicators and Measures of Success

In 2014, Project Place served 1,427 individuals, enrolled 346 clients, and placed 112 of them in employment. In 2015, we served 1,484 clients, enrolling 444 in programs, of whom 129 were placed in employment.

Both years, Project Place offered a variety of services to 156 veterans. Of these, 110 received help with training and finding employment, and as a result 66% found secure employment while enrolled.

We offered monthly *Work Skills and Employment Services* classes in 2014 and 2015.

Our *Social Enterprises* hired 94 people in 2014 and 92 in 2015. Of these 67% retained their jobs a year later. At the end of two years, 50% of the original *Social Enterprise* employees were hired to continue working in one of the partnering companies.

The average starting hourly earnings for Project Place clients in 2014 and 2015 was \$11.32, more than \$2 above the Massachusetts minimum wage.

## FINANCIAL STATEMENTS

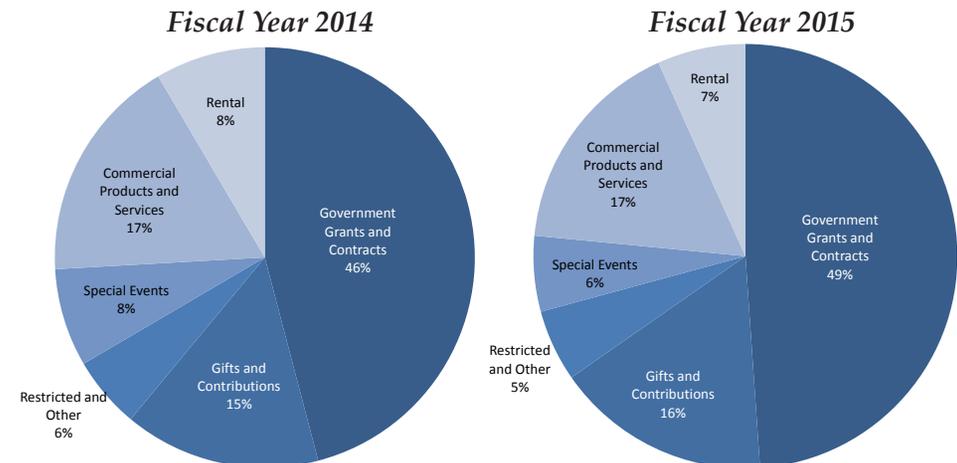
*Financial information is excerpted from our audited financial statements.*

### Consolidated Statements of Activities and Changes in Net Assets Fiscal Years ended June 30

	<u>2014</u>	<u>2015</u>
<b>REVENUE AND SUPPORT</b>		
Gifts and contributions	\$418,969	\$509,057
Special events	209,069	178,614
Contributed services and materials	1,049	2,500
Government grants and contracts	1,271,796	1,516,293
Commercial products and services	482,679	518,628
Rental revenue	234,724	208,647
Restricted and other income	<u>153,476</u>	<u>169,461</u>
<b>TOTAL REVENUE AND SUPPORT</b>	<b><u>\$2,770,713</u></b>	<b><u>\$3,100,700</u></b>
<b>EXPENSES</b>		
Programs and services	2,133,345	2,480,541
Management and general	518,950	544,338
Fundraising	<u>259,280</u>	<u>281,216</u>
<b>TOTAL EXPENSES</b>	<b><u>2,917,730</u></b>	<b><u>3,306,095</u></b>
<b>CHANGE IN NET ASSETS</b>	(111,258)	2,633,515
<b>NET ASSETS - BEGINNING</b>	<u>4,184,972</u>	<u>4,037,955</u>
<b>NET ASSETS - ENDING</b>	<b><u>\$4,037,955</u></b>	<b><u>\$6,671,470</u></b>

#### *Supplemental information:*

Depreciation	368,075	368,075
Interest	80,551	80,892



# ACKNOWLEDGEMENT OF SUPPORT

Project Place appreciates the cooperative efforts, devotion and donations from the following agencies, organizations, corporations, foundations and individuals—

## contracts

Massachusetts Dept. of  
Housing and Community  
Development/Mass.  
Housing Shelter Alliance  
City of Boston, (HUD)  
Emergency Shelter Grant  
City of Boston Community  
Development Block Grant  
City of Boston, (HUD)  
Permanent Housing Program  
and Supportive Services Only  
City of Boston, (OWD)  
Neighborhood Jobs Trust  
Suffolk County Sheriff's  
Department House of  
Corrections  
Department of Labor:  
Homeless Veterans  
Reintegration Program

## foundation and private support

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Rick DiGregorio  
FLYNN/North River Films  
Rule: Boston Camera

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*We have made every effort to  
ensure the accuracy of this list.  
We apologize for omissions and  
errors. Please let us know of any  
mistakes so we can correct them.*