ANNUAL REPORT
2011-2012

opportunity

PROJECT PLACE
opening doors to opportunity
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Executive Director
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& Social Enterprises
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Development Associates

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Case Manager, Betty’s and Gatehouse
Crystal Galvin
Employment Specialist
Azeb Girma
Case Manager/Career Coach
Aaryn Manning
Instructor/Case Manager
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Betty’s Transitional Housing
Program Coordinator
Joel Reyes
Clean Corners Site Supervisor
Lauren Stants
CREW Case Manager/Career Coach
Ilana Zablow
CREW Instructor/Career Coach

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Director of Veteran Services
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Director of Client Services
Sean Pierce
Director of Education and Training
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Enterprise Operations Manager
Paul Szafranski
Food & Beverage Manager
Since 1967, Project Place has offered a supportive community of programs assisting homeless individuals who are committed to transforming their lives. We work with more than 1,000 men and women each year, helping them overcome the numerous barriers they face in obtaining employment and housing. During the past 18 years we have placed significant emphasis on workforce development as a means to engage clients in employment, and have coupled it with corresponding support services so each individual can begin the life-long process of building a productive, self-sufficient life. We offer a model that comprehensively provides employment and work training classes, social enterprises offering employment experiences, case management, and career counseling developing tools clients need to move out of the shelter system and successfully reintegrate into the community with dignity.

ROADMAP TO SUCCESS

- **Be Ready to Work!**
  - Be Motivated
  - Gain Stability

- **Develop Skills**
  - Obtain sustainable skills through customized training

- **Practice Success**
  - Achieve opportunities through internships and employment

- **Live Your Future!**
  - Have a stable home and job

2 Years
Dear Friends,

The first thing a person receives when they walk through our doors is a copy of the Roadmap to Success. It is not a list of programs, services or requirements. It is a simple map similar to the large poster that hangs on our wall. It is a recognition that walking into Project Place is the first step on an important path and that the end result, though different for each person, is a Future.

For so many homeless men and women, the idea of a future has long ceased to be thought of as a possibility. With each program, class, counseling session, interview or job placement we are rebuilding the belief that the future is real and success is truly possible. Bianca, a resident in Gatehouse apartments tells this best:

I was homeless and in drug treatment. Now I live at Gatehouse. I have been working at getting back into society. I have been able to get housing, a job, and a whole lot of other things. I was tired of not having anything, of living with other people, of living on people’s couches, of not working but just existing. I knew there was more to life than that. I knew I was smart enough and capable enough. Changing our life requires hard work, patience, perseverance and not giving up when something doesn’t go right… I had to change my whole life.

I have more joy now. Every day I learn and see something new. I work as a chef. I have a small apartment... but I don’t want to get comfortable; I want to expand. I want a bigger apartment. I want to have my children and grandchildren come over and stay the night. I go to work. I come home and it is quiet. I don’t have a lot of chaos and confusion in my life. On Wednesdays I go to church; on Thursdays I have choir rehearsal. A lot of things are now happening in my life. I have to pinch myself: is this really happening to me? Yes, it’s really happening... And there is going to be so much more.

At Project Place we work with homeless men and women to create that future. With their motivation and our resources we create opportunities that result in sustainable self-sufficiency.
Our goal is stable jobs and housing, but for Project Place clients a job is more than work. It signifies a new chapter in life. It is both the beginning of a transformation and the culmination of years of hard work. It is often the first tangible accomplishment an individual has made. In addition to the opportunity a job offers, it represents confidence and hope.

The past few years have been ones of incredible hard work for all of us. Our clients struggled to overcome their pasts and their barriers in one of the most difficult economic environments we have ever faced. As an organization we worked hard to provide effective services and programming to meet the growing demand for our help.

In the face of these challenges, we remained focused on our goals:
- Help individuals make life changes they can sustain over the long term
- Create programs that respond to a challenging job market
- Maintain outcome-based programming with measurable and successful results

Over the past two years, in addition to over 735 program enrollees, more than 800 people received information and referrals and 466 alumni received follow-up services in 2011 and 2012 at Project Place. Most significantly, on average 77% of program participants found employment, educational advancement and/or housing.

We have always focused on providing individuals with the resources they need to get on their feet and stay standing. We tell each person with whom we work that “we are here to help and it starts one step at a time.” As a friend of Project Place we know you share this commitment. Your generosity has helped hundreds of adults change their lives. With your continued support we will help many more men and women take the first step towards a bright future.

Suzanne Kenney
Executive Director
2011-2012 ACCOMPLISHMENTS

Project Place is guided by our mission to help homeless men and women accomplish significant life changes, by providing proven, effective programming through efficient operations. Specific program highlights include:

Social Enterprises, hired 91 men and women in 2011 with 73% of graduates securing mainstream employment upon completing job training and 85% participating in education and computer literacy training classes. The businesses secured a number of new commercial contracts, generating $192,500 in new income and contributing 19% of agency revenue. In 2012, 92 men and women were hired and 64% transitioned into

overcoming obstacles

96% of Project Place’s clients experience homelessness. They ranged in age from 18-68, with the majority in their mid-thirties and came from throughout the Greater Boston area. On average:

» 47% had been previously incarcerated
» 74% had problems with substance abuse
» over 52% had been diagnosed with mental illness
» 57% did not have a high school diploma or GED
» 54% were parents
» 65% had been victims of abuse sometime in their life
» 28% of our clients were veterans
» most had limited family support, little work experience and no stable housing

our job placement rate averaged 64%

jobs were retained at 78% after 6 months

66% of jobs were retained after 2 years

the average hourly rate of placed clients was $10.37
stable employment. Commercial contracts increased slightly with 18 contracts for Clean Corners and Janitorial Services; over 30 catering jobs for HomePlate and one permanent off site food service contract; and 30 accounts for Project Pepsi generating $421,000 in income.

**Work Skills and Employment Services** provided classroom instruction in three sessions of pre-employment and life skills training, concurrent with case management and career employment counseling to 219 new clients. The program was strengthened in 2012 through new curriculums and provided 244 individuals with classes, training and employment counseling with 67% obtaining permanent jobs.

**Betty’s Place** served 40 women, with 77% securing permanent housing, 65% finding employment and 45% reunifying with their families in 2011. In 2012, 38 women were served, with 100% securing permanent housing and 84% finding employment.

**The Homeless Veterans Reintegration Program**, funded through the Department of Labor, served 152 veterans, offering support services to meet the unique needs of veterans seeking stable housing and employment. In 2011 53% participated in basic work training, computer and/or education classes, 10% enrolled into advanced job or education training programs and 50% obtained employment. Veterans remained a priority in 2012 and we served 156 individuals: 66% participated in works skills and employment services and 66% obtained employment.

**Gatehouse** provided affordable housing for 17 previously homeless individuals in 2011 all of whom received support services. In 2012, 19 individuals were housed here, with 74% remaining stably housed and 71% finding stable employment.

**CREW, Community Re-Entry for Women** is a critical partnership with the Suffolk County Sheriff’s Department, provided employment, education case management and computer training to 38 incarcerated women in 2011. The program remained strong in 2012, serving 44 women and successfully placing 20% in jobs and 58% in stable housing post release.
### Consolidated Statements of Financial Position

**Comparative as of June 30,**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$133,186</td>
<td>$74,438</td>
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<tr>
<td>Cash - Security deposits</td>
<td>2,790</td>
<td>3,658</td>
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<tr>
<td>Investments</td>
<td>145,984</td>
<td>143,366</td>
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<tr>
<td>Accounts receivable, net</td>
<td>168,785</td>
<td>313,613</td>
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<tr>
<td>Pledges receivable</td>
<td>100,000</td>
<td>27,500</td>
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<tr>
<td>Prepaid expenses and other</td>
<td>18,125</td>
<td>16,116</td>
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<tr>
<td>Inventory</td>
<td>12,352</td>
<td>8,987</td>
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<tr>
<td><strong>Total current assets</strong></td>
<td>581,222</td>
<td>587,678</td>
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<tr>
<td>Property and equipment</td>
<td></td>
<td></td>
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<tr>
<td>Property and equipment</td>
<td>11,174,388</td>
<td>10,945,507</td>
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<tr>
<td>(Less) accumulated depreciation</td>
<td>(1,974,211)</td>
<td>(1,599,241)</td>
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<td><strong>Total property and equipment, net</strong></td>
<td>9,200,177</td>
<td>9,346,266</td>
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<tr>
<td>Other assets</td>
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<tr>
<td>Restricted deposits and funded reserves</td>
<td>273,884</td>
<td>284,866</td>
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<td>Notes receivable</td>
<td>5,575,325</td>
<td>5,575,325</td>
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<tr>
<td><strong>Total other assets</strong></td>
<td>5,849,209</td>
<td>5,860,191</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$15,630,608</td>
<td>$15,794,135</td>
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<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current liabilities</td>
<td></td>
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<tr>
<td>Accounts payable</td>
<td>$53,474</td>
<td>$55,964</td>
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<tr>
<td>Accrued expenses</td>
<td>105,200</td>
<td>85,950</td>
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<tr>
<td>Deferred revenue</td>
<td>35,680</td>
<td>26,870</td>
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<tr>
<td>Security deposits</td>
<td>5,420</td>
<td>6,362</td>
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<tr>
<td>Line of Credit</td>
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<td>49,750</td>
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<tr>
<td><strong>Total current liabilities</strong></td>
<td>199,774</td>
<td>224,896</td>
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<tr>
<td>Long-term debt</td>
<td>11,103,039</td>
<td>11,103,039</td>
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<tr>
<td><strong>Total liabilities</strong></td>
<td>11,302,813</td>
<td>11,327,935</td>
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<tr>
<td>Net assets</td>
<td></td>
<td></td>
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<tr>
<td>Unrestricted</td>
<td>4,176,708</td>
<td>4,380,173</td>
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<tr>
<td>Temporarily restricted</td>
<td>151,087</td>
<td>86,027</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td>4,327,795</td>
<td>4,466,200</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$15,630,608</td>
<td>$15,794,135</td>
</tr>
</tbody>
</table>
Consolidated Statements of Activities and Changes in Net Assets
Fiscal Years ended June 30,

REVENUE AND SUPPORT

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gifts and contributions</td>
<td>$708,686</td>
<td>$504,612</td>
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<tr>
<td>Special events</td>
<td>165,236</td>
<td>180,518</td>
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<tr>
<td>Contributed services and materials</td>
<td>800</td>
<td>2,420</td>
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<tr>
<td>Government grants and contracts</td>
<td>945,787</td>
<td>1,020,119</td>
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<tr>
<td>Commercial products and services</td>
<td>421,008</td>
<td>470,539</td>
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<tr>
<td>Investment revenue</td>
<td>3,661</td>
<td>13,361</td>
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<tr>
<td>Rental revenue</td>
<td>232,194</td>
<td>237,522</td>
</tr>
<tr>
<td>Other income (loss)</td>
<td>182,827</td>
<td>50,200</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE AND SUPPORT</strong></td>
<td><strong>2,660,199</strong></td>
<td><strong>2,479,291</strong></td>
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</table>

EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>2,333,686</td>
<td>2,453,560</td>
</tr>
<tr>
<td>Management and general</td>
<td>197,204</td>
<td>210,727</td>
</tr>
<tr>
<td>Fundraising</td>
<td>267,714</td>
<td>259,280</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>2,798,604</strong></td>
<td><strong>2,923,567</strong></td>
</tr>
</tbody>
</table>

CHANGE IN NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(138,405)</td>
<td>(444,276)</td>
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</table>

NET ASSETS - BEGINNING

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,466,200</td>
<td>4,910,476</td>
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</table>

NET ASSETS - ENDING

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$4,327,795</td>
<td>$4,466,200</td>
</tr>
</tbody>
</table>

Supplemental information:

Depreciation                  | 380,791            | 368,075            |
Interest                      | 83,604             | 80,551             |

2012 Revenues

- **Program services** 83.4%
- **Government grants and contracts** 16%
- **Commercial products and services** 9%
- **Rental** 6%
- **Special events** 5.6%
- **Fundraising** 1.4%
- **G & A** 1.4%

2012 Expenses

- **Program services** 83.4%
- **Property Management** 9.6%
- **Fundraising** 5.6%
- **G & A** 1.4%
Project Place could not accomplish so much without the generous support of so many. We gratefully acknowledge and thank the following donors during Fiscal Years 2011 and 2012. Donations are listed for the period July 1, 2010 to June 30, 2012. Respecting our privacy policy individual donor names, except for some event sponsors, generally are not listed.

**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) Supported Housing Program and Shelter Plus Care Suffolk County Sheriff’s Department House of Corrections Department of Labor: Homeless Veterans Reintegration Program

**private support**
Saquish Foundation
Sawyer Charitable Foundation
The Society of Kings Chapel
State Street Foundation
Anna B. Stearns Charitable Foundation
Jean C. Tempel
TJX Foundation
United South End Artists
Yawkey Foundation

gospel brunch sponsors
Aetna Fire Alarm Company
Bank of America
Citizens Bank
Ed Collins and Pam Ward
DiPierro Construction
Dunkin’ Donuts
Eastern Bank
Harriet G. Finkelstein
Franklin Square Housing Foundation
Gibson Sotheby’s International Realty
Goulston & Storrs, PC
Hacin + Associates
Harvard Partners
Paul and Francine Healey
The Insurance Center of New England
John Hancock Financial Services
Mary Kelleher and Brian Perry
The Kenney Family
Maintenance Chemical
Maloney Properties
Massachusetts Housing Investment Corporation
Mt. Washington Bank
Monitor
New York Life
G.T. Reilly & Co.
Urban Improv
Urbanica

VPNE Parking Solutions
Wainwright Bank

golf tournament sponsors
Blackstone Group
Courier Corporation
Eastern Bank
Highland Street Foundation
John Moriarty Associates
Mt. Washington Bank
Sentaca
Jean C. Tempel
R.W. Sullivan Engineering
TRANE

in honorarium/memoriam established funds
Danielle Ontra Memorial Fund
Herbert G. Simmons, Jr. Memorial Fund
The Paul White Empowerment Fund

in-kind donations
Blue Hill Press
Fred Burnham
The Ink Spot
Lee Lighting/Michael Lee
Rich DiGregorio
FLYNN/North River Films
Rule: Boston Camera

A special thank you to Goulston and Storrs, PC for their continued generosity, support and hard work.

We have made every effort to ensure the accuracy of this list of donors and apologize in advance for any misspellings, omissions or other errors. Please let us know of corrections required.
Our mission is to promote hope and opportunity for homeless individuals by providing the skills, education, resources and personal support necessary to obtain employment and housing and sustain economic stability and independence over a lifetime.