ANNUAL REPORT
2011

opportunity

PROJECTPLACE
opening doors to opportunity
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Ilana Zablow
CREW Instructor/Career Coach

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 17 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 proven system of employment and work training classes, social enterprises offering employment experiences, comprehensive case management, and career counseling that provides clients with the tools they need to move out of the shelter system and successfully reintegrate into the community with dignity.

ROADMAP TO SUCCESS

Live Your Future!
Have a stable home and job

Practice Success
Achieve opportunities through internships and employment

Develop Skills
Obtain sustainable skills through customized training

Be Ready to Work!
Be Motivated
Gain Stability

2 Years
FROM THE EXECUTIVE DIRECTOR

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 on a 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.

This year was one 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 demand for our help: a demand that increased by 50%.

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

In addition to 324 program enrollees, more than 400 people received information and referrals and more than 245 alumni received follow-up services at Project Place. Most significantly, 76% 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

OVERCOMING OBSTACLES

In 2011, 96% of Project Place’s clients experienced homelessness. They ranged in age from 18-68, with the majority in their mid-thirties and came from throughout the Greater Boston area.

- 39% were male and 61% female
- 47% had been previously incarcerated
- 74% had problems with substance abuse
- over 65% had been diagnosed with mental illness and many more had undiagnosed mental health problems
- 60% did not have a high school diploma or GED
- 51% were parents
- 65% had been victims of abuse sometime in their life
- 34% of our clients were veterans
- most had limited family support, little work experience and no stable housing

our job placement rate averaged 62%

jobs were retained at 70% after 6 months

76% of jobs were retained after 1 year

66% of jobs were retained after 2 years

These strong men and women face a range of barriers to self-sufficiency. We share in the great pride they take in their success to overcome their obstacles, break the cycle of poverty and transform their lives.

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 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.

Work Skills and Employment Services (formerly Project 90) 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.

Betty’s Place served 40 women, with 96% securing permanent housing and 100% finding employment. 45% of the women were reunited with their families.

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. 53% participated in basic work training, computer and/or education classes, 10% enrolled into advanced job or education training programs and 50% obtained employment.

Gatehouse provided affordable housing for 17 previously homeless individuals, all of whom received support services. This year, 88% of our clients remained in their housing with 12% moving into more appropriate settings and 57% became gainfully employed.

CREW, Community Re-Entry for Women remained a strong partnership with the Suffolk County Sherriff’s Department and provided employment, education, case management and computer training to 38 incarcerated women that continues post release. The job placement rate of 26% continued to exceed the national average of 11% for this population.
# Financial Statements

Financial information is excerpted from our audited financial statements.

## Consolidated Statements of Financial Position

**Comparative as of June 30**

<table>
<thead>
<tr>
<th>Assets</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$74,438</td>
<td>$366,331</td>
</tr>
<tr>
<td>Cash - Security deposits</td>
<td>3,658</td>
<td>2,884</td>
</tr>
<tr>
<td>Investments</td>
<td>143,366</td>
<td>131,464</td>
</tr>
<tr>
<td>Accounts receivable, net</td>
<td>313,613</td>
<td>146,604</td>
</tr>
<tr>
<td>Pledges receivable</td>
<td>27,500</td>
<td>100,000</td>
</tr>
<tr>
<td>Prepaid expenses and other</td>
<td>16,116</td>
<td>37,789</td>
</tr>
<tr>
<td>Inventory</td>
<td>8,987</td>
<td>3,986</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>587,628</td>
<td>789,058</td>
</tr>
<tr>
<td><strong>Property and equipment</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Less) accumulated depreciation</td>
<td>(1,599,241)</td>
<td>(1,245,544)</td>
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<tr>
<td><strong>Total property and equipment</strong></td>
<td>9,346,266</td>
<td>9,619,777</td>
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<tr>
<td><strong>Other assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted deposits and funded reserves</td>
<td>284,866</td>
<td>263,146</td>
</tr>
<tr>
<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>5,860,191</td>
<td>5,838,471</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$15,794,135</td>
<td>$16,246,806</td>
</tr>
</tbody>
</table>

## Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$55,964</td>
<td>$52,085</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>85,950</td>
<td>132,274</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>26,870</td>
<td>43,575</td>
</tr>
<tr>
<td>Security deposits</td>
<td>6,362</td>
<td>5,360</td>
</tr>
<tr>
<td>Line of Credit</td>
<td>49,725</td>
<td></td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td>224,896</td>
<td>233,291</td>
</tr>
<tr>
<td>Long-term debt</td>
<td>11,103,039</td>
<td>11,103,039</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>11,327,935</td>
<td>11,336,330</td>
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</table>

<table>
<thead>
<tr>
<th>Net assets</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>4,380,173</td>
<td>4,691,679</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>86,027</td>
<td>218,797</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>4,466,200</td>
<td>4,910,476</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$15,794,135</td>
<td>$16,246,806</td>
</tr>
</tbody>
</table>

## Consolidated Statements of Activities and Changes in Net Assets

**Fiscal Years ended June 30**

<table>
<thead>
<tr>
<th>Revenue and Support</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gifts and contributions</td>
<td>$504,612</td>
<td>$737,629</td>
</tr>
<tr>
<td>Special events</td>
<td>180,518</td>
<td>175,679</td>
</tr>
<tr>
<td>Contributed services and materials</td>
<td>2,420</td>
<td>1,200</td>
</tr>
<tr>
<td>Government grants and contracts</td>
<td>1,020,119</td>
<td>1,044,079</td>
</tr>
<tr>
<td>Commercial products and services</td>
<td>470,539</td>
<td>277,989</td>
</tr>
<tr>
<td>Investment revenue</td>
<td>13,361</td>
<td>11,920</td>
</tr>
<tr>
<td>Rental revenue</td>
<td>237,522</td>
<td>248,985</td>
</tr>
<tr>
<td>Other income (loss)</td>
<td>50,200</td>
<td>(21,699)</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE AND SUPPORT</strong></td>
<td>$2,479,291</td>
<td>$2,475,782</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>2,453,560</td>
<td>2,101,813</td>
</tr>
<tr>
<td>Management and general</td>
<td>210,727</td>
<td>158,139</td>
</tr>
<tr>
<td>Fundraising</td>
<td>259,280</td>
<td>222,355</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>2,923,567</td>
<td>2,482,307</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Change in Net Assets</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET ASSETS - BEGINNING</strong></td>
<td>4,910,476</td>
<td>4,917,001</td>
</tr>
<tr>
<td><strong>NET ASSETS - ENDING</strong></td>
<td>4,466,200</td>
<td>4,910,476</td>
</tr>
</tbody>
</table>

**Supplemental information:**

<table>
<thead>
<tr>
<th>Depreciation</th>
<th>368,075</th>
<th>368,075</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest</td>
<td>80,551</td>
<td>80,892</td>
</tr>
</tbody>
</table>

**Fiscal Year 2011**

**Fiscal Year 2010**
SUPPORTING OPPORTUNITIES FOR TRANSFORMATION

Project Place could not accomplish so much without the generous support of so many. We gratefully acknowledge and thank the following donors during Fiscal Year 2011. Donations are listed for the period July 1, 2010 to June 30, 2011. 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

The Clipper Ship Foundation
David Ferry 1990 Trust
Employment Retention Fund at the Boston Foundation
Fidelity Management Trust Company CRA Committee
Flour Bakery
The Paul and Phyllis Fireman Charitable Foundation
First Congregational Church of Milton
Highland Street Foundation
Libra Foundation
Raymond Marciniowski and Janet A. Cooper Fund
The Martin Fund
Mercantile Bank and Trust Company
Oak Foundation
Project Bread
Rodman Ride for Kids
Saqish Foundation
Sawyer Charitable Foundation
The Society of Kings Chapel
State Street Foundation
Anna B. Stearns Charitable Foundation
Susan Schiro and Peter Manus Foundation
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Mary Kelleher and Brian Perry
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New York Life
G.T. Reilly & Co.
VPNE Parking Solutions
Wainwright Bank

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.

golf tournament sponsors
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Courier Corporation
Eastern Bank
John Moriarity Associates
Mt. Washington Bank
Sentaca
R.W. Sullivan Engineering
TRANE
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.