

# Project Place 'At A Glance'

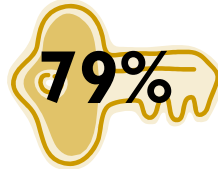
Fiscal year 2017 Agency Performance Update <sup>1</sup>



## Our Mission

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

## Indicators of Success



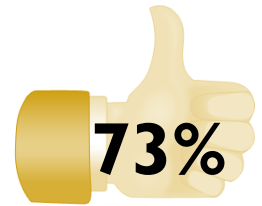
Client Housing Placement Rate <sup>2</sup>



Client Housing Retention Rate <sup>3</sup>



Client Employment Placement Rate <sup>4</sup>



One-Year Job Retention in Mainstream Employment <sup>5</sup>

## Comparative Indicators

### Cost of Service    Hourly Wage    Job Placement



\$8,865

Cost for One Successful PP Client <sup>6</sup>



\$12.36

Average Wage of Employed PP Graduate <sup>8</sup>



71%

Social Enterprise Placement Rate <sup>4</sup>



\$13,870

Boston Annual Cost to Shelter One Homeless Person <sup>7</sup>



\$11.00

MA Minimum Wage



44%

National Employment Placement Rate <sup>10</sup>

## Agency Marks 50 Years of Service

Project Place celebrates its 50th year in 2017—reflecting upon providing hope and opportunity for homeless and low income individuals since 1967. In the 50 years 'Place' has had open doors, first as a crash pad for runaway youth and now as a thriving job training and support agency, we have provided more than 67,000 people in need with legal, educational, housing and employment services. We've assisted more than 1000 homeless people in securing permanent housing. Through our social enterprise programs, we have created 1200 job opportunities. Since 1995 we have seen 2000 individuals work their way out homelessness after graduating from Project Place programs.

## Our Impact

By providing people with the tools to achieve stability and supporting them in their efforts to get jobs and housing, we help to **transform lives**. This helps more than the individual: there is a greater social return for every individual investment in our programs. We calculate the impact of our services by examining the resources invested in the agency and comparing that to the contributions a graduate makes to society and the savings society reaps once he or she is healthy and functioning.

\$2.9M



Total amount of Project Place services

\$4.6M



Total contributions/savings to society this year <sup>11</sup>

**For every dollar contributed, society receives 100% of its investment, plus a return.**

## Noteworthy Numbers

In FY 2017...

1,418 individuals received stabilization services

439 clients were enrolled in programs

285 clients prepared to be "work ready"

214 clients received housing placement assistance

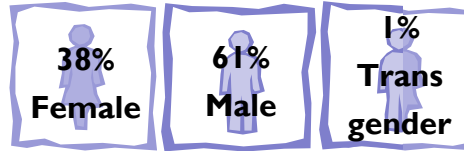
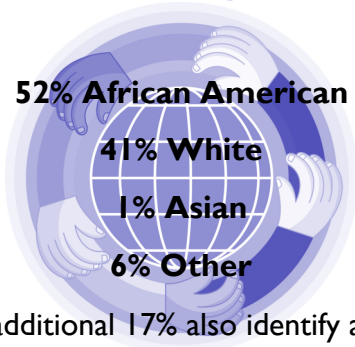
83 clients were employed through our social enterprises

# Client Demographics

## Gender

## Other Client Information

### Race/Ethnicity



### Age

- Age Range: 18-70
- Average Age: 40 years

- 19% Less than High School Diploma or GED
- 45% Mental Health Diagnosis
- 52% Incarcerated within that past year
- 52% Parents
- 21% Veterans
- 56% Substance Abuse History
- 100% Homeless or Low-Income
- 100% **Motivated to Make Life Change**

Project Place clients reside in the Greater Boston area.

## Program Spotlight: WOW (working opportunities for women)

The newest social enterprise at Project Place, WOW or Working Opportunities for Women, offers business services for producers of specialty products: light assembly and production, packaging and labeling, order processing, order fulfillment and sales and marketing. WOW provides women living in shelter with on-the-job skills and experience to change their lives through work. Our first product partner is Coop's Microcreamery, maker of high-end sauces: hot fudge and salted caramel. While working at the Coops site, women not only stir the chocolate and dip the jars for their signature wax seal, but they receive extensive training in small business principles, including sales and marketing.

This October, the 'First Lady' of Massachusetts, Lauren Baker, visited Project Place and talked with several members of the WOW enterprise. During her visit, Mrs. Baker was not only able to see how WOW workers produce these delicious Coop's chocolate dipping sauces, but also heard our clients' individual and unique stories. One client, Shawn, talked to Mrs. Baker about the ways that Project Place and WOW have changed her life. "[Project Place] gives me hope," Shawn began. "It's opened doors to all types of opportunities." Shawn went on to describe her first experience at Project Place, when she initially approached the front desk and was asked to fill out paperwork. "I asked them, 'Who's going to hire me? I haven't worked in almost 10 years.' I almost started crying, I was just so nervous. And they told me, 'That's what we're here for. We're going to help you.' And they did. They did."

Coop's Hot Fudge and other products can be found at your local farmer's market, grocery store, or online at <http://WOWmarket.org>

## Notes

1. Reported agency statistics are for FY17 (July 1, 2016 to June 30, 2017) Figures do not include unknowns
2. Placement rate for Betty's Place;
3. Retention rate for all housing programs; 73% for all programs
4. Placement rate for Social Enterprises; 56% agency-wide
5. Retention rate for Social Enterprise employees placed in permanent jobs; 65% for all programs
6. Success measured by obtaining a job or finding housing. Based on annual costs and includes client wages
7. Source: Dept. of Housing and Urban Development
8. Includes all Workforce Development clients.
9. 44% of general homeless population have jobs as reported by National Coalition for the Homeless
10. Social impact calculated by adding total tax base contributions, taxpayer savings and rental contributions of clients placed in permanent jobs and clients placed in stable housing in FY 2017

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