



# MATTERS

Renewing lives.  
Reclaiming hope.



“It has been an honor and privilege to serve with the hard working and dedicated team at Project Renewal. It is to their credit that we have been able to accomplish so much and help renew the lives of more New Yorkers.” — Mitchell Netburn

## PASSING THE TORCH

After eight years of leading Project Renewal to unprecedented growth and impact, CEO Mitchell Netburn will be leaving. Jody Rudin, currently the Chief Operating Officer (COO), has been named as Interim President and CEO.

Jody brings to the role a wealth of experience, having served as a Deputy Commissioner at the New York City Department of Homeless Services and as COO at Damian Family Care Centers.

At Project Renewal, Jody is already shaping our approach and impact, leading priority projects that enhance our ability to help adults and children who experience

homelessness: Bedford Green House, Project Renewal’s first supportive housing development for individuals and families; the City’s first Diversion Center, which will offer a humane alternative to incarceration; and tele-psychiatry to improve the delivery of mental health services.

“Mitchell’s contributions to Project Renewal have been enormous and we are grateful to him. And we are thrilled that we have Jody to build on this foundation and maintain Project Renewal as a humane and effective leader in services to people who are homeless,” said Claudia Rosen, Chair of the Project Renewal Board of Trustees.

## UNDER MITCHELL’S LEADERSHIP

Since 2010, when Mitchell Netburn first joined Project Renewal, the organization has opened numerous innovative programs and expanded others to better meet the needs of New Yorkers who are homelessness.



### HOMES

- Opened the first shelter for LGBTQI young adults
- Opened a shelter for older adults
- Nearly doubled the amount of shelters
- Increased the number of permanent and transitional housing units by 52% to 1,196, including the first for families
- Built state-of-the-art and green buildings



### HEALTH

- Launched an occupational therapy program to help clients transitioning from homelessness to independent living
- Expanded health care services via two new mobile medical vans



### JOBS

- Created Veterans Employment & Training Services (VETS) to help homeless veterans seeking jobs and stability
- Expanded the highly-successful Culinary Arts Training Program
- Started the Next Step Internship Program to help unemployed adults interested in homeless services work

## SUPPORTING SENIORS FACING HOMELESSNESS

In 2016, Project Renewal was selected by the New York City Department of Homeless Services to operate the East Williamsburg Men's Shelter—Brooklyn's only shelter dedicated to serving single men age 55 and older.

Our staff helps clients, like Anthony, cope with substance use disorders and mental illness and, ultimately, find jobs and permanent homes.

"As soon as I got here, things started opening up for me," Anthony says, when describing his arrival at East Williamsburg. Anthony's outlook wasn't always so positive. His life spiraled out of control when his wife of more than 30 years died. "Losing her made me sink into substance abuse," he recalls. "I wanted to give up."

Anthony lost his job as a mental hygiene therapist and did time at Rikers for a drug-related offense. Upon his release, he was sent to a homeless shelter that he feels was not responsive to his needs. He worried about relapsing, ending up back in jail, or worse.

Everything changed when he moved to East Williamsburg last year. Our occupational therapist, Patricia—who Anthony describes as "a rock"—helped him build life skills and accountability. Our vocational staff connected him to a Certified Alcoholism and Substance Abuse Counselor certification program.



"I'm loving my classes," he says. "I want to turn my negative experiences into a positive, by helping others who are going through the same thing." In June, he will finish his coursework and begin an internship.

"There's no drama at this shelter. They just want to help you get back on your feet," Anthony says. "My goal is to get my own apartment, stand on my own, and live life on life's terms."

## PHOTOGRAPHY AND PROJECT RENEWAL GAVE TEDD A SECOND CHANCE

Tedd, 82, has grappled with clinical depression for most of his life.



Tedd has found stability thanks to his photography and Project Renewal.

Back then, they couldn't spell it, let alone treat it," he recalls. He managed on his own for years, completing art school and working in the advertising industry.

But Tedd's mental health concerns eventually caught up with him. His 26-year marriage ended, he lost his apartment, and with no one to turn to, he became homeless for 10 months.

Fortunately, he found refuge at Geffner House, Project Renewal's supportive housing building in Midtown, where he receives medical and case management support. "It's a small space, but it represents everything I value and need. Like Dr. Who's telephone booth, there's an infinite universe behind it," he says.

The stability of Tedd's life at Geffner House has allowed him to hone his artistic skills. He has become a prolific—and talented—photographer, and

enjoys walking miles through the city to take photos.

Most of all, Project Renewal has given Tedd hope. "I was in a situation of almost near disaster—homeless, from a winter into a summer and into a new winter, with no way out that I could see," he remembers. "I finally had some good luck and I grabbed it and held on for dear life, literally. Project Renewal and Geffner House were major players in that desperate time of my life."

## RENOVATIONS AND H.O.P.E. AT GEFFNER HOUSE

**Project Renewal Board of Trustees Vice Chair Geoffrey Proulx and former Project Renewal President & CEO Ed Geffner at the ribbon-cutting ceremony at Geffner House**



### ABOUT THE H.O.P.E. PROGRAM

At Geffner House, Project Renewal provides targeted services for seniors through an occupational program called Helping Older People Engage (H.O.P.E.). Funded in part by the Fan Fox and Leslie R. Samuels Foundation, the program's one-on-one and group sessions help participants improve their cognitive abilities, learn new skills, and socialize with others so they can age in place. Other on-site services include group and individual counseling, substance use disorder services, medical treatment, psychiatric care, crisis intervention, job training and placement, and art classes.

Project Renewal hosted a ribbon-cutting ceremony in March to celebrate a \$15 million renovation of Geffner House and the official naming of the building—which was once the historic Holland Hotel—after former Project Renewal President & CEO Ed Geffner.

The project was funded by the New York City Department of Housing Preservation and Development (HPD) and extensive renovations included a new lobby, plumbing system, and improvements to apartment units.

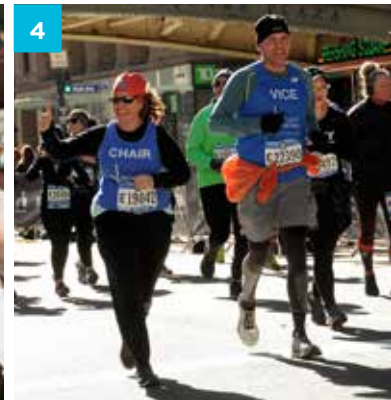
### HISTORIC, VISIONARY HOUSING

Geffner House was formerly the historic Holland Hotel, built in 1926 as a residence for women. As the Times Square area deteriorated in the 1960s, so did the Holland Hotel, and the building's owner eventually declared bankruptcy. Project Renewal acquired the property in 1993, renovating it and reopening it in 1995 as Holland House, a visionary supportive housing facility, offering safe and comfortable permanent housing to homeless and low-income New Yorkers.



**Project Renewal invested in extensive renovations to Geffner House and officially renamed it after former President & CEO Ed Geffner.**

# STAY CONNECTED WITH PROJECT RENEWAL



**1 SAVE THE DATE: 2018 BENEFIT + AUCTION** Join Project Renewal for our 2018 Benefit + Auction! Support our health, homes and jobs programs on June 7 from 6 to 10 PM at Spring Studios. The event is chaired by Marlene Zurack and Eli Shapiro, and honors Eric Enderlin, President of New York City Housing Development Corporation. Learn more at [events.projectrenewal.org](http://events.projectrenewal.org)

**2 VOLUNTEERS AND SUPPORTERS MAKING A DIFFERENCE AT PROJECT RENEWAL** In December, Soles4Souls and volunteers from Macy's distributed 300 coats to men in shelters at our Third Street location.

**3 SPREAD THE LOVE** STATE Bags and Leesa "Spread the Love" at a Valentine's event for women from our shelters, pampering them with manicures by Tenoverten, massages by Soothe, and makeovers by GLAMSQUAD.

**4 NYC HALF MARATHON** Board of Trustees Chair Claudia Rosen and Vice Chair Geoffrey Proulx ran the New York City Half Marathon in March to raise funds and awareness for Project Renewal's programs.

**5 RIDE FOR RENEWAL** Our Junior Board hosted another successful Ride for Renewal. Participants worked up a sweat while raising funds for our programs.



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