



# ANNUAL REPORT

2014

A woman with short dark hair, wearing a black jacket over a blue top, is sitting in the driver's seat of a yellow taxi. She is looking out the window with a slight smile. The background shows a busy city street with other vehicles and buildings.

# KAREN

## Safe Haven

A successful teacher and artist from Seattle, Karen fulfilled a lifelong dream by moving to New York City. But she struggled to find work. Living in a hostel and running low on money, she became severely depressed. “I remember thinking the easiest solution would be to find a bridge and jump,” she says.

Karen came to our Safe Haven program where our staff put her on the path to renewal. “It was the first clean, stable place I had been in a long time,” she remembers. “The director convinced me to stop worrying about a job and focus on my mental health.”

Today, with a corporate job at a major real estate firm, Karen is a real New York success story.

# THOMAS

## Next Step VETS

Thomas served in the U.S. Navy for five years before returning home to Brooklyn. Like far too many veterans, he struggled. “I could only get dead-end jobs and barely made ends meet,” he reflects.

Facing eviction after being laid off, Thomas joined Next Step VETS, our award-winning employment program for veterans. Our staff helped prepare him to land a better job and he soon had three interviews.

Today, Thomas has a full-time job at Beth Israel Hospital, and he plans to pursue a degree in nutrition. “This is the highest paying job I’ve ever had,” he says. “It allowed me to stay in my apartment, and now I’m able to live the life I always wanted.”





# LISA & family

## En Casa

Queens native Lisa always wanted to raise a thriving family. But when she lost her job, she ended up in the shelter system with her youngest daughter. “That was a low point,” she says. “I felt like there was nowhere to turn.”

She found her solution with En Casa, a supportive housing program that we launched to serve New York City’s growing number of homeless families.

Today, Lisa is employed and lives in a three-bedroom En Casa apartment in the Bronx with daughters Juliette and Jennifer, and granddaughter Isabella. “Having a home for my family means the world to me,” she says. “I work hard to make sure I don’t lose it.”

# RUDY

## Renewal Farm

Rudy was a union plumber and a family man, before he became addicted to crack. During his decades of substance abuse, he spent many nights sleeping at the Staten Island Ferry Terminal.

After many failed attempts at recovery, Rudy came to our Renewal Farm in Garrison, NY. Through the program's unique combination of counseling and farm work, he finally achieved lasting sobriety.

Today, Rudy is back at the Ferry Terminal, but now he's just passing through like thousands of other Staten Islanders, commuting to work in Manhattan. He lives in a sober facility, and with a grandchild to love, he's determined to stay clean. "Now I actually have something to lose," he says.

**Dear Friends,**

When so much of what New Yorkers hear about homelessness is framed in terms of numbers and stereotypes, we risk overlooking the human side of the story. The data can indeed be overwhelming, with an unprecedented 59,000 people, including nearly 25,000 children, now living in shelters.

But everyday at Project Renewal, we are reminded that New Yorkers who are homeless are people with hopes and dreams, just like you and me. Many were leading happy, healthy lives before an unexpected crisis – job loss, mental illness or addiction – sent them spiraling toward homelessness.

In this annual report, we introduce you to four Project Renewal clients who are the stereotype-defying stories behind the numbers. These are, at their core, New York stories: a plumber who rides the Staten Island Ferry to work; a veteran from Brooklyn with a union job and graduate school plans; a grocery store clerk raising her family in the Bronx; and a corporate employee at a leading Manhattan real estate firm.

The stories of these individuals – and of the thousands of other New Yorkers we help – drive us to develop new solutions and enhance our comprehensive approach to homelessness. Fiscal year 2014 brought an increased demand for our services, and we answered the call. Through our innovative programs, we helped nearly 15,000 men, women and children renew their lives with health, homes and jobs.

In the year ahead, we will continue to expand and enhance our uniquely integrated programs for the most vulnerable New Yorkers:

- We will place a new Project Renewal mobile medical van on the streets to continue to provide free primary care to people in need. As the homeless population has swelled, our mobile medical program has grown, with a nearly 27 percent increase in the number of clients served annually from 2011 to 2014.
- We will bring our successful Culinary Arts Training Program (CATP) to the Bronx to provide food service industry training to young adults aging out of foster care. CATP places clients in jobs at twice the rate as the national average for comparable programs.
- We will implement Tools for Aging in Place, an innovative supportive housing program serving vulnerable seniors. The program combines affordable housing with support services that allow seniors living in poverty to age in place with dignity and comfort.

We are truly excited for the coming year. We could not do this work – transforming thousands of lives – without the help of our volunteers and donors. On behalf of the Project Renewal staff, Board of Trustees, and the people we serve, we thank you for your continued support.

Sincerely,

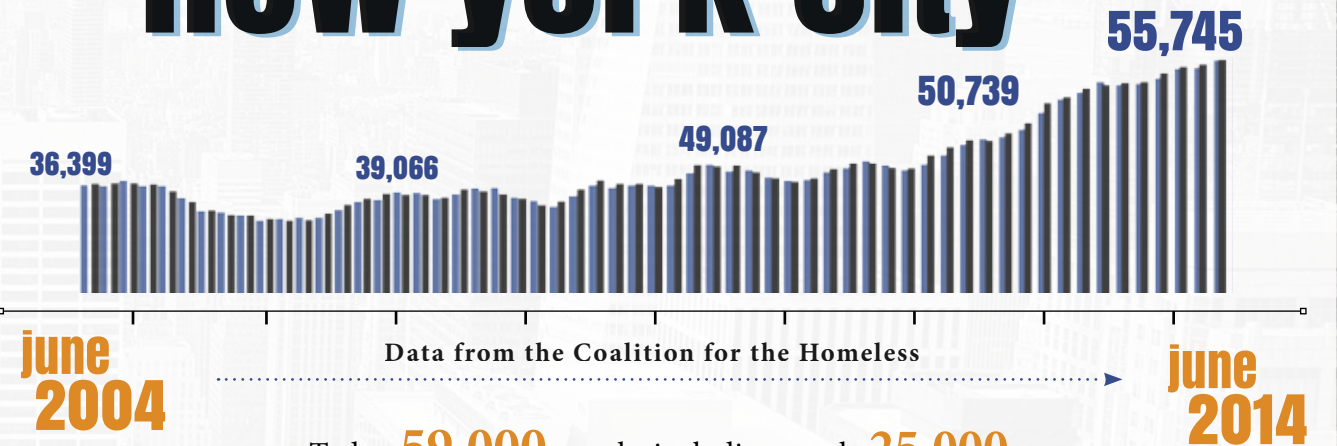
*Mitchell Netburn*      *Claudia Rosen*

**Mitchell Netburn**  
President & CEO

**Claudia Rosen**  
Chairman of the Board



# HOMELESSNESS IN new york city



Today, **59,000** people, including nearly **25,000** children, are living in the city's shelters

## Project Renewal's MISSION

**To end the cycle of homelessness by empowering men, women and children to renew their lives with health, homes and jobs.**

# PROJECT RENEWAL FY 2014 DATA



**701**  
people served in our  
**workforce  
development program**

## JOBS

**359**  
people placed into jobs

**70%**  
still employed after six months

**\$10.18**  
Average Wage

**ENROLLED**  
**122**  
VETS



### Culinary Arts Training Program

places clients in  
jobs at twice the  
rate as the  
national average  
for comparable  
programs

**62%**

increase in number of U.S.  
Armed Forces veterans  
served through specially  
designed jobs programs

**2,000,000**

meals prepared and served to  
residents of **18 homeless shelters,**  
**senior centers, recovery  
programs and private pay  
clients** through our social  
enterprise catering business



**10,723** primary care, dental  
and optometry  
patients served in  
our shelters and  
through our mobile  
medical program

**3664**  
visited  
mobile medical vans

**2982**  
mental health patients

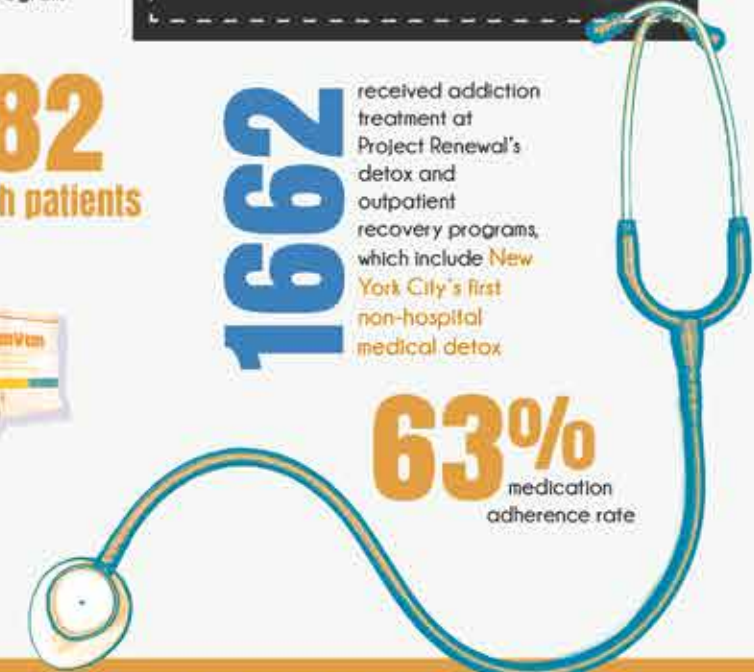
**1662** received addiction  
treatment at  
Project Renewal's  
detox and  
outpatient  
recovery programs,  
which include **New  
York City's first  
non-hospital  
medical detox**

**63%**  
medication  
adherence rate

**4590**



received mammograms on our **ScanVan**, the  
nation's first mobile mammography clinic



**14,925** ON THE ROAD  
TO RENEWAL

**2474**  
shelter clients

**25** children living in  
permanent  
homes thanks to  
our **En Casa  
program**

**665**  
people in permanent homes

**446**  
tenants in  
transitional housing

## HOMES

**94%**  
still living  
independently  
after **1 year**

# VAN HONORS DECADES of SERVICE

When long-time board member Jim Stevens heard that our decades-old medical van was in need of major repairs, he thought of a solution that would be a perfect way to honor his friend and fellow board member, Alan Belzer, for his 28 years of service to Project Renewal. Alan accepted under the condition that Jim's 19 years of service also be honored. Together, they have graciously donated the funds for "The Alan and Jim Van," a state-of-the-art medical van.

The new van will be the flagship of our mobile medical program, which now serves over 3,664 homeless and uninsured people annually, six days a week at 18 locations citywide, making us the largest mobile medical provider of services to the homeless.

"The van will be a fitting tribute to two people who have played an unparalleled role in Project Renewal being the citywide organization it is today," says Project Renewal President & CEO Mitchell Netburn. "Through their tireless efforts, Alan and Jim have helped countless men and women who are homeless renew their lives and reclaim hope."

Alan's commitment to fighting homelessness started in the 1980s, when he saw scores of people sleeping on the streets of Manhattan. "It was terrible," he says. "I would walk around saying to myself 'this is the richest city in the richest country in the world. I have to do something.'"

When Alan heard about Project Renewal's goal to expand services to include supportive housing for mentally ill homeless New Yorkers, he knew it was the kind of innovative organization he wanted to support. Alan, along with Daniel Brodsky, helped lead the fundraising effort to buy a vacant lot in Midtown West, to build the Clinton Residence. The development opened in 1990 and continues to provide housing and comprehensive services to men and women who are chronically homeless and suffer from mental illness.

Jim's compassion for people who are homeless was also fueled by what he saw in his neighborhood. In the 1980s and 1990s he lived near Bellevue Hospital and every night witnessed homeless men entering the psychiatric ward. It didn't take much for Alan, who was Chairman at the time, to convince his friend Jim to join the Project Renewal Board.

"What appealed to me was Project Renewal's holistic approach to helping people in need, with healthcare, recovery and support services, job training, housing, and more," Jim says. "The new van will be a key part of that mission by bringing quality care to people who wouldn't otherwise have the resources to get it."

## POWERING the SCANVAN

Judges And Lawyers Breast Cancer Alert (JALBCA) has long been a major funder and partner of Project Renewal's ScanVan, the nation's first mobile mammography clinic. JALBCA took its support to a new level in 2013, when it began hosting an annual fundraising gala for the ScanVan. Since 2008, the organization has donated over \$385,000, and in 2014 alone it hosted 45 screening events outside courthouses throughout the five boroughs.

More than just a funder, JALBCA enlists its extensive network of judges, lawyers and courthouse employees to promote the screenings and increase attendance. The organization also hosts Lunch and Learn seminars, providing a venue for ScanVan Director Mary Solomon to help educate women about breast health.

"We support the ScanVan because it provides mammograms to women, regardless of their insurance status," says Jennifer Fiorentino, Executive Director of JALBCA. "Mary Solomon knows how to cut through the barriers that prevent women in many communities from getting screened. She's also committed to getting follow-up care for any woman who needs it, which is really important to us."

Each year the ScanVan provides 5,000 free mammograms at over 200 locations citywide, specifically targeting women who are low-income and uninsured. "We simply couldn't do this life-saving work without the generous support of funders like JALBCA," Mary says.



## FUTURE LEADERS VOLUNTEER

Little Red School House and Elisabeth Irwin High School (LREI) first got involved with Project Renewal in 2013 when the school invited our staff to speak to its 3rd graders about homelessness.

"The kids were confused about homelessness," recalls Kerry Donahue, Co-Chair of LREI's Parent Association Community Service Committee. "Some of them talked about being scared of homeless people they had seen, so it was great to have Project Renewal staff answer their questions."

Inspired by what they learned, the students and their families made Thanksgiving baskets - filled with food, homemade cards, toys, and other goodies - for families in our En Casa supportive housing program. "This is going to be a real Thanksgiving," said one En Casa mother, upon receiving her basket.

"I want to make every holiday perfect for my daughter now that we're in our new home."

The baskets are now an annual project, but this year, the students didn't stop there. For their Martin Luther King Day of Service, LREI's high school group held a drive to collect toiletries, energy bars and other items, which they assembled into 200 "Renewal Kits" - each with a handwritten note - for our mobile medical patients.

"These service projects are a great opportunity for the kids to talk about homelessness, while doing something constructive to help people in need," says Donahue. "We want to keep the conversation going and continue to help."





# CONTRIBUTORS

We are grateful for the public and private support that renews the lives of homeless and low-income New Yorkers who need it most. Thank you to the donors listed here and to everyone who made a gift from July 1, 2013 to June 30, 2014.

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*Project Renewal client Gregory with his family*

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Thanks to the efforts and generosity of the Gala Co-chairs Ashley and Jon Venetos, auction prize and in-kind donors, Gala & Host Committee, Junior Board Afterparty Host Committee and volunteers, the 2014 Gala raised a record-setting \$1,076,000. Highlighting the evening, WNBC's Pat Battle introduced our special guest, Gregory, a client we helped to overcome addiction and mental illness to achieve health, employment and – best of all – a reunion with his children and grandchildren.

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*Gala Co-chairs Jon and Ashley Venetos*



*Chairman Neil Mitchell with Junior Board members*

## 2013

# FALL BALL

Our seventh annual Fall Ball drew over 450 guests and raised over \$57,600. We are incredibly grateful to our Junior Board, which works tirelessly to plan the Fall Ball and engage young professionals in Project Renewal's mission to end the cycle of homelessness in New York City. A special thank you to the Host Committee and to our beverage sponsors: Manhattan Beer Distributors, Qui Tequila, Michael Skurnik Wines, and Double Cross Vodka.

## HOST COMMITTEE

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*Fall Ball attendees*

# AUDITED FINANCIALS

Statement of Activities



Grants & third-party revenue	\$44,629,963
Rental income	\$2,598,690
Miscellaneous income	\$872,381
Special Events, net of direct benefit to donors of \$97,991	\$1,040,394
Contributions	\$1,910,152

**Total support and revenue: \$51,051,580**

## EXPENSES

Year ended June 30, 2014



**Total Program Services \$46,032,719**



**Total Supporting Expenses \$6,464,030**

**Total expenses: \$52,496,749**

## INCREASE (DECREASE) IN NET ASSETS BEFORE NON-CONTROLLING LIMITED PARTNERS'

Capital Contributions to Consolidated Affiliate (\$1,455,169)

Capital Contributions \$1,033,159

**Change in Net Assets (\$412,010)**

## NET ASSETS

Beginning of the year, restated: \$9,076,924

End of year: \$8,664,914

# CITY SUPPORTERS

“DHS values its partnership with Project Renewal, a provider that has demonstrated its true dedication and commitment to assisting our clients in their time of need. Project Renewal’s work exemplifies our shared vision of reducing homelessness and improving lives.”

- New York City Department of Homeless Services Commissioner Gilbert Taylor

“Project Renewal has found the perfect mix of services to address veterans’ homelessness: supportive healthcare, affordable housing, and meaningful employment.”

- New York City Council Member Eric A. Ulrich, Chair of the City Council Veterans Committee

“Project Renewal knows how to help the homeless: by providing health, homes, and jobs. The proof is the organization’s success in keeping individuals and families permanently housed.”

- New York City Council Majority Leader Jimmy Van Bramer

“Project Renewal has a proven track record of combating homelessness in New York City. By providing effective programming and resources, Project Renewal is helping New Yorkers most in need and I thank them for their important work.”

- New York City Council Member Stephen Levin

“Every year, Project Renewal makes a real impact on reducing homelessness in our city. I commend Project Renewal for its excellent work and look forward to this organization’s continued impact on the lives of individuals struggling with mental illness and drug addiction.”

- New York City Council Member Robert E. Cornegy, Jr.

## PUBLIC FUNDERS

We are grateful for partnerships with government agencies helping us deliver healthcare, addiction treatment, mental healthcare, job training, and housing solutions.

New York City Department of Homeless Services  
New York City Department of Health and Mental Hygiene  
New York City Human Resources Administration – Department of Social Services  
New York State Office of Mental Health  
New York State Office of Alcoholism & Substance Abuse Services  
New York State Office of Adult Career and

Continuing Education Services-Vocational Rehabilitation  
U.S. Department of Housing and Urban Development  
U.S. Department of Health and Human Services  
U.S. Department of Labor Homeless Veterans’ Reintegration Program

Renewing lives. Reclaiming hope.

# BOARD OF TRUSTEES

(as of 6/30/2014)

**NEIL MITCHELL**  
*Chairman of the Board*

Pamela J. Bell	Jenny Sharfstein Kane	Claudia Rosen
Alan Belzer	The Honorable Richard B. Lowe, III	Carl S. Rosoff
Russell S. Berman	Colin Meagher	Laura J. Rothschild
Suzanne Henry Boies	Nan L. Perell	Jeffrey Rowbottom
Colleen Cavanaugh	Geoffrey Proulx	James W. Stevens
James S. Davidson	Jules M. Ranz, M.D.	Timothy J. Valz
Eric Fry		Ashley Safronoff Venetos

## REFLECTIONS FROM NEIL MITCHELL

Neil Mitchell, Executive Director of Morgan Stanley Private Wealth Management, served as Chairman of the Project Renewal Board of Trustees from 2010 to 2014, and was a Board Member since 1997.



**How is Project Renewal different today from when you joined?**

The organization grew and our work broadened. In 2013 we began providing housing and support services to families, and I'm hopeful that will eventually include academic support for children. We have also begun to rigorously track the effectiveness of our programs. I'm pleased we were able to implement

data tracking, while ensuring our clients don't become numbers. These developments are a testament to the entrepreneurial, forward-thinking culture that's always been at Project Renewal's core.

**Is there one program you're particularly proud of?**

Social purpose ventures are one of my passions, so I think Project Renewal's Comfort Foods catering business is fantastic. It creates jobs and the profits go back to Project Renewal so we can help even more people. I use Comfort Foods whenever I host events - I'm probably their biggest customer!

**What have you learned about homelessness?**

I became very aware of the challenges in fundraising for homeless services. There's a difference between charities

that bring joy, like a museum, and those that ease pain, like Project Renewal. Mitchell Netburn and his team are doing a great job showing that with the right kind of help, people in bad situations can turn their lives around.

**What was one pleasant surprise during your time on the Board?**

I've been delighted by the growth of the Junior Board. Their enthusiasm and social media savvy have been big additions. Their Fall Ball is a terrific fundraiser and they've become a great resource for the Board. I'm very proud that my daughter Erica is a member. My wife and I have always emphasized the importance of giving back and our children have embraced that. Erica's involvement with an organization that makes a profound difference has been very gratifying.

## IN MEMORIAM

# Ana Charle

Ana Charle, Director of the Bronx Boulevard Shelter, was killed on April 27, 2015. Ana exemplified the very best of Project Renewal. We are all completely heartbroken by this senseless and tragic loss.

One of our many precious memories of Ana came two winters ago, in the midst of a brutal cold snap. Another Bronx homeless shelter's water pipes had broken and the residents had nowhere to go. We received an emergency call from the New York City Department of Homeless Services (DHS), seeking shelter for the displaced residents.

Ana, who had just finished her shift for the day, sprang into action. Bronx Boulevard Shelter wasn't fully open yet, so she quickly scrambled to ensure that there were enough staff, goods and services in place to meet all the needs of her unanticipated visitors.

*"DHS told me 20 clients were coming, so I put in a call to Comfort Foods (Project Renewal's catering company) to rush over 20 meals," Ana said. "Then they called me back and told me the number was closer to 90. I had to get right back on the line and order another 70 meals."*

That story is one of countless examples in which Ana went above and beyond the call of duty, tirelessly working to improve the lives of others. She was a passionate advocate for our clients, a mentor and leader for her staff, an outstanding employee, an incredible friend, and a loving mother to her two daughters.

*We miss Ana dearly. She will always be in our hearts.*

