



Renewing lives. Reclaiming hope.



Annual Report 2013

THERE ARE AN UNPRECEDENTED 50,000 HOMELESS PEOPLE IN NEW YORK CITY.

1 IN 8 SINGLE ADULT MEN AND WOMEN IN NYC SHELTERS REMAIN HOMELESS FOR YEARS, MANY BECAUSE OF THEIR MENTAL ILLNESS AND ADDICTION.



Their challenge has a solution.

Dear Friends,

In New York City shelters today, the number of homeless adults and children has risen to an **unprecedented 50,000**. Thousands of men and women have lost their health, homes and jobs—all because of mental illness and addiction.

While some people have recovered from the financial crisis, many others have been left behind. Too many veterans who bravely served our country are in need of medical care, permanent homes and job training. Project Renewal is dedicated to helping these New Yorkers renew their lives and reclaim hope.

How do we do this?

For over 45 years, we have pioneered new ways to help our clients end the cycle of homelessness. When Project Renewal was founded in 1967, there was virtually no response to homelessness other than incarceration. That's not a solution. We launched one of the nation's first successful treatment programs for homeless people with addiction. Within a week of opening the program, all 48 beds were full.

Since then, we have set a groundbreaking course:

- Project Renewal is one of only a handful of agencies nationwide with vans providing medical care to homeless adults living on the street.
- When many housing providers turned away homeless adults who couldn't achieve sobriety, we started the In Homes Now Housing First Program, which currently supports 215 men and women as they recover from addictions.
- We launched the first catering company in NYC to create jobs for formerly homeless men and women, including veterans, and we create more and more jobs as we grow the company.

These accomplishments represent just a fraction of the innovative work we do every day, and our results are getting noticed increasingly often—we won three prestigious awards this year alone.

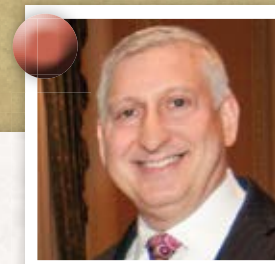
At the core of our commitment to innovation is a belief in the humanity in each individual we serve. We provide second chances, and third chances, and fourth chances. Every challenge has a solution, and we don't stop until we find it.

Thank you for your continued support to help homeless New Yorkers recover what they've lost and create a better future for themselves and their loved ones.

Sincerely,

Mitchell Netburn
President & CEO


Neil Mitchell
Chairman of the Board





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President & CEO



Neil Mitchell
Chairman of the Board

 Our **Culinary Arts Training Program** won one of the Top 10 Innovative Nonprofit Awards from New York City's Center for Economic Opportunity.

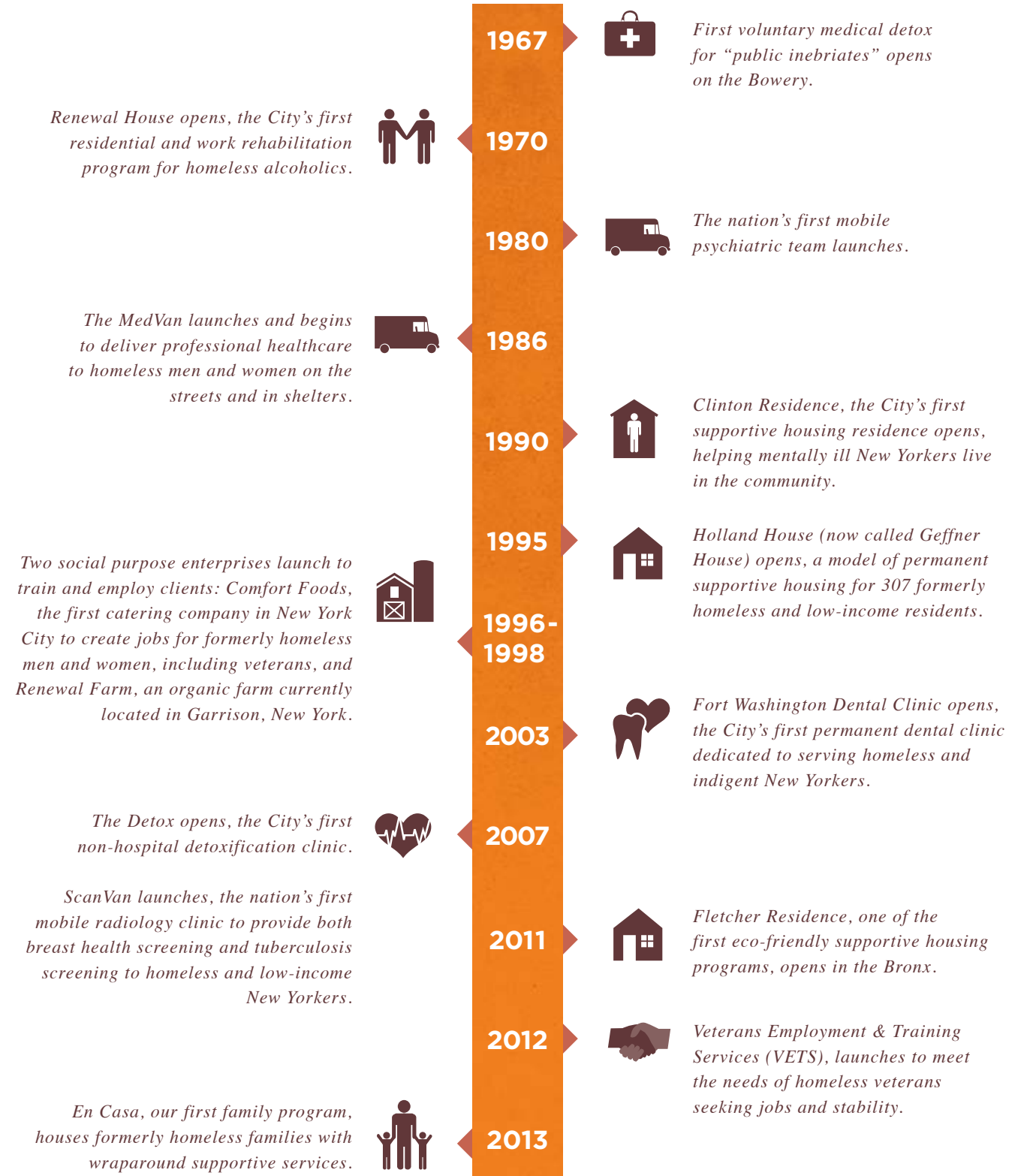
 Our **Primary Care Department** won a 2013 Science and Service Award for addiction treatment from SAMHSA, a branch of the US Department of Health and Human Services.

 Our **Mobile Medical Van Program** won the Thom Fluellen Award from New York University's Office of Civic Engagement.

PROJECT RENEWAL'S MISSION:

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

HIGHLIGHTS: History of Innovation



WHERE WE ARE and WHAT WE DO:

1



PROJECT RENEWAL HEADQUARTERS

Forensic Services, Job Links, Next Step Employment Program, Veterans Employment & Training Services (VETS)

2



THIRD STREET MEN'S SHELTER

Comfort Foods Catering, Crisis Service, Culinary Arts Training Program, Primary Care Clinic, The Detox, The Recovery Center

2



KENTON HALL MEN'S SHELTER

3



GEFFNER HOUSE

4



CLINTON RESIDENCE

5



NEW PROVIDENCE WOMEN'S SHELTER

Primary Care Clinic

6



ST. NICHOLAS HOUSE

7



IN HOMES NOW

Community-Based Apartments, En Casa for Families

8



FORT WASHINGTON MEN'S SHELTER

Dental Clinic, Fort Washington On-Site Rehabilitation Services, Optometry Services, Primary Care Clinic

9



BORDEN CULINARY ARTS SATELLITE CAMPUS

10



LEONA BLANCHE HOUSE

11



SAFE HAVEN

12



FLETCHER RESIDENCE

12



RENEWAL HOUSE

13



BRONX BOULEVARD MEN'S SHELTER

RENEWAL FARM
Garrison, NY

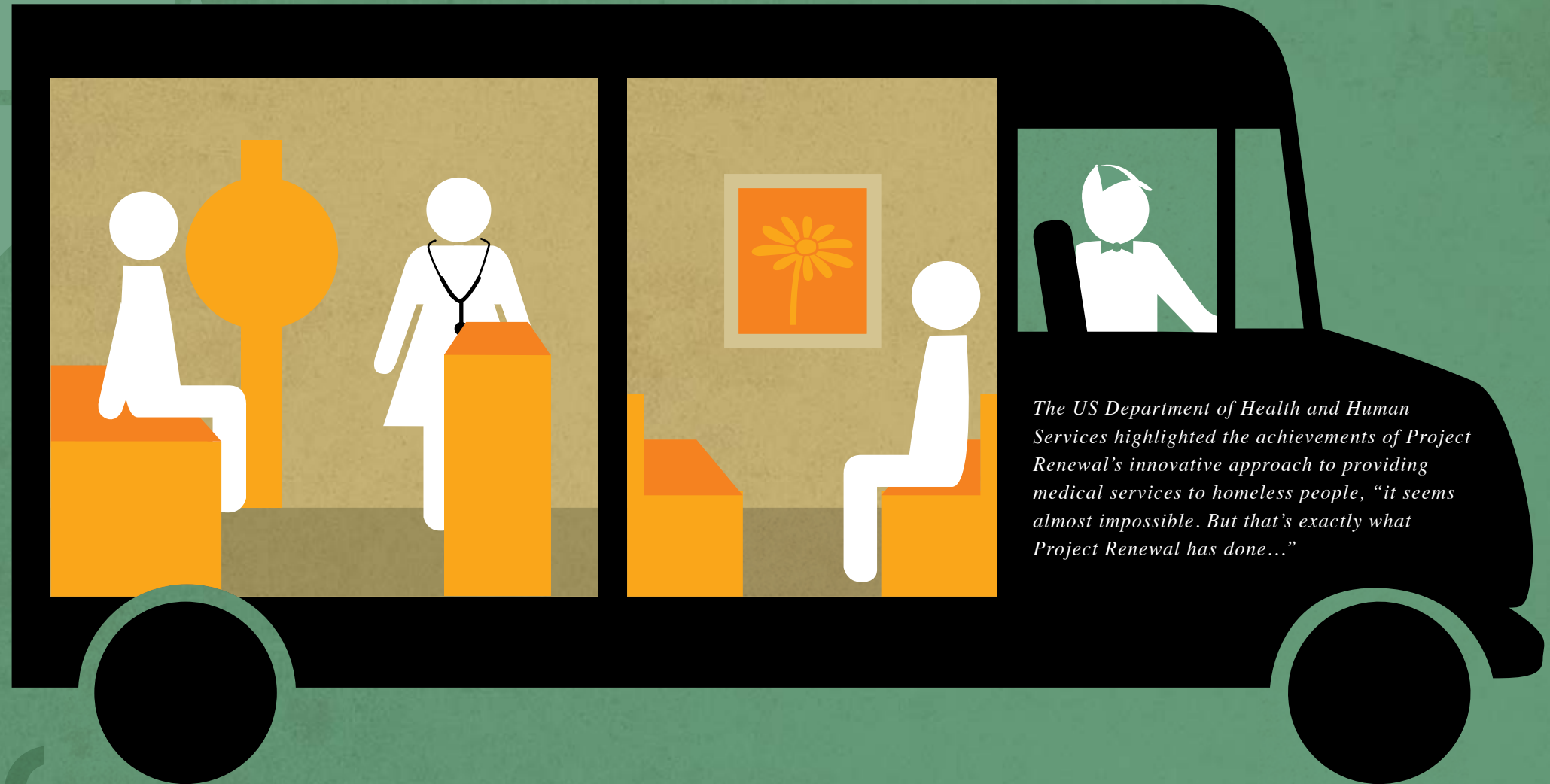


HEALTH	HOMES	JOBS
<hr/>		
	<i>ScanVan Mobile Radiology Clinic Mobile Medical Vans</i>	
MULTIPLE SITES:	<i>Area Maintenance Health Homes Care Coordination HIV Support Services Occupational Therapy Psychiatry Psychiatric Outreach Team</i>	

HEALTH

SPOTLIGHT ON MOBILE MEDICAL VANS

- HIV testing
- Smoking cessation interventions (counseling to quit smoking)
- Cardiac assessment
- Distribution of Renewal Kits containing donated toiletries
- Optometry and dental referrals made to Fort Washington Clinic
- Services targeted to diabetics
- Guidance for adults diagnosed with hypertension to keep blood pressure down
- Medication compliance follow-up
- Pharmacy services



The US Department of Health and Human Services highlighted the achievements of Project Renewal's innovative approach to providing medical services to homeless people, "it seems almost impossible. But that's exactly what Project Renewal has done..."



“My addictions led me into homelessness in Manhattan. Out of my 51 years of life, I was addicted for 33 years. During my addiction, my mother passed away in 2010, and my life got even more crazy than what I was living. I had a 21 year old son. He knew the things that I was doing.

Actually, I'm just blessed to be here because really I should be dead. My son lost his mother and he lost his grandmother, which is my mother. He got a tattoo of his mother and my mother on him. He came and he found me one day and he cried to me asking me to please stop doing what you're doing. I knew what I was doing was bad, you know, my life was just terrible. What touched me was that he

said he didn't want to put a tattoo of me on his body.

Me and my son cried together and it just made me surrender. It just made me feel like I need to save my life and I need to be there for him. That happened February 3rd of this year, 2013. That Monday morning, February 4th, I actually turned myself into Project Renewal's Third Street Detox.

I got lost for 33 years to addiction and I'm just glad I got the opportunity to save my life here at Renewal Farm. I feel something like the comeback kid right now.”

HIGHLIGHTS:

3,036
men and women served by our detox and addiction recovery services at 3rd Street

2,297
Primary Care patients

12,041
visits on our medical vans

2,673
HIV tests

HOMES

belongings in storage. Before I had always had a life—I always had a place to live. I had a roof over my head.

Suddenly I lost everything. I said to myself, ‘I am stuck out here. I am homeless. Where do I go from here?’

I hit rock bottom in the shelter. I said, ‘God am I going to die here, or will I find some place to live?’ I went to my social worker crying the next day and said you’ve got to get me out of here. In 3–4 weeks she found me a place at St. Nicholas

House and it was like heaven on earth. The first time I was like WOW, I am finally getting a place to live.

Finally I am going to get a roof over my head, and a KEY, a place that I can say is mine.

Being in the drug life is no life for anybody. No matter how good it is. It’s just no life. From drugs to shelter, shelter to here, and I thank God every day. I hung in there and

stuck it out. I feel like I am back to where I need to be. In control of my own life.

I’m trying hard every day to keep it. I don’t take anything for granted now.

HIGHLIGHTS:

3,558

men and women lived in Project Renewal housing. A 16% increase over the prior year

95%

of clients remain in permanent homes a year after placement

SPOTLIGHT ON EN CASA FOR FAMILIES

- Reunites parents with their children in permanent homes
- Kids get connected to tailored services they might need, such as tutoring, healthcare, and counseling
- Counseling for substance abuse
- Community room engages children while parents get support from case managers
- Occupational therapy teaches cooking skills and managing a home



Julia

I left the South, because my first husband was abusive. I woke up and said its time to go: left my house, my new car, all material things. I got my one year old son and we left. I got in touch with my aunt in New York and moved here and she got a babysitter and guided me. I worked at the hospital for 21 years. Everything was good.

It was when my common law husband died everything went downhill. I didn’t know where to go from there. When I first went to the shelter I was like, ‘what is a shelter?’ I didn’t know anything about a shelter or how I had to put my



JOBS

I was released on honorable discharge from the army in 1976 because I hurt my knee. Being in the service was a family thing, everyone did it.

I faced a lot of skeptics in the beginning of the Culinary Arts Training Program (CATP), myself included. At 59 years old I thought it was too late for me to start over. I worked my whole life doing different things, but I come from a family in culinary arts. My father used to run a plant in Brooklyn that made pastries and breads, and I always wanted to follow in his footsteps. Maybe my daughter will work in it, too. She is 16 and lives with her grandmother. When she graduates high school and goes to college she could—I'm going to coach her.



I live at the Borden Avenue Veterans Residence, a temporary shelter for homeless veterans.

I don't get a chance to cook there. I wish I did, but I will after I find an apartment and save some revenue from work. Samantha [Project Renewal employee] is helping with that so I can get an apartment. On the weekends I like to go swing dancing.

*With my CATP training and my job I feel like I can have a career now! I'm a server—I'm starting out doing the groundwork because I just graduated in May. I'm doing my internship at the corporate dining facility at American Express and then I hope to go on to be a prep-cook someplace, or a barista, or even a chef. I'm always interested in that and I'm going to keep on being interested. **It's a good job. I enjoy it. I just want to keep on doing what I do best. When I work I take it to heart, all that's in there, the dynamics when you walk out there at noon and see all these people with smiling faces getting the food, coming back every day, that's a good aspect of the job, seeing people enjoy themselves.***

HIGHLIGHTS:

Next Step clients earn an average starting wage of \$10.41/hr, **44%** above the 2013 minimum wage of \$7.25/hr

348 job placements achieved

45 veterans placed into jobs with a \$11.19 average hourly wage



SPOTLIGHT ON CULINARY ARTS TRAINING PROGRAM

- Instruction with trained chef
- Classroom lectures and demonstrations to earn Food Handlers Certificate
- Introduction to kitchen safety and hygiene (ex. personal hygiene and appropriate attire, hand washing, food sanitation and storage, cleaning and sanitizing work spaces)
- Hands-on cooking
- Education/tests

PARTNER PROFILE



James Covington
Manhattan Market President
Capital One Bank

WHEN DID YOU HEAR ABOUT PROJECT RENEWAL?

When I started with Capital One in the summer of 2008, my colleague Adam Brennar described Project Renewal as a good client that performs terrific work.

What truly sold me on the organization was a discussion of the outreach program with a Project Renewal associate. It is commendable to be available for those who need help. It's much more challenging—and noble—to seek out those needing help.

At a major donor cocktail party, I also had my first taste of Comfort Foods Catering: we were so impressed we hired them for a Capital One event.

YOU ARE PROJECT RENEWAL'S BANKER AND SUPPORTER AS WELL AS A VOLUNTEER: WHAT HAVE YOU LEARNED FROM THIS PERSPECTIVE?

I enjoy experiencing Project Renewal from the standpoint of a volunteer. I suppose I have unusually good chopping skills, because that's what I do—chop potatoes, onions and carrots.



*It's not glamorous, but it's one way to help out. The real stars are the folks managing the kitchens. I've chopped enough vegetables to know that these kitchens feed many, many people. And because Project Renewal hires a significant number of their clients, most of the kitchen staff members have been through the Project Renewal programs themselves. **This commitment to their clients isn't just compassionate—it's heroic, and the work these folks do helping people with hardships similar to their own is also heroic.***

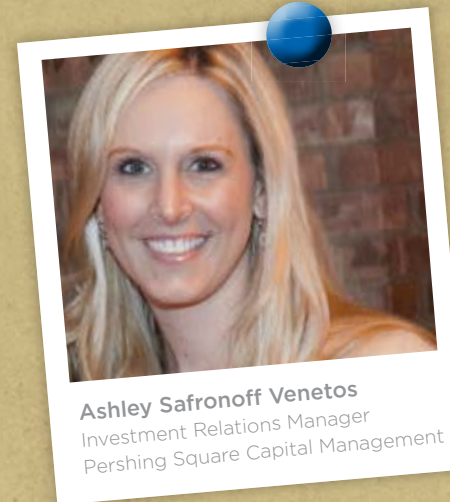
HOW DO YOU PERSONALLY CONNECT WITH OUR MISSION? WHAT INSPIRES YOU ABOUT THE WORK WE DO?

Project Renewal provides something essential and rare—a second chance. By helping people overcome an addiction, find the comfort of a home or someone who cares, or develop the skills and confidence to live and contribute.

Helping people rehabilitate and return to productive lives is especially difficult work—and especially rewarding. In my 60 years, the world seems to have become more impersonal, less willing to help out neighbors in need. Often, we don't even know our neighbors.

However, good people need help from time to time, and Project Renewal has stepped in to fill that void. New York City is fortunate to have an organization that provides a moving safety net for these people. Project Renewal is a remarkable organization, and I am both proud and humbled to be a small part of it.

BOARD OF TRUSTEES MEMBER PROFILE



Ashley Safronoff Venetos
Investment Relations Manager
Pershing Square Capital Management

HOW DID YOU HEAR ABOUT PROJECT RENEWAL?

I first heard about Project Renewal through Robin Hood, an incredible organization I have supported for many years. I was interested in taking my volunteer work to the next level by joining a Board of Trustees for an organization I connected with. Through this search, I approached Robin Hood for advice on New York-based not-for-profit organizations that were looking for Board representation and support, and they thankfully introduced me to Project Renewal.

HOW DO YOU PERSONALLY CONNECT WITH OUR MISSION? WHAT INSPIRES YOU ABOUT THE WORK WE DO?

As New Yorkers, it is easy to race through each busy day and take the simple things in life for granted—work, health, food, and shelter. Yet, if we took a step back and paused, we would see that there are many fellow New Yorkers that struggle with one or all of these vital needs each day. Project Renewal has thankfully created a comprehensive framework of integrated programs to help provide our neighbors with a dynamic support system which helps provide all of these basic and fundamental needs to those that need it most.

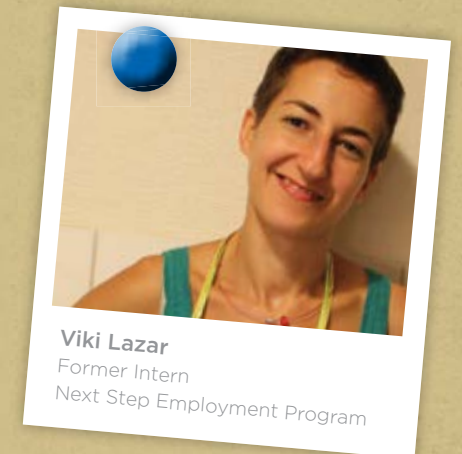
*My hope is that through my support of Project Renewal, I am helping those that have unfortunately drifted off-path to regain hope and provide them with the tools and resources to get back on track. **We all could use a little help or guidance once-in-awhile, or perhaps even a second chance.***

ADVOCATE PROFILE

When Viki Lazar decided to cut off her beloved dreadlocks after nine years, she turned it into a opportunity to give to the cause of homelessness, asking her friends and family to make a gift to Project Renewal to mark the occasion. She raised \$4,000 on her online page, which she matched with \$1 for every \$2 donated for a total gift of \$6,000.

WHY PROJECT RENEWAL?

Next Step is an amazing place where clients find people who believe in them again. Many of the formerly homeless clients at Next Step are in recovery or were recently incarcerated. Despite having lived lives I can't even begin to imagine, these strong and brave people want to turn things around. It was life-changing to watch clients realize that they do have something tremendous to contribute to society.



Viki Lazar
Former Intern
Next Step Employment Program

CONTRIBUTORS

We are grateful for 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, 2012 to June 30, 2013.

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New York City Human Resources Administration
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New York State Education Department
New York State Office of Mental Health
New York State Office of Alcoholism & Substance Abuse Services
US Department of Housing and Urban Development
US Department of Health and Human Services
US Department of Labor

SPECIAL EVENTS

GALA BENEFIT & AUCTION

Thank you to Gala Chairs Geoffrey Proulx and Laura Rothschild, auction prize and in-kind donors, Gala & Host Committee Leadership, the Junior Board Afterparty Host Committee and volunteers for contributing to the success of the benefit which raised \$832,500. Proceeds support life-saving programs helping homeless men and women obtain health, homes and jobs.



Gala & Host COMMITTEE

Geoffrey Proulx & Laura Rothschild

GALA CHAIRS

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JUNIOR BOARD FALL BALL 2012

The Junior Board raises awareness about Project Renewal by hosting events to engage young professionals. The 6th Annual Fall Ball at The Bowery Hotel featured drinks, dancing and DJ for 400 guests. The event raised over \$56,000 to help homeless men and women return to permanent homes in the community.

Thank you to our Junior Board and Host Committee for their enthusiasm, hard work and networking. A special thank you to our beverage sponsors: Manhattan Beer Distributors, Mark Minter and Ultimat Vodka.



Junior Board

As of 6/30/2013

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Rob Campbell	Andrea Harknett	Maya Poulton	Jenna Todd
Thomas Cape	Megan Harlow	Flint Reilly	Morgan B. Weiner
Jessica Cerone	Sarah Hasazi	Jordan Sawkin	Laura Will
Meredith Cherwony	Lena Hatton	Ryan Sessler	Gregory Williamson
Carson Christman	Brian Herscovici	Mikaela Shwer	Julie Zeveloff
Malu Dee	Amy Hertenstein	Eliot Silver	
John Del Bello	Russell Krieger	Kelly M. Smith	

BOARD OF TRUSTEES As of 6/30/2013

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Chairman of the Board

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Alan Belzer
Russell S. Berman
Suzanne Henry Boies
Colleen Cavanaugh
James S. Davidson*

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Carl S. Rosoff*

*Claudia Rosen
Laura J. Rothschild
James W. Stevens
Timothy Valz
Ashley S. Venetos*

MITCHELL NETBURN
President & CEO

Recommit to serving the most vulnerable homeless people
Integrate our services to meet the holistic needs of our clients
Strengthen organizational supports for program and staff excellence
Expand our impact

Project Renewal partnered with the Robin Hood Foundation and McKinsey & Co. to conduct a thorough strategic planning process in 2012. Over a nine month period, we collected feedback from over 425 stakeholders, including clients, staff, government stakeholders, academic researchers, practitioner experts and peer organizations.

Out of this rigorous process came a list of projects and initiatives that form the foundation for our strategic plan: RISE. The four strategic priorities outlined in RISE provide the anchor for strategic decision making; we continue to measure our progress and to develop new initiatives and projects to achieve our goals.

To learn more visit projectrenewal.org/strategic-plan



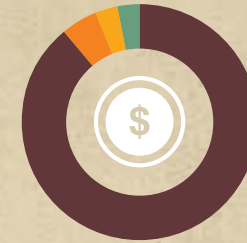
AUDITED FINANCIALS

Statement of Activities

REVENUE AND SUPPORT: YEAR ENDED JUNE 30, 2013

Grants and third-party revenue	\$43,085,092
Rental income	\$2,499,426
Miscellaneous income	\$846,866
Special events, net of direct benefit to donors of \$99,243	\$765,830
Contributions	\$1,303,659

Total support and revenue \$48,500,873



89% Grants and third-party revenue
5% Rental income
4% Contributions
2% Other

EXPENSES: YEAR ENDED JUNE 30, 2013

PROGRAM SERVICES:

Outreach	\$393,362
Treatment and transitional housing	\$23,923,018
Medical services	\$6,495,897
Employment services	\$4,570,347
Permanent housing	\$8,109,906

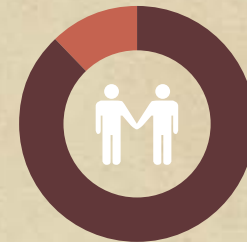
TOTAL PROGRAM SERVICES \$43,492,530

SUPPORTING SERVICES:

Management and General	\$5,288,559
Fundraising	\$630,117

TOTAL SUPPORTING EXPENSES \$5,918,676

Total Expenses \$49,411,206



88% Program services
12% Administration

INCREASE IN NET ASSETS BEFORE NON-CONTROLLING LIMITED PARTNERS'

Capital Contributions to Consolidated Affiliate	(\$910,333)
Capital Contributions	\$1,080,292

Change in Net Assets \$169,959

NET ASSETS:

Beginning of the year, restated	\$8,906,965
End of the year	\$9,076,924

HEALTH, HOMES AND JOBS:

CUSTOM FIT SOLUTIONS FOR HOMELESSNESS

Challenge:

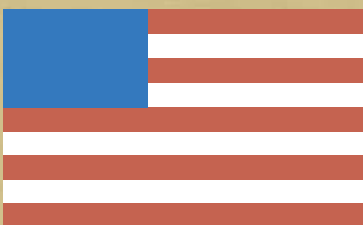
Last year, 4 out of every 10 uninsured women in the United States did not receive a mammogram.



Health + Mobile

for uninsured women

Last year we screened 4,721 low-income women for breast cancer and ensured follow-up care for all patients. Our new initiative employs an outreach worker fluent in Chinese to reach even more women in need.



Challenge:

Veterans are twice as likely as other Americans to become chronically homeless and 76% of homeless veterans experience addiction or mental health problems.



Challenge:

On any given night in NYC, over 20,000 homeless children sleep in city shelters. Many of their parents struggle with chronic addiction and mental illness.

Homes + Support

for families

Our new supportive housing program reunites families in which a parent has a history of addiction AND supports them with on-site case management so the families can stay together.

Jobs + Innovation

for veterans

Our new employment initiatives for veterans include intensive, one-on-one case management to address the complex problems facing homeless veterans as well as the launch of a new satellite Culinary Arts Training Program at the Borden Avenue Veterans Shelter.

How can YOU help?



DONATE ON OUR WEBSITE
projectrenewal.org



VOLUNTEER
volunteer@projectrenewal.org



EMPLOY OUR GRADUATES
hire@projectrenewal.org



ATTEND AN EVENT



FUNDRAISE FOR YOUR BIRTHDAY



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200 Varick Street, 9th Floor
New York, NY 10014

Renewing lives. Reclaiming hope.

HEALTH

**FLIP TO SEE
HOW YOU
CAN HELP.**



DONORS



HOMES



JOBS



VOLUNTEERS

