

Annual Report 2012
Renewing lives. Reclaiming hope.

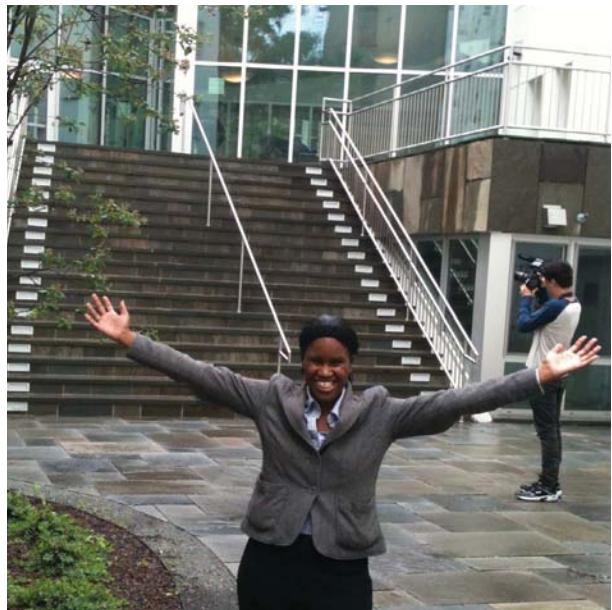


PROJECT
RENEWAL



Annual Report 2012

Renewing lives. Reclaiming hope.



OUR MISSION

Project Renewal is a non-profit organization with the mission of ending homelessness by empowering men and women in New York City to rebuild their lives, find permanent homes, and return to stability and self-reliance.

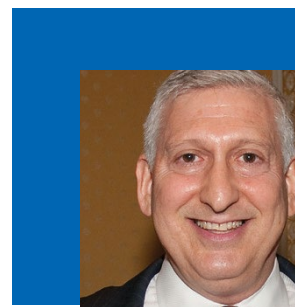
THE NEED

80% of chronically homeless men and women suffer from mental illness and/or addiction, and fragmented treatment exacerbates their harsh reality: a revolving door of emergency rooms, jails, shelters, and the streets.

THE SOLUTION

Our innovative programs are designed to break this cycle and our results prove they work.

FOR OVER 45 YEARS, our pioneering approach has created unmatched and comprehensive solutions in housing, healthcare, addiction and mental health treatment, job training and placement, replicated around the nation and helping over 13,000 New Yorkers last year alone.



Mitchell Netburn
President & CEO



Neil Mitchell
Chairman of the Board

Dear Friends,

Did you notice our new look? “Renewing lives. Reclaiming hope.” Project Renewal’s new tagline encompasses everything that we stand for: a chance to start over, lifesaving and life transforming services, recovery based on self-empowerment, and optimism for the future.

Our optimistic spirit was especially important during a challenging year: the number of homeless men and women living on New York City’s streets increased by 23%. We doubled the number of medical vans providing care to those who most need it. Our two new vans operate on a late-night schedule and visit shelters and street side locations throughout NYC.

Through a pro bono grant with McKinsey and Company, we developed a strategic plan to expand our tailor-made services. Additional housing is more crucial than ever, and with the opening of our new residence at Fletcher Place in the Bronx we are able to provide safe and attractive homes for 105 men and women. Residents so enjoyed cooking for the first time in their own kitchens that they now have community potlucks!

Because of your help this year, 13,000 New Yorkers in need achieved improved health, the dignity of work, or a place to live. We press on with one goal in mind: renewing lives and reclaiming hope for the most difficult to reach homeless men and women.

Thank you for supporting the men and women who entered our doors this year—you have helped them to secure a brighter future.

Sincerely,

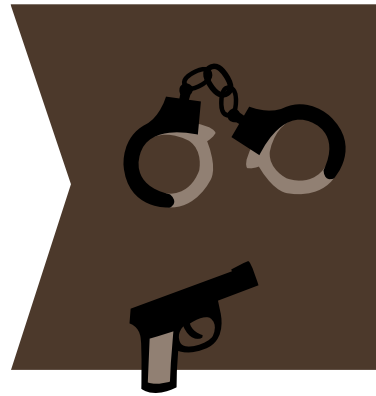
Mitchell Netburn
President & CEO

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Chairman of the Board

The Journey of

LIFE

IF YOU WERE A STRUGGLING NEW YORKER, HOW MIGHT WE HELP YOU?



DESPERATE FOR HELP, YOU MOVE INTO our *Renewal Farm* addiction treatment program in the hills of Garrison, New York. You return six months later with work skills and motivation to start a new job.

While at a drop-in center to get dinner you encounter our MedVan, where you see a doctor for the first time in fifteen years.

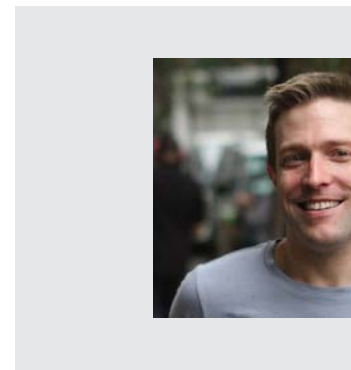
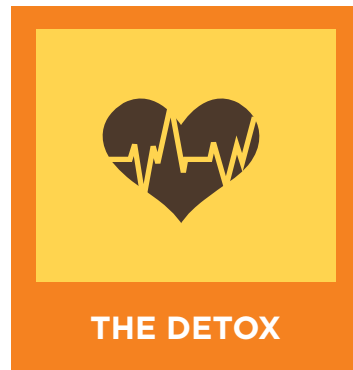
In need of a place to sleep, you find more than you went looking for—besides a hot meal, a shower, and a bed, you get medical help for your chronic diabetes and meet caseworkers who work tirelessly to get the right housing for you.

"I wasn't involved in my kids' lives. It has only been a year since I left prison and now I am with them so much more... they trust me. I'm here, they can depend on me. Now I am the light of hope."



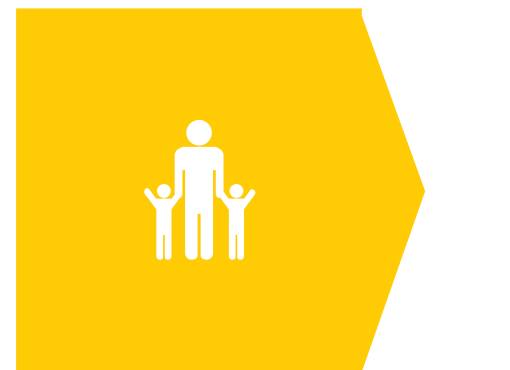
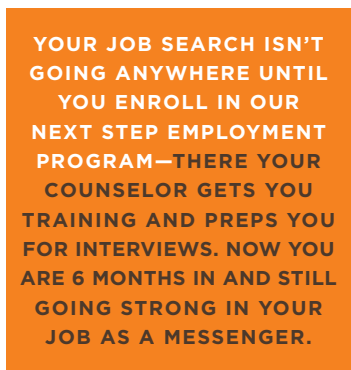
JOB TRAINING

In prison you worked as a chef, but employers can't see past your criminal record. In our Culinary Arts Training Program you fine-tune your skills and come on staff as a Chef for Comfort Foods, cooking up meals to deliver to the elderly at a nearby retirement home.



"It doesn't matter where we came from we can all end up in the same place."

Doctors said your severe mental illness required round-the-clock care. At Clinton Residence your treatment accelerates you into semi-independent housing they (and you) never thought possible.



HEALTH

Closing the Gap

FACT

LAST YEAR 4 OUT OF EVERY 10 UNINSURED WOMEN DID NOT RECEIVE A MAMMOGRAM.



HOW WE HELPED

WE SCREENED **4,479** LOW-INCOME WOMEN, DETECTING CANCER IN **12** WOMEN AND ENSURING THAT **ALL** OF THEM GOT FOLLOW-UP SERVICES THEY NEEDED.

3 OUT OF 5 HOMELESS MEN AND WOMEN IN NEED OF DENTAL CARE WENT UNTREATED LAST YEAR.



WE SAW **529** PATIENTS IN **1,833** VISITS TO CLOSE THIS GAP.



CLIENT STORY

GREGORY GORDON

I had a basketball scholarship but I lost interest when the drugs took over. I started talking to myself but I didn't get diagnosed with schizophrenia until I was in prison, but you never know you're sick until you go and ask somebody why am I doing this?

This is what I learned from Project Renewal—to open up and seek out other peoples advice. I said to

Mr. Blocker I really need some structure in my life, doing things my way really didn't work, so I had to try things someone else's way. **I think he picked me because he saw something in me that I didn't see in myself, and that made me stronger, he said he knew I could do it, I stuck by what he asked me to do.**

When the success started coming, I liked the feeling, being that I never thought that I would be successful again, being that I let so many people down. I started graduating from programs, completing everything that I had started. The staff just kept guiding me and staying on me. They were always there for me, I almost went backwards because I lost my wife to cancer in 2011, and they stood by me.

I have six kids, two live with me. I even rescued my daughter out of the shelter system. I took parenting classes. Now I work at Fairway but I want to go to school to become a therapist.

4 Nights/Week

we partner with Manhattan Outreach Consortium to increase outreach to homeless men and women not in shelters by providing primary care.



2/3

of individuals in our substance abuse shelters also have a mental health need.



2,155

patients were provided with care through our integrated shelter-based services.



3,000

homeless men and women were delivered health, as 2 new medical vans hit the streets of New York City.



20%

of vans that provide healthcare to the homeless in the 5 boroughs are operated by Project Renewal.

HOMES

Spreading our proven strategies

The answer to homelessness seems obvious—a home! But for those struggling with mental illness and/or addiction, a home is not enough. They need ongoing medical treatment, counseling, recovery support, and jobs to become self-sufficient, which is why our housing integrates comprehensive services to help clients succeed.

FACT

ONLY 18% OF HOMELESS MEN AND WOMEN IN NEW YORK CITY WERE ABLE TO MOVE INTO HOUSING LAST YEAR DUE TO THE SHORTAGE IN AFFORDABLE AND APPROPRIATE HOUSING, CAUSING A SHARP INCREASE IN SHELTER STAYS AS THEY WAIT.*



HOW WE HELPED

WE CREATED **NEW HOUSING FOR 105 MEN AND WOMEN, PART OF THE 80% OF CHRONICALLY HOMELESS NEW YORKERS WHO BECAUSE OF THEIR ADDICTIONS AND/OR MENTAL ILLNESS NEED SUPPORTIVE SERVICES. NOW, 981 MEN AND WOMEN LIVE IN PROJECT RENEWAL HOUSING.**

THE NUMBER OF NEW YORKERS WHO ARE CHRONICALLY HOMELESS (MORE THAN 2 YEARS) ALMOST DOUBLED DURING THE PAST 4 YEARS.*



IN ONE YEAR, **456 MEN AND WOMEN MOVED FROM PROJECT RENEWAL'S SHELTERS INTO PERMANENT HOMES; 94% ARE STILL HOUSED AFTER 6 MONTHS.**



CLIENT STORY

HARRY DICKERSON

I was released from prison after eight and a half years, but it's not how you start out at the gate, it's how you finish.

I remember there were times I would be on the train and I'd be so embarrassed because I was dirty. And I would look like I had been there the last 5 days and you know people are working and they're fresh and clean and everything. **And I used to just look for a hole to crawl into.**

It's a really bad life. People think you're homeless, you're on drugs, you're irresponsible, and all of those things are true. But it's not an easy life, the damage that can be done to a person psychologically, emotionally, spiritually, if you haven't lived it, you really don't know how much damage a person suffers. And when you make the decision to change your life, you've gotten to a point where you can't take it no more.

When I got to Project Renewal's Third Street Shelter there was a guy, we had been upstate

together in prison, he said "They're serious about helping us out man, I've been here 6 months and I got my apartment, I'm moving out." He showed me his keys. He said "you just gotta do what you gotta do man, they'll handle the rest." So I looked at that and said ok, I'm serious about it, and I just didn't look back.

Project Renewal gave me a chance and stood next to me and they're still next to me.

So today I've been in my apartment three years, I'm in my 5th year with the job I'm at, I've never worked anywhere for 5 years. The last time I was out not locked up somewhere for this amount of time I think I was 14 years old.

My job is important to me I'm doing something, I'm being productive not just to society but to me. **By me being good to me, it rubs off on society.**

JOBS

Walking the talk

During the course of the year Project Renewal employed over 1,000 men and women—over half come from our programs or similar programs—and with that job a chance to build work experiences and self-sufficiency.

Our innovative Culinary Arts Training Program takes low-income men and women who have suffered from substance abuse, homelessness and/or mental illness and trains them in food services. Since 1995 we graduated 1,219 students. Despite their pasts, our graduates keep their jobs at TWICE THE RATE of the industry average.**

FACT

THIS YEAR MARKS THE HIGHEST POVERTY RATE SINCE 1965. FROM 2007 TO 2011 AVERAGE HOURLY WAGES FELL FOR THE BOTTOM 70% OF AMERICAN WORKERS, WITH THE STEEPEST DROPS FOR THE LOWEST-PAID.*



100% OF THE MEN ENTERING OUR RENEWAL FARM PROGRAM WERE CHRONICALLY STREET HOMELESS AND ADDICTED.



HOW WE HELPED

NEXT STEP CLIENTS EARNED AN AVERAGE STARTING WAGE OF \$9.00 PER HOUR, ROUGHLY 24% ABOVE THE MINIMUM WAGE OF \$7.25 IN NEW YORK STATE.

ALL OF THE MEN RECEIVED PRIMARY AND PSYCHIATRIC CARE, COUNSELING, JOB TRAINING AND JOB PLACEMENT SERVICES. Immediately upon graduation 57% had jobs, the same percent as the college class of 2010 nine months after graduation.



CLIENT STORY

TERRANCE ROYE

Next Step would have something for me and they would send me right out on interviews. I was always job searching until I got my job at the aquarium.

I was having a problem with my housing. I was just sitting there wasting time, watching people who came through the door just get worse. "I gotta keep hold of my job" that's all that I had at the time, was my job. But I kept hope alive, I said I'm not going to do that stuff.

I told my Next Step counselor and she put her foot in there, she said, "listen, you can't do this." and they were nervous too. "Who are these people you are working with?" They knew I was with a program but

they didn't know what that program was. I was like "That's Project Renewal, you better DO something!" They were afraid of her. That's how I got out—she called them and that's how I got my own place.

That was cool what she did for me, I never had anyone speak up for me. I would consider Project Renewal like the status of a board of esquires, I've never had anyone stick up for me, I've fought a lot battles, I fought my battles on my own. I needed that from her, so that I didn't get pushed to the edge.

* The Economist, Nov 10, 2012

** 2012 Cornell HR Review (Donnelly, K. and Joseph, J. Disability Employment in the Hospitality Industry)

TRACK RECORD *of Innovation*

SINCE 1967, WE HAVE PIONEERED SOCIAL INNOVATIONS THAT PROVIDE A LIFELINE TO THE MOST VULNERABLE HOMELESS MEN AND WOMEN OF NEW YORK CITY AND ARE NOW REPLICATED AROUND THE WORLD.



2011
We open Fletcher House, one of the first eco-friendly supportive housing residences, in the Bronx.



1996-1998
We create two social purpose enterprises: Comfort Foods and Renewal Farm, both of which put unemployed clients to work.

1967
We pioneer the nation's first voluntary medical detox for "public inebriates" on the Bowery, proving there is an alternative to incarceration and homelessness.

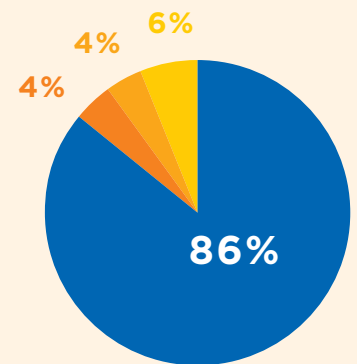


1980 (right)
We initiate the first mobile psychiatric outreach team that successfully helps mentally ill men and women leave the streets.



Audited Financials

STATEMENT OF ACTIVITIES



REVENUE AND SUPPORT: YEAR ENDED JUNE 30, 2012

2012

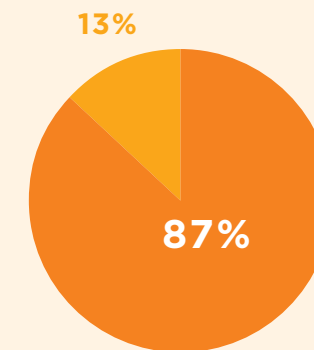
Grants and third-party revenue	\$42,901,827
Rental income	\$2,264,724
Proceeds from sale of property	\$2,810,000
Miscellaneous income	\$177,877
Special events, net of direct benefit to donors of \$100,065	\$693,022
Contributions	\$1,423,205

Total support and revenue \$50,270,655

GRANTS AND THIRD PARTY REVENUE
CONTRIBUTED INCOME
RENTAL INCOME
OTHER

EXPENSES: YEAR ENDED JUNE 30, 2012

2012



PROGRAM SERVICES
ADMINISTRATION

PROGRAM SERVICES:

Outreach	\$437,528
Treatment and transitional housing	\$26,401,227
Medical services	\$6,036,753
Employment services	\$4,831,563
Permanent housing	\$6,107,429

TOTAL PROGRAM SERVICES \$43,814,500

SUPPORTING SERVICES:

Management and General	\$5,552,566
Fundraising	\$598,023

TOTAL SUPPORTING EXPENSES \$6,150,589

Total Expenses \$48,965,089

INCREASE IN NET ASSETS BEFORE NON-CONTROLLING LIMITED PARTNERS'

Capital Contributions to Consolidated Affiliate	\$305,566
Capital Contributions	\$4,766,283

Change in Net Assets \$5,071,849

NET ASSETS:

Beginning of the year, restated	\$3,835,116
End of the year	\$8,906,965

Contributors

WE ARE GRATEFUL FOR PUBLIC AND PRIVATE SUPPORT THAT CREATES NEW LIVES FOR HOMELESS AND LOW-INCOME NEW YORKERS. THANK YOU TO THE DONORS LISTED HERE AND TO EVERYONE WHO MADE A GIFT FROM JULY 1, 2011 TO JUNE 30, 2012.

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We thank Key Society members who support us with a monthly gift providing a lifeline to homeless men and women.

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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 Division of AIDS 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

Special Events

22ND ANNUAL GALA BENEFIT & AUCTION

THANK YOU TO GALA CHAIR PAMELA BELL, AUCTION PRIZE AND IN-KIND DONORS, COMMITTEE LEADERSHIP, AND VOLUNTEERS FOR CONTRIBUTING TO THE SUCCESS OF THE BENEFIT WHICH RAISED \$782,000. PROCEEDS SUPPORT LIFE-SAVING PROGRAMS HELPING HOMELESS MEN AND WOMEN LEAVE THE STREETS FOR GOOD.

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Pamela Bell

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The Wine Hut

NBC News Anchor and Gala Emcee Erika Tarantal with Gala Host Ed Helms



JUNIOR BOARD FALL BALL 2011

THE JUNIOR BOARD RAISES AWARENESS ABOUT PROJECT RENEWAL BY HOSTING EVENTS TO REACH YOUNG PROFESSIONALS. THE 5TH ANNUAL FALL BALL AT THE BOWERY HOTEL FEATURED DRINKS, DANCING, AND DJ FOR 500 GUESTS. THE EVENT RAISED OVER \$43,000 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: 3 AMIGOS TEQUILA, MARK MINTER, SANTA TERESA RUM, STELLA ARTOIS AND SVEDKA.

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As of 10/1/2012

As a member of the Junior Board over the past six years, I've had the great honor of helping share Project Renewal's message with my friends and peers. Upon seeing that this organization truly delivers on its promise of health, homes and jobs, many of them ask me how they can get involved. That's what Project Renewal does—it inspires people—whether it's a client looking to make difficult life changes or a young person looking to help out.

— Erick Volp



ACCORDING TO THE ANNUAL HOMELESS OUTREACH POPULATION ESTIMATE (HOPE) STREET SURVEY CONDUCTED BY THE DEPARTMENT OF HOMELESS SERVICES IN JANUARY 2012, THERE WERE **3,262** UNSHELTERED HOMELESS INDIVIDUALS— A **23% INCREASE** FROM LAST YEAR. AND THIS IS IN ADDITION TO THE **9,500** MEN AND WOMEN IN SHELTERS ON ANY GIVEN NIGHT.

SO WE WILL DO MORE IN 2013



Meet the increased demand for shelter by developing a new shelter for 108 mentally-ill men in the Bronx: renovation is underway and scheduled to open in 2013.



Meet the needs of homeless veterans for jobs by adding more outreach and placement services. Veterans Employment and Training Services (VETS) provides intensive, one-on-one case management to address the complex problems facing homeless veterans.



Meet the need for job training for homeless veterans by opening a satellite Culinary Arts Training Program to help 64 veterans annually learn cooking and work skills in a 6-month classroom and internship program.



Meet the need for supportive housing by developing a new residence for 56 homeless men and women struggling with substance abuse or mental illness. Studio apartments will add housing options for men and women now in shelters.

YOU CAN HELP REBUILD LIVES

Consider the following:

\$5,000

Gives 25 patients access to the MedVan, our mobile clinic that provides healthcare, psychiatry, lab testing, and pharmacy all in one van.

\$2,500

Furnishes a studio apartment with a bed, television, kitchen appliances and desk.

\$750

Funds transportation for Renewal Farm residents to attend group meetings to build a sober network.

\$500

Provides an oral cleaning, x-rays, and follow-up visits at the Dental Clinic.

\$250

Buys 3 months of supplies for The Bowery Art Project classes for men in our Chemical Dependence Crisis Services. Creating art provides relaxation, comfort, social interaction, and a sense of accomplishment.

\$100

Funds a weekly required communications workshop for job-seeking clients covering interviewing skills and strategies to overcome barriers to employment.

\$50

Stocks the MedVan with first aid and over-the-counter medications for a week.

\$25

Provides a mentally-ill homeless New Yorker with a warm meal and a hot shower at our Safe Haven Shelter.

Donate on-line at ProjectRenewal.org





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Renewing lives. Reclaiming hope.