

# ANNUAL REPORT

## 2011



# opportunity



PROJECT PLACE

*opening doors to opportunity*

## board of directors

Mary Kelleher, *President*  
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## gatehouse board of directors

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David Dirks, *Treasurer*  
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## project place staff

### Administration

Suzanne Kenney  
*Executive Director*

Marcie Laden  
*Director of Development*

Frank Woods  
*Director of Finance  
& Social Enterprises*

Meghan Beaulieu  
Sarah Argeropoulos  
*Development Associates*

### Programs & Services

Ed DeBity  
*Director of Veteran Services*

Kim Nutall  
*Director of Client Services*

Sean Pierce  
*Director of Education and Training*

Don Sterrett  
*Enterprise Operations Manager*

Paul Szafranski  
*Food & Beverage Manager*

Beth Carter  
*Case Manager, Betty's and Gatehouse*

Crystal Galvin  
*Employment Specialist*

Azeb Girma  
*Case Manager/Career Coach*

Aaryn Manning  
*Instructor/Case Manager*

Eugene Murphy  
*Supervisor*

Carol Reid  
*Betty's Transitional Housing  
Program Coordinator*

Joel Reyes  
*Clean Corners Site Supervisor*

Ricky Simmons  
*Outreach Coordinator*

Lauren Stants  
*CREW Case Manager/Career Coach*

Ilana Zablou  
*CREW Instructor/Career Coach*

Since 1967, Project Place has offered a supportive community of programs assisting homeless individuals who are committed to transforming their lives. We work with more than 1,000 men and women each year, helping them overcome the numerous barriers they face in obtaining employment and housing. During the past 17 years we have placed significant emphasis on workforce development as a means to engage clients in employment, and have coupled it with corresponding support services so each individual can begin the life-long process of building a productive, self-sufficient life. We offer a proven system of employment and work training classes, social enterprises offering employment experiences, comprehensive case management, and career counseling that provides clients with the tools they need to move out of the shelter system and successfully reintegrate into the community with dignity.

## ROADMAP TO SUCCESS



# FROM THE EXECUTIVE DIRECTOR



*Dear Friends,*

The first thing a person receives when they walk through our doors is a copy of the *Roadmap to Success*. It is not a list of programs, services or requirements. It is a simple map on a large poster that hangs on our wall. It is a recognition that walking into Project Place is the first step on an important path and that the end result, though different for each person, is a Future.

For so many homeless men and women, the idea of a future has long ceased to be thought of as a possibility. With each program, class, counseling session, interview or job placement we are rebuilding the belief that the future is real and success is truly possible. Bianca, a resident in Gatehouse apartments tells this best:

*I was homeless and in drug treatment. Now I live at Gatehouse. I have been working at getting back into society. I have been able to get housing, a job, and a whole lot of other things. I was tired of not having anything, of living with other people, of living on people's couches, of not working but just existing. I knew there was more to life than that. I knew I was smart enough and capable enough. Changing our life requires hard work, patience, perseverance and not giving up when something doesn't go right... I had to change my whole life.*

*I have more joy now. Every day I learn and see something new. I work as a chef. I have a small apartment... but I don't want to get comfortable; I want to expand. I want a bigger apartment. I want to have my children and grandchildren come over and stay the night. I go to work. I come home and it is quiet. I don't have a lot of chaos and confusion in my life. On Wednesdays I go to church; on Thursdays I have choir rehearsal. A lot of things are now happening in my life. I have to pinch myself: is this really happening to me? Yes, it's really happening... And there is going to be so much more.*

At Project Place we work with homeless men and women to create that future. With their motivation and our resources we create opportunities that result in sustainable self-sufficiency.

Our goal is stable jobs and housing, but for Project Place clients a job is more than work. It signifies a new chapter in life. It is both the beginning of a transformation and the culmination of years of hard work. It is often the first tangible accomplishment an individual has made. In addition to the opportunity a job offers, it represents confidence and hope.

This year was one of incredible hard work for all of us. Our clients struggled to overcome their pasts and their barriers in one of the most difficult economic environments we have ever faced. As an organization we worked hard to provide effective services and programming to meet the demand for our help: a demand that increased by 50%.

In the face of these challenges, we remained focused on our goals:

- Help individuals make life changes they can sustain over the long term
- Create programs that respond to a challenging job market
- Maintain outcome-based programming with measurable and successful results

In addition to 324 program enrollees, more than 400 people received information and referrals and more than 245 alumni received follow-up services at Project Place. Most significantly, 76% of program participants found employment, educational advancement and/or housing.

We have always focused on providing individuals with the resources they need to get on their feet and stay standing. We tell each person with whom we work that "we are here to help and it starts one step at a time." As a friend of Project Place we know you share this commitment. Your generosity has helped hundreds of adults change their lives. With your continued support we will help many more men and women take the first step towards a bright future.

A handwritten signature in blue ink that reads "Suzanne Kenney". The signature is fluid and cursive.

Suzanne Kenney  
Executive Director

# 2011

## OVERCOMING OBSTACLES

In 2011, 96% of Project Place's clients experienced homelessness. They ranged in age from 18-68, with the majority in their mid-thirties and came from throughout the Greater Boston area.

- » 39% were male and 61% female
- » 47% had been previously incarcerated
- » 74% had problems with substance abuse
- » over 65% had been diagnosed with mental illness and many more had undiagnosed mental health problems
- » 60% did not have a high school diploma or GED
- » 51% were parents
- » 65% had been victims of abuse sometime in their life
- » 34% of our clients were veterans
- » most had limited family support, little work experience and no stable housing

our job placement rate averaged **62%**

jobs were retained at **70%** after 6 months

**76%** of jobs were retained after 1 year

**66%** of jobs were retained after 2 years

These strong men and women face a range of barriers to self-sufficiency. We share in the great pride they take in their success to overcome their obstacles, break the cycle of poverty and transform their lives.

## ACCOMPLISHMENTS

Project Place is guided by our mission to help homeless men and women accomplish significant life changes, by providing proven, effective programming through efficient operations. Specific program highlights include:

**Social Enterprises** hired 91 men and women with 73% of graduates securing mainstream employment upon completing job training and 85% participating in education and computer literacy training classes. The businesses secured a number of new commercial contracts, generating \$192,500 in new income and contributing 19% of agency revenue.

**Work Skills and Employment Services** (formerly Project 90) provided classroom instruction in three sessions of pre-employment and life skills training, concurrent with case management and career employment counseling to 219 new clients.

**Betty's Place** served 40 women, with 96% securing permanent housing and 100% finding employment. 45% of the women were reunified with their families.

**The Homeless Veterans Reintegration Program**, funded through the Department of Labor, served 152 veterans, offering support services to meet the unique needs of veterans seeking stable housing and employment. 53% participated in basic work training, computer and/or education classes, 10% enrolled into advanced job or education training programs and 50% obtained employment.

**Gatehouse** provided affordable housing for 17 previously homeless individuals, all of whom received support services. This year, 88% of our clients remained in their housing with 12% moving into more appropriate settings and 57% became gainfully employed.

**CREW, Community Re-Entry for Women** remained a strong partnership with the Suffolk County Sheriff's Department and provided employment, education, case management and computer training to 38 incarcerated women that continues post release. The job placement rate of 26% continued to exceed the national average of 11% for this population.

# FINANCIAL STATEMENTS

Financial information is excerpted from our audited financial statements.

## Consolidated Statements of Financial Position Comparative as of June 30

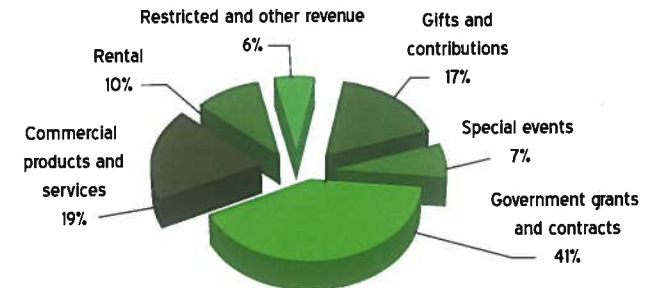
	<u>2011</u>	<u>2010</u>
<b>ASSETS</b>		
<b>Current assets</b>		
Cash	\$74,438	\$366,331
Cash - Security deposits	3,658	2,884
Investments	143,366	131,464
Accounts receivable, net	313,613	146,604
Pledges receivable	27,500	100,000
Prepaid expenses and other	16,116	37,789
Inventory	<u>8,987</u>	<u>3,986</u>
<b>Total current assets</b>	<u><b>587,678</b></u>	<u><b>789,058</b></u>
<b>Property and equipment</b>	10,945,507	10,864,821
(Less) accumulated depreciation	<u>(1,599,241)</u>	<u>(1,245,544)</u>
<b>Total property and equipment, net</b>	<u><b>9,346,266</b></u>	<u><b>9,619,277</b></u>
<b>Other assets</b>		
Restricted deposits and funded reserves	284,866	263,146
Notes receivable	<u>5,575,325</u>	<u>5,575,325</u>
<b>Total other assets</b>	<u><b>5,860,191</b></u>	<u><b>5,838,471</b></u>
<b>TOTAL ASSETS</b>	<u><b>\$15,794,135</b></u>	<u><b>\$16,246,806</b></u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current liabilities</b>		
Accounts payable	\$55,964	\$52,085
Accrued expenses	85,950	132,274
Deferred revenue	26,870	43,575
Security deposits	6,362	5,360
Line of Credit	<u>49,750</u>	<u>-</u>
<b>Total current liabilities</b>	<u><b>224,896</b></u>	<u><b>233,291</b></u>
Long-term debt	<u>11,103,039</u>	<u>11,103,039</u>
<b>Total liabilities</b>	<u><b>11,327,935</b></u>	<u><b>11,336,330</b></u>
<b>Net assets</b>		
Unrestricted	4,380,173	4,691,679
Temporarily restricted	<u>86,027</u>	<u>218,797</u>
<b>Total net assets</b>	<u><b>4,466,200</b></u>	<u><b>4,910,476</b></u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u><b>\$15,794,135</b></u>	<u><b>\$16,246,806</b></u>

## Consolidated Statements of Activities and Changes in Net Assets Fiscal Years ended June 30

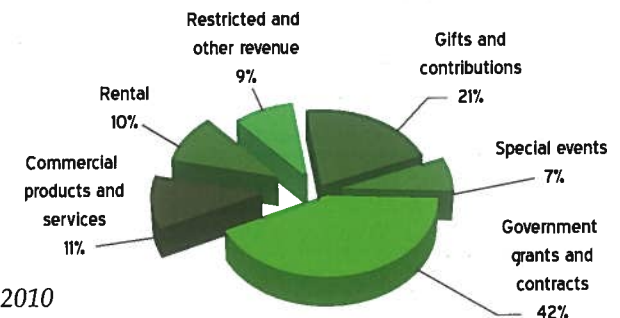
	<u>2011</u>	<u>2010</u>
<b>REVENUE AND SUPPORT</b>		
Gifts and contributions	\$504,612	\$737,629
Special events	180,518	175,679
Contributed services and materials	2,420	1,200
Government grants and contracts	1,020,119	1,044,079
Commerical products and services	470,539	277,989
Investment revenue	13,361	11,920
Rental revenue	237,522	248,985
Other income (loss)	<u>50,200</u>	<u>(21,699)</u>
<b>TOTAL REVENUE AND SUPPORT</b>	<u><b>\$2,479,291</b></u>	<u><b>\$2,475,782</b></u>
<b>EXPENSES</b>		
Program services	2,453,560	2,101,813
Management and general	210,727	158,139
Fundraising	<u>259,280</u>	<u>222,355</u>
<b>TOTAL EXPENSES</b>	<u><b>2,923,567</b></u>	<u><b>2,482,307</b></u>
<b>CHANGE IN NET ASSETS</b>	(444,276)	(6,525)
<b>NET ASSETS - BEGINNING</b>	<u><b>4,910,476</b></u>	<u><b>4,917,001</b></u>
<b>NET ASSETS - ENDING</b>	<u><b>\$4,466,200</b></u>	<u><b>\$4,910,476</b></u>

### Supplemental information:

Depreciation	368,075	368,075
Interest	80,551	80,892



Fiscal Year 2011



Fiscal Year 2010



# SUPPORTING OPPORTUNITIES FOR TRANSFORMATION

Project Place could not accomplish so much without the generous support of so many. We gratefully acknowledge and thank the following donors during Fiscal Year 2011. Donations are listed for the period July 1, 2010 to June 30, 2011. Respecting our privacy policy individual donor names, except for some event sponsors, generally are not listed.

## contracts

Massachusetts Dept. of  
Housing and Community  
Development/Mass.  
Housing Shelter Alliance  
City of Boston, (HUD)  
Emergency Shelter Grant  
City of Boston Community  
Development Block Grant  
City of Boston, (HUD)  
Supported Housing Program  
and Shelter Plus Care  
Suffolk County Sheriff's  
Department House of  
Corrections  
Department of Labor:  
Homeless Veterans  
Reintegration Program

## corporations and foundations

The Acorn Foundation  
Winifred and Harry B. Allen  
Foundation  
Beatrice Fox Auerbach  
Foundation Fund at the  
Hartford Foundation  
Bank of America Charitable  
Foundation/Neighborhood  
Builder Award  
Bank New York Mellon  
Charitable Giving Program/  
Eugene F. Fay Trust

The Clipper Ship Foundation  
David Ferry 1990 Trust  
Employment Retention Fund  
at the Boston Foundation  
Fidelity Management Trust  
Company CRA Committee  
Flour Bakery  
The Paul and Phyllis Fireman  
Charitable Foundation  
First Congregational Church  
of Milton  
Highland Street Foundation  
Libra Foundation  
Raymond Marcinowski and  
Janet A. Cooper Fund  
The Martin Fund  
Mercantile Bank and Trust  
Company  
Oak Foundation  
Project Bread  
Rodman Ride for Kids  
Saquish Foundation  
Sawyer Charitable Foundation  
The Society of Kings Chapel  
State Street Foundation  
Anna B. Stearns Charitable  
Foundation  
Susan Schiro and Peter Manus  
Foundation  
Jean C. Tempel  
TJX Foundation  
Yawkey Foundation

## gospel brunch sponsors

Aetna Fire Alarm Company  
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DiPierro Construction  
Dunkin' Donuts  
Harriet G. Finkelstein  
Gibson Sotheby's International  
Realty  
Goulston & Storrs, PC  
Hacin + Associates  
Harvard Partners  
Paul and Francine Healey  
The Insurance Center  
of New England  
John Hancock Financial  
Services  
Mary Kelleher and Brian Perry  
The Kenney Family  
Maintenance Chemical  
Massachusetts Housing  
Investment Corporation  
Mt. Washington Bank  
New York Life  
G.T. Reilly & Co.  
VPNE Parking Solutions  
Wainwright Bank

## golf tournament sponsors

Blackstone Group  
Courier Corporation  
Eastern Bank  
John Moriarty Associates  
Mt. Washington Bank  
Sentaca  
R.W. Sullivan Engineering  
TRANE

## in honorarium/ memoriam established funds

Danielle Ontra  
Memorial Fund  
Herbert G. Simmons, Jr.  
Memorial Fund  
The Paul White  
Empowerment Fund

## in-kind donations

Blue Hill Press  
Fred Burnham  
The Ink Spot  
Lee Lighting/Michael Lee  
Rich DiGregorio  
FLYNN/North River Films  
Rule: Boston Camera

A special thank you to  
Goulston and Storrs, PC for  
their continued generosity,  
support and hard work.

*We have made every effort to  
ensure the accuracy of this list of  
donors and apologize in advance  
for any misspellings, omissions or  
other errors. Please let us know of  
corrections required.*



PROJECT PLACE

*opening doors to opportunity*



opportunity

Our mission is to promote hope and opportunity for homeless individuals by providing the skills, education, resources and personal support necessary to obtain employment and housing and sustain economic stability and independence over a lifetime.