

50 YEARS

PROJECT RENEWAL

Renewing Lives. Reclaiming Hope.
1967-2017





Daniel, who struggled with addiction and homelessness after losing his job, is getting treatment at our Third Street Detox. **“I’m trying to restart my life,”** he says.

Here, Daniel holds an early photo of the program.



1967

... We open the first voluntary medical detox for “public inebriates” on the Bowery.

1968

... We open *The Recovery Center*, New York City’s first outpatient clinic for homeless adults struggling with addiction.

1967 - 1976

THE BIRTH OF PROJECT RENEWAL

By Herb Sturz

Founder of Project Renewal

In the 1960s there was a move to use summonses in lieu of arrests for low-level crimes, but the police continued arresting people on the Bowery in large numbers. These were very ill men. I began to question whether they should even be summonsed. Project Renewal has forever treated those down and out with care and kindness.

We got Mayor Lindsay, the courts, and the Police Department to agree to let us open a clinic where we could bring these men to sober up. Everyone told us they wouldn't come, but four out of every five men came with us. Many came repeatedly and eventually became sober. That was the beginning of what became Project Renewal.

Within 10 years, we added The Recovery Center, New York City's first outpatient clinic for homeless adults struggling with addiction;

Renewal House, the city's first residential and work rehabilitation program for homeless alcoholics; the city's first supportive housing program for people in addiction recovery; and the first non-medical detox center in the United States.

“Project Renewal has forever treated those down and out with care and kindness.”

We open **Renewal House**, the city's first residential and work rehabilitation program for homeless alcoholics.

At the Jane West Hotel, we open the city's first supportive housing program for people in addiction recovery.

New York State decriminalizes alcoholism, a result of our successful work in treating homeless alcoholics.

We open the first non-medical detox center in the United States.

1970

1972

1976

1976



Hiroki, who is uninsured, has received quality healthcare at our mobile medical van for years. “Without this van, I wouldn’t be able to see a doctor,” he says.

Here, Hiroki holds a photo of our Street Outreach team from the 1980s.

... Governor Hugh Carey requests a plan to address the problem of mentally ill homeless people in the Times Square area, leading us to initiate **Street Outreach** teams the following year.

1977 – 1986

BRINGING CARE TO THE STREET

By Ed Geffner

CEO of Project Renewal, 1977-2010

The deinstitutionalization of people with mental illness that began in the 1960s accelerated in the mid 1970s, resulting in a huge increase in the homeless population. Back then, the government wasn't thinking about how to address the problem, but at Project Renewal we recognized that we had to treat them, and get them a place to live.

In 1980 Governor Hugh Carey requested a plan to address the problem of mentally ill homeless people in the Times Square area, leading us to launch Street Outreach teams.

Two years later, we initiated the city's first mobile psychiatric outreach team, staffed by a psychiatrist and nurses who served homeless mentally ill adults at drop-in centers and soup kitchens. And, in an effort to provide permanent housing, we started to develop Clinton Residence, one of the city's first transitional housing programs to help mentally ill New Yorkers integrate into the community.

“*At Project Renewal we recognized that we had to treat them, and get them a place to live.*”

• We launch **Street Outreach** teams of social workers who collaborated with police officers to find homeless adults living on the streets and provide them with services.

1981

• We initiate the city's first mobile psychiatric outreach team, staffed by a psychiatrist and nurses who introduce psychiatric care to homeless mentally ill adults at drop-in centers and soup kitchens.

1983

• Our **MedVan** begins delivering professional healthcare to homeless men and women on the streets and in shelters.

1986

1987 – 1996

MOVING BEYOND SHELTER

By **David N. Dinkins**

106th Mayor, City of New York, 1990 to 1993

I served as Borough President of Manhattan and Mayor of New York City at a time that saw the modern birth of the response to homelessness in New York City. Right to shelter had become law a few years earlier and the City began opening shelters. The homeless population was skyrocketing and the public was looking to us for impactful answers.

Addressing homelessness in a comprehensive way was new to government. We didn't have a Department of Homeless Services until I established it in 1993. We were pioneers. I had always believed that homelessness was a problem of economics and my commission, led by Andrew Cuomo, backed that up. They recommended moving past a focus on simply providing housing for those in need, to offering an array of services that included job training as well as turning to New York City's robust nonprofit sector for help.

“*They recommended moving past a focus on simply providing housing for those in need, to offering an array of services that included job training.*”

I turned to Project Renewal. I asked them to run our City's first privately contracted shelter and funded their pilot job training program for homeless and formerly homeless New Yorkers—a program that continues to be highly successful at placing people into good jobs.

• We start **A-PLUS**, one of eight National Demonstration Programs to provide intensive case management services to women in New York City shelters.

1988

• We open **Clinton Residence**, one of the city's first transitional housing programs that sought to help mentally ill New Yorkers integrate into the community.

1990

• We open the **Third Street Men's Shelter** for homeless men with substance use disorders—the first shelter that the City of New York privately contracted.

1991

• We open permanent supportive housing at **Holland House** (now called **Geffner House**) for 307 formerly homeless and low-income residents.

1995



Gladis was working part-time jobs but not making ends meet, so she enrolled in our Culinary Arts Training Program. "I'm learning what I need for a real career," she says.

Here, Gladis holds a photo of the early days of the program.



Next Step, our full-service employment program, helps men and women prepare for, find, and keep good jobs.

Our Culinary Arts Training Program prepares clients for food service jobs.

We open the Times Square Consortium, one of the first low-demand centers working with mentally ill men living on the streets.

We open the Fort Washington Men's Shelter, our first shelter dedicated to serving homeless men with mental illness.

We open Renewal Farm, an organic farm and residential addiction recovery program, now located in Garrison, NY.

1995

1995

1995

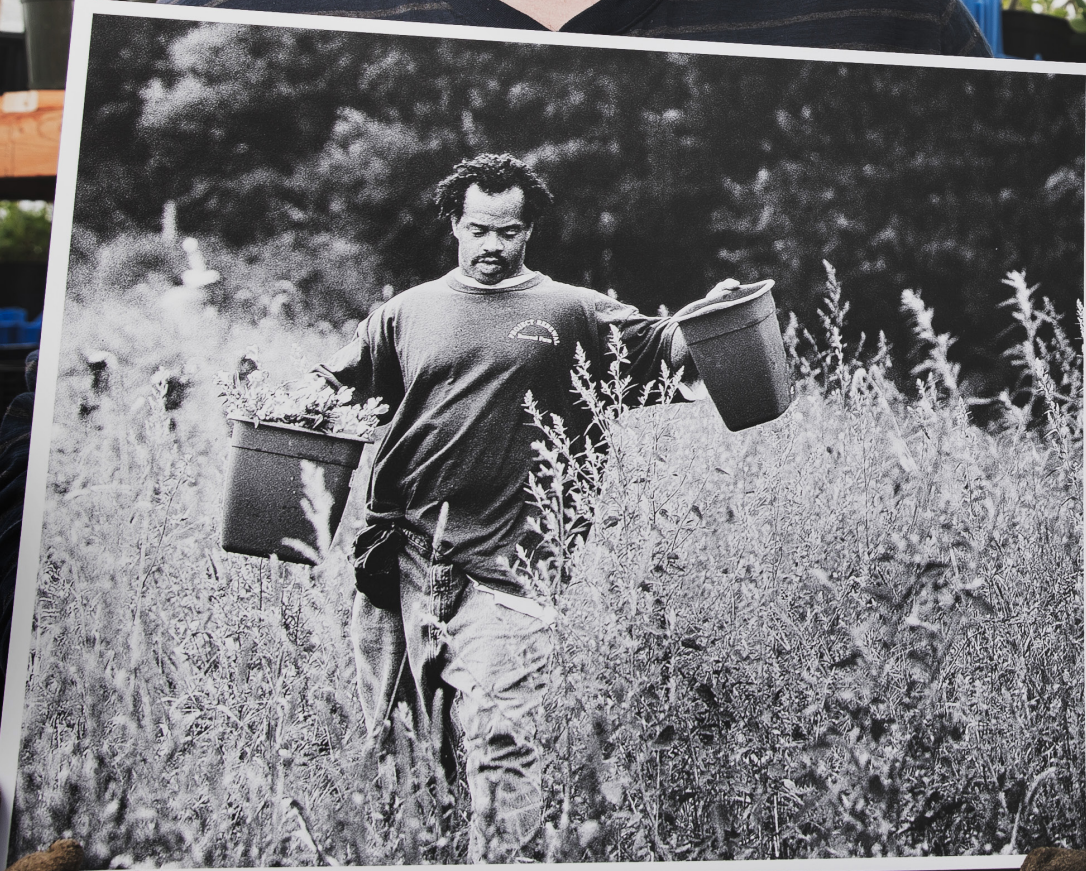
1995

1996



Michael has battled addiction and homelessness for over 10 years. “**Renewal Farm** is a place where I can make a lasting recovery,” he says.

Here, Michael holds a photo of the program from 2008.



• We start a social purpose enterprise, **Comfort Foods** (now called **City Beet Kitchens**), the first non-profit catering company in New York City.

1997

• We open our first shelter for women, the **New Providence Women’s Shelter**, to help women overcome addiction, mental illness, and homelessness.

1998

• Our new **Suburban Jobs program** connects unemployed New Yorkers to job opportunities in the New York City suburbs.

1998

• **Job Links** helps clients with serious mental illnesses and a history of homelessness to prepare for and obtain competitive jobs.

1999

• We open **Kenton Hall**, the first homeless shelter dedicated to helping people on methadone maintenance treatment.

2001

• We begin the **Parole Support and Treatment Program**, a national model for helping mentally ill ex-offenders reintegrate into the community.

2001

1997 – 2006

RECOVERING FROM SUBSTANCE USE

By **Stephanie Cowles**
Deputy Director of Project Renewal

Homelessness had always been tied to substance use disorder, but the gravity and severity of the problem changed dramatically with the crack cocaine epidemic. We were seeing people who were getting more addicted, faster, and with much more serious consequences. A study conducted in the early 1990s found that 66% of shelter residents tested positive for drugs.

We knew we had to quickly expand programs that helped substance users get back on their feet. In 1995 the U.S. Department of Housing and Urban Development made available significant funding for homeless services. We were able to tap into that funding to develop innovative and highly successful programs and facilities.

Within a few short years, we built Renewal Farm, a unique program that gets substance users out of the city and into a long-term treatment program.

“ We knew we had to quickly expand programs that helped substance users get back on their feet. ”

Since then, Renewal Farm has proven to be twice as successful as similar programs nationwide. We also opened Kenton Hall and New Providence, two shelters dedicated to helping homeless men and women with substance use histories. And our Suburban Jobs program helped people recover by putting them to work and keeping them employed.

• Our Fort Washington Dental Clinic opens, becoming the first permanent dental clinic dedicated to serving homeless and indigent New Yorkers.

• In Homes Now places substance-using men and women in their own apartments with services to achieve health and sobriety.

• St. Nicholas House in Harlem and Leona Blanche House in the Bronx provide homes and support to 147 mentally ill and formerly homeless men and women.

• We launch StreetSmart, New York City's first mobile primary care clinic devoted to serving homeless youth.

• We start one of the first formal occupational therapy programs based in a shelter and designed to help homeless adults learn to live independently.

2003

2003

2004

2005

2005



Kristian, a transgender man who became homeless during his transition, is getting support at our new Marsha's House shelter. **"At Marsha's House, they respect your pronouns and provide knowledgeable care,"** he says.

Here, Kristian holds a photo of LGBTQ activist Marsha P. Johnson, for whom the shelter is named.

The Detox, the city's first non-hospital detoxification clinic, offers a new model for providing medical detox services to homeless substance users, with follow-up care.

2007

The ScanVan, the nation's first mobile mammography clinic, becomes a Project Renewal program.

2007

Our Occupational Therapy program connects Columbia University interns with clients transitioning from homelessness to permanent, independent living.

2010

We open Fletcher Residence, one of the first eco-friendly transitional housing facilities, in the Bronx.

2011

CareVan and Lifeline, two new medical vans, expand our capacity to deliver healthcare.

2012

2007 – 2016

TARGETING SERVICES

By **Bill de Blasio**
109th Mayor, City of New York

As a City Council Member, as Public Advocate, and now as Mayor, I have always been committed to tackling homelessness and helping our most vulnerable New Yorkers get back on their feet. It is clear we need a 21st century response to the 21st century reality of homelessness, and I am grateful for Project Renewal's dedication to developing solutions that address the causes of homelessness and empower New Yorkers.

Project Renewal has paved the way for organizations, as they are always searching for better ways to serve their clients, and with each new year they continue to develop new and innovative programs, partnerships, or services for the community. Whether it's partnering with our Department of Homeless Services to open new shelters for seniors or LGBTQ young adults—like Marsha's House—or developing training programs for veterans, Project Renewal is continually adapting to meet our residents' needs.

“ I am grateful for Project Renewal's dedication to developing solutions that address the causes of homelessness and empower New Yorkers. ”

This year, my administration announced our comprehensive plan to reduce the number of homeless New Yorkers relying on shelters and introduced reforms to strengthen services that help people get back on track. Achieving our goals won't be easy, but I know that as we work to move forward, with the help of Project Renewal we can lead the charge to break the cycle of homelessness in our beloved city.

• **Veterans Employment & Training Services (VETS)** launches to meet the needs of homeless veterans seeking jobs and stability.

• **En Casa**, our first family program, houses 10 families with the head of household in recovery and provides supportive services.

• We open **Ana's Place**, a state-of-the-art shelter serving 108 mentally ill men.

• We start a new track of the **Culinary Arts Training Program** designed specifically for veterans.

• We open the **East Williamsburg Men's Shelter**, featuring a wide range of services—including occupational therapy—for homeless men over the age of 55 with substance use histories.

2012

2013

2013

2014

2016

WHAT'S NEW IN 2016



CITY BEET KITCHENS

Our social purpose catering company—a favorite of local institutions, corporations, and event planners wanting to support a good cause while serving up delicious food—has unveiled its new name: City Beet Kitchens. To celebrate, our executive chef created a new menu featuring local ingredients, customizable dishes, and new options for customers with dietary restriction. Ordering is easier than ever at citybeetkitchens.org.



MARSHA'S HOUSE

Homeless LGBTQ young adults in New York City have never had a shelter dedicated to their needs—until now. In 2016, the City's Department of Homeless Services selected Project Renewal to manage Marsha's House, the first shelter to exclusively serve this vulnerable population. We couldn't be more honored, or excited.

Located in the Bronx, the shelter has 81 beds and services including referrals to education and employment programs, group counseling, and healthcare including HIV and transgender care.



Right photo:
New York City Department of Social Services Commissioner Steve Banks, First Lady Chirlane McCray, Project Renewal President & CEO Mitchell Netburn, and Council Member Ritchie Torres at a tour of Marsha's House. Michael Appleton/Mayoral Photography Office

EAST WILLIAMSBURG MEN'S SHELTER

Seniors are another segment of the homeless population facing challenges that are not fully addressed at traditional shelters. To help them we opened the East Williamsburg Men's Shelter.

The shelter, our first in Brooklyn, provides on-site medical and psychiatric care, occupational therapy, and transportation to our dental, optometry, and job placement services tailored to men ages 55 and up.

Left photo:
Danielle Blair, Occupational Therapist at the East Williamsburg Men's Shelter



DEAR FRIENDS

The homeless crisis didn't crop up overnight. We know because Project Renewal has been on the frontlines of homelessness in New York City for 50 years.

In 1967, when the Bowery was the epicenter of street homelessness in Manhattan, we opened the city's first detoxification clinic in the neighborhood. It was the game-changer that many men needed to overcome alcoholism and renew their lives. It was also the start of Project Renewal.

That formula—creating innovative services to address the specific needs of vulnerable New Yorkers—has been the hallmark of Project Renewal ever since. And, as we developed more programs catering to the health, housing and job training needs of the city's diverse homeless population, we integrated them to provide comprehensive solutions to our clients' complex set of challenges.

In fiscal year 2016 alone, we helped over 15,500 men and women struggling with mental illness and substance use disorder, the formerly incarcerated, unemployed veterans, the elderly, families, and many others.

So, as Project Renewal celebrates its 50th anniversary, it is fitting that we do it by opening Marsha's House, New York City's first homeless shelter dedicated to serving another highly vulnerable population: LGBTQ young adults. Our excitement for this new shelter is exceeded only by that of our residents, who are enthusiastically embracing the innovative array of services we have developed to best serve their needs. You can read more about it on the previous page.

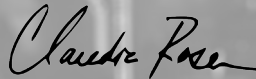
While we continue developing new solutions to New York City's evolving homeless crisis, it's also important to remember—and learn from—our past. In this report, we offer reflections on the last five decades from New Yorkers who have led the fight against homelessness. We are grateful for contributions from Project Renewal founder Herb Sturz, longtime Project Renewal CEO Ed Geffner, former Mayor David Dinkins, Project Renewal Deputy Director Stephanie Cowles, and Mayor Bill de Blasio.

We could not do our work without the continued support of our donors. On behalf of the Project Renewal staff, Board of Trustees, and the men, women and children we serve, we thank you.

Sincerely,



Mitchell Netburn
President & CEO



Claudia Rosen
Chairman

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SPOTLIGHT ON 2016

The **NEW YORK CITY** homeless shelter population was more than **62,000**

on some nights, with thousands more sleeping on the streets.

Project Renewal provided services to **15,584** New Yorkers.



HEALTH

13,130

received substance use treatment, medical care, or psychiatric services.

On average, each patient visited us **3.5** times.



HOMES

3,515

lived in shelters, transitional housing, or permanent homes.

98% of residents in permanent homes are still living independently after one year.



JOBS

821

received vocational training and job placement services.

\$11.71 average hourly wage. **30.1%** higher than the minimum wage.

SPREADING THE LOVE

Scot and Jacqueline Tatelman are the founders of STATE, a bag brand with a big heart. For every backpack or tote that is purchased, STATE donates a backpack filled with tools for success to a local child in need.

As owners of a primarily women-run business, and as parents themselves, Scot and Jacqueline were compelled to expand their giving to struggling women and mothers. For the past two years, STATE organized "Spread the Love," a Valentine's-themed evening of manicures, makeovers, delicious food, and live performances for women in Project Renewal housing programs. STATE provides each participant with a bag filled with essentials, including a pillow, makeup, and underwear, but the events offer so much more than just material gifts.

"We want to create a beautiful experience that showers these women with feelings of love and support."

"We want to create a beautiful experience that showers these women with feelings of love and support," Scot says. "We want them to feel celebrated for who they are and what they do for their families. We are grateful to be able to support the women that Project Renewal serves."



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When Twitter asked to volunteer at Project Renewal, we were thrilled. Since October 2015, its employees have painted at two of our shelters and cooked with our Culinary Arts Training Program students.

“During our #TwitterforGood volunteer days, we look for opportunities where Twitter can be part of the community,” says Twitter’s Maryam Mujica. “We are delighted to partner with a nonprofit such as Project Renewal as they are helping so many New Yorkers in need. It’s been a privilege to allow our employees

#TWITTERFORGOOD



to be a small part of Project Renewal’s important mission.”

Twitter’s generosity hasn’t been limited to volunteerism. In November 2016, the company

gave Project Renewal a \$10,000 grant through its “Ads for Good” program, which allows nonprofits to amplify their messages with Twitter’s advertising platform.

STAR VOLUNTEER: SHELLEY SONENBERG



In 2011, Shelley Sonenberg joined her friend Pamela Bell, a Project Renewal Trustee, to start an art program for our clients. Their Bowery Arts Project—twice weekly art classes designed to help residents at our Third Street Men’s Shelter cope with substance use disorder and homelessness—was an instant hit.

Five years later, the Bowery Arts Project continues to flourish. That’s because Shelley, Pamela and their fellow volunteers—including their own friends and family—foster an environment that encourages the dialogue and expression these men need.

“It’s gratifying to watch the men—and volunteers—become immersed in the creative process together,” Shelley explains. “Some of the men may seem disinterested at first but usually, by then end of class, they’re eager to share their feelings and experiences that inspired their art.”

We’re grateful to Shelley for not only helping to create such a wonderful program, but also for her generous donations to Project Renewal. “I think anything that you care about—in this case the work that Project Renewal does—you should support in any way you can,” she says.

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We are grateful for the public and private support that renews the lives of homeless and low-income New Yorkers.

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 Nancy and Chris Gibbs
 Ms. Anna Grassini
 Mr. Jay Gross
 Ms. Susan Hadden
 Ms. Maria Hartoularos
 Mr. Norman Holmes
 Francis and Patricia Koppeis
 Mr. Richard Kronick & Ms. Alice Brodie
 Ms. Trudy Loo
 Mr. Rubin Magit
 Ms. Dana D. McCarren
 John and Kathleen Perry
 Mr. and Mrs. Steven Pfeffer
 Ms. Diana Phillips
 Mr. Nicholas Ragovis

Richard and Ann Seltzer
 Mr. and Mrs. Paul D. Selver
 Mr. John P. Sheridan
 Elizabeth and Neil Siegel
 Ms. Nomi Silverman
 Michael and Laura Sirkin
 Ms. Vicki Sommer
 St. Christopher's Inn
 Ms. Susan Stell
 Mr. Lee Stettner
 Mr. Giovanni Tafa
 TD Bank, N.A.
 Ms. Victoria Tofal
 Irwin and Janet Tweed Gusman
 Ms. Adaeze Udoji
 The Weeks-Lerman Group, LLC
 Mr. Dylan Weinstein
 Mr. Samuel G. Huber & Ms. Catherine Weiss
 Kim Williams and Tommy Wilkes
 Ms. Jeanne Marie Williams
 Michael Young & Debra Raskin

Mr. Peter Reese
 Mrs. Elise K. Richman & Mr. Barry Richman
 Mrs. Ann J. Roberts
 Ms. Genevieve B. Scandone
 Mr. John Schuler
 Mr. John P. Sheridan
 Ms. Christine Smith
 Mr. Armando Solis
 Mr. John Tsevdos
 Ms. Roxanne Warren
 Anonymous
 Mr. Rubin Magit
 Dana D. McCarren
 John and Kathleen Perry
 Mr. and Mrs. Steven Pfeffer
 Ms. Diana Phillips
 Joseph M. Quinlan
 Mr. Peter Reese
 Mr. Vincent Rinaldo
 Mrs. Ann J. Roberts
 Ms. Susan Safronoff
 Ms. Genevieve B. Scandone
 Mr. John Schuler
 Mr. John P. Sheridan
 Ms. Christine Smith
 Mr. John Tsevdos
 The Walt Disney Company Foundation
 Ms. Roxanne Warren

OUR 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

OUR 2016 GALA SAVED THE FARM

Our 26th Annual Gala Benefit & Auction had a special mission: Save the Farm. Changing federal priorities left Renewal Farm, our unique substance use treatment program in the Hudson Valley, in danger. At the gala, a former client named Guy delivered a moving speech about how the Farm

saved his life. Our attendees came through, raising a record-setting \$1.39 million—enough to keep the Farm open for another year, until permanent funding is secured. We are thankful for our Gala co-chairs, live and silent auction donors, the Gala and Host Committee, Junior Board After-Party, and volunteers.



GALA IN-KIND DONORS

Baked by Melissa
Bandier
Victor Baran
The Bean
Dr. Paul and Carol Berman
Russell Berman and Anita Friedman Berman
Biscuits & Bath
Nina Boesch
Thomas and Megan Brodsky
Brooklyn Boulders Foundation
Brooklyn Gin
Bustin Boards
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David Barton Gym
James S. Davidson and Lyn M. McHugh
Eric and Wendy Fry
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MetLife Stadium

Neil and Shelly Mitchell
Myriad Restaurant Group
New York Jets Football Club, Inc.
Olivier Cheng Catering
Phil Pelland
Pig and Khao
Prinkshop
The Rachael Ray Show
Refine Method
Rifle Paper Co.
Schapiro's Eatery & Cocktail Bar
Shake Shack
Howard Sharfstein, Schulte Roth & Zabel
Sonic Yoga
Soulcycle
Stampin' Up!
St. Regis Aspen Resort
TasteBuds Kitchen
tenoverten
Trapeze School New York
Tumbador Chocolate
Uplift Studios
Urban Cheesecraft
The View
W South Beach

GALA CO-CHAIRS

Russell Berman and Anita Friedman Berman
James Davidson and Lyn McHugh

GALA COMMITTEE

Susan Akselrad	Lori Reinsberg
Vanessa Baran	Carl Rosoff
Anita Friedman Berman	Amanda Tomasello
Russell Berman	Chas Tyson
James Davidson	Timothy Valz
Jenny Kane	Ashley Venetos
Robin Lee	
Lyn McHugh	



Gala co-chairs Anita Friedman Berman, Lyn McHugh, Jim Davidson, and Russell Berman



9TH ANNUAL FALL BALL

Our Junior Board members continued to amaze in 2015, organizing our best Fall Ball yet.

The event drew over 400 young professionals and raised \$82,000 in support of our mission to end the cycle of homelessness in New York City. A special thank you to our Host Committee

and the event's food and beverage sponsors:

Manhattan Beer Distributions, Manhattan Moonshine, Noreetuh, City Beet Kitchens, Insomnia Cookies, Ottos Tacos, Tippy Scoop, Tacombi, Tres Carnes, and Giovanni Rana.



JUNIOR BOARD

Jessica Alex
Milo Dee
Vijay Desiraju
Jay L. Glazer
Amanda Hemmerly
Nicholas H. Hemmerly
Amy Leigh Hertenstein
Fritz Kemerling
Robin Lee
David McGinley
Aleksandra Michael
Erica Mitchell
Dana DeLuca
Anna Nachamie
Julia Feldman

Frank Schiro
Nick Salvin
Christopher Smajdor
Amanda Tomasello
Steven Tutterow
Frederick Volp

HOST COMMITTEE

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Jillian Barbati
Jonathan Barokas
Grace Beggins
Tinna Bustos
Cory Cory
Kriti Dave
Jonathan Fersh

Michael Gawlik
Laura Green
Jennifer Hayhurst
Jenneh Kaikai
Mollie Ketroser
Katherine Lannon
Surangel Lauriello
Will Leuchtenberger
Monica Mabutas
Georg Machinist
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Stuart Orenstein
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Neal Remedios
Jessica Romano
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Eloise Ryaby
Sid Salvi
Desiree Sedehi
Conor Sutherland
Pierce Thompson
Chas Tyson
Timothy J. Valz
Erin VanArsdale
Patrick Woloveck
Takk Yamaguchi
Julie Zaveloff

Statement of Activities

AUDITED FINANCIALS

Year ended June 30, 2016

Increase (Decrease) in
Net Assets Before Capital
Contributions from Non-
Controlling Limited Partners

(\$1,616,320)

Capital contributions from
non-controlling limited partners

\$142,500

Change in net assets

(\$1,473,820)

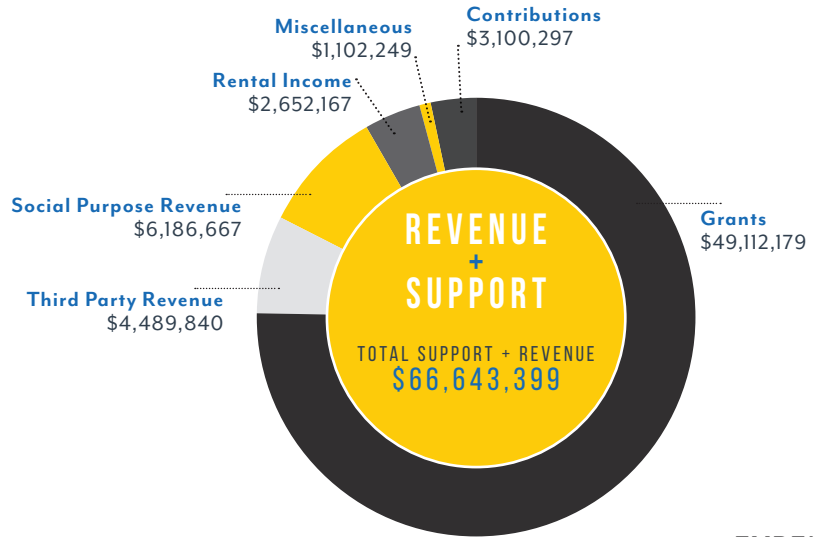
NET ASSETS

Beginning of the year

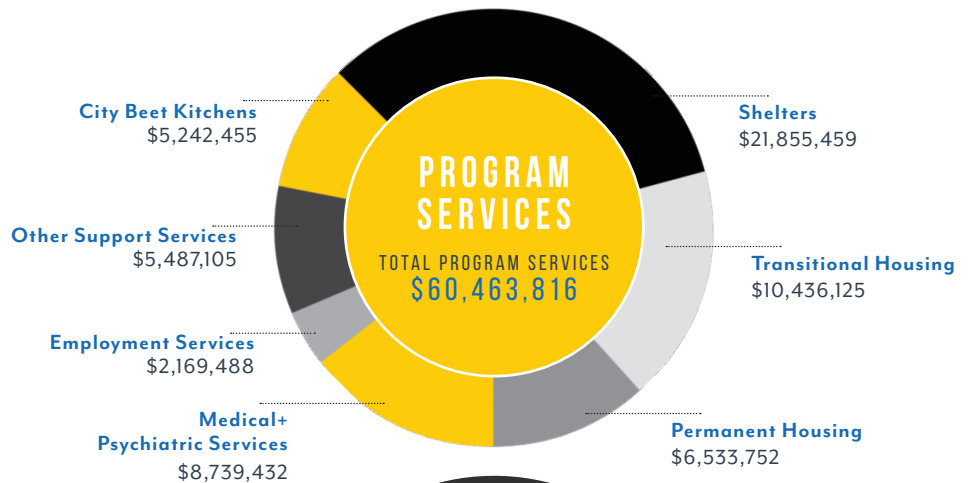
\$11,444,365

End of the year

\$9,970,545



EXPENSES



Total Expenses:
\$68,259,719

You can **END THE CYCLE**
of homeless in New York City

Because of our supporters...



Gladis is on track
for a career.



Michael is on the road
to recovery.



Kristian is on the path to
a permanent home.

**Your contribution will help us save many more
New Yorkers in the years to come.**

WE ARE GRATEFUL FOR YOUR SUPPORT!



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

