


2021



PROJECT  
RENEWAL  
ANNUAL REPORT

# Dear Friends,

Breaking the cycle of homelessness requires a bold vision. This is especially true in New York City, where the shortage of affordable housing kept more than 62,000 adults and children sleeping in shelters on some nights last year.

Project Renewal answered the call in 2017, developing innovative programs with targeted services to meet the unique needs of our city's diverse homeless population and, ultimately, quell this crisis. Specifically, we:

- Opened Marsha's House, the city's first and only shelter dedicated to getting homeless LGBTQI young adults back on their feet.
- Were selected to operate one of the city's first two diversion centers, which will provide stabilization and treatment services for New Yorkers, referred by the police, who are experiencing mental health or substance use crises.
- Broke ground on Bedford Green House, an innovative supportive and affordable housing development in the Bronx that will be our first development for families.

You can learn more about these exciting projects on pages 6-7 of this annual report.

We concluded the year with another big announcement, naming Jody Rudin to be Project Renewal's Chief Operating Officer. With her vast experience in both the nonprofit and government sectors, including 13 years in leadership roles at the New York City Department of Homeless Services, Jody will ensure we provide the highest quality services to our clients.

In addition to a bold vision, tackling homelessness necessitates resolve in the face of challenges. Thankfully, our staff personifies perseverance. Because of their hard—and sometimes harrowing—work on the front lines, every single day, we provided more than 15,000 New Yorkers with quality healthcare, housing, and employment services in 2017.

On behalf of the Project Renewal Board of Trustees, staff, and clients, we thank you for your support.

*Sincerely,*



**Mitchell Netburn**  
*President & CEO, 2010 - 2018*



**Claudia Rosen**  
*Chair*

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# 2017

## BY THE NUMBERS

**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* **15,223** *New Yorkers.*



### Health

**12,666**  
received  
substance  
use disorder  
treatment,  
medical care  
or psychiatric  
services.

.....

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

### Homes

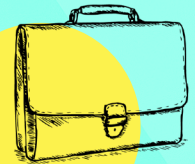


**3,772** lived in shelters,  
transitional housing or  
permanent homes.

.....

**92%** of residents in  
permanent homes were  
still living independently  
after one year.

### Jobs



**871**  
received  
vocational  
training and job  
placement  
services.

.....

**\$12.86** average  
hourly wage.  
**33%** higher than  
the minimum wage.

## CLIENT SPOTLIGHT

# Wilson

## OCCUPATIONAL THERAPY PROGRAM



At 70 years old, Wilson is proof that when support services are tailored to an individual's needs—and delivered with care—they can be transformational.

As a young man, Wilson earned his college degree, served in the Army, and worked full-time. After his marriage fell apart, he developed a substance use disorder, depression, and became homeless. "I was a lost soul," he reflects.

Eventually, the Department of Veterans Affairs placed him in supportive housing at Project

Renewal's Geffner House. But, as he became blind, he grew isolated and less able to care for himself—that is, until three years ago when he started receiving our Occupational Therapy (OT) services.

Our OT team developed a plan to help Wilson maintain his independence and dignity. To compensate for his vision loss, they put tactile stickers on his phone, microwave, medicine bottles, and canned food, and taught him new ways to do daily tasks like grooming, dressing, and cooking. They installed a grab bar in his bathroom and began helping him get to doctor appointments.



The program also helped reconnect Wilson with his community. He regularly participates in OT group sessions, which bolster cognitive and social skills. "It helps me bond with the other residents," he says. "I enjoy expressing myself now and people tell me I look a lot happier. It's a positive feeling."

### AT A GLANCE OCCUPATIONAL THERAPY PROGRAM

**Year started:** 2004

**Locations:** 13 Project Renewal program sites

**Services:** Client assessment and evaluation, treatment planning, home modifications, individual treatment sessions, therapeutic and educational groups, and community outings

**Clients served in 2017:** 150 to 200 per month

**Program Staff:** Two full-time OTs, four part-time OTs, and 34 Masters-level OT interns

**Funders:** The van Ameringen Foundation, The Fan Fox and Leslie R. Samuels Foundation, and individual donors

**Partner Schools:** Columbia University, New York University, SUNY Downstate, Long Island University, Touro College, York College, Mercy College, Scranton University (PA), Sacred Heart University (CT), and Bay Bath University (MA)

# Eva

## CULINARY ARTS TRAINING PROGRAM



“PROJECT RENEWAL GAVE ME HOPE DURING A VERY DIFFICULT TIME.”



During the summer of 2016, Eva was unemployed, caring for her sick mother, grappling with depression, and on the brink of homelessness. With kids to support, she knew she needed a fresh start.

Eva found her new beginning at our Culinary Arts Training Program (CATP). Thanks to inspiring instructors and supportive classmates, she completed both the culinary and pastry components of the program with high marks. “I was so happy to be working hard and rebuilding my life,” Eva recalls.

After finishing her coursework, our staff helped Eva secure a corporate cooking internship at 7 World Trade Center. But when it came time to find a permanent position, she sought a role in a different setting. “Project Renewal gave me hope during a very difficult time,” she says. “I wanted to give back to others facing their own challenges.”

So, when we opened Marsha’s House, New York City’s first and only shelter for LGBTQI young adults, Eva jumped at the chance to join its kitchen staff. “I love working at Marsha’s House because I can relate to the clients,” Eva shares. “I’ve been at that low point, but I show them it gets better.”

CATP gave Eva the tools she needed to get back on her feet. Now, she has a fulfilling culinary career that enables her to provide for her children while helping others.

### AT A GLANCE: CULINARY ARTS TRAINING PROGRAM

**Year started:** 1995

**Locations:** Third Street Men’s Shelter, Geffner House, Borden Avenue Shelter, and a satellite program at The Door, a youth services nonprofit in Manhattan

**Services:** Classroom training in culinary and pastry arts, internships with local restaurants and corporate dining services, and job placement and retention services

**Students served in 2017:** 144

**Program Staff:** 10 staff members, including three chef instructors, two case managers, one recruiter, and one employment coordinator

**Funders:** New York City Council, ACCES-VR (New York State), Capital One, Morgan Stanley, Lily Auchincloss Foundation, The Hyde and Watson Foundation, and individual donors

# What's Next

## INNOVATIVE SUPPORTIVE HOUSING

In 2019 we will open Bedford Green House in the Bronx. The \$58.8 million, 118-unit development will provide supportive and affordable housing for more than 160 low-income and formerly homeless New Yorkers—and it will be our first building to house families.

To help residents lead healthy, stable, and fulfilled lives, the development will feature an array of unique elements, including a rooftop aquaponics greenhouse with nutritious fish and vegetables, a living green façade, and a community playground. We will provide comprehensive services with on-site social workers, clinicians, and medical professionals. The project is the first phase of our larger plan to create 223 affordable and supportive homes on the site.



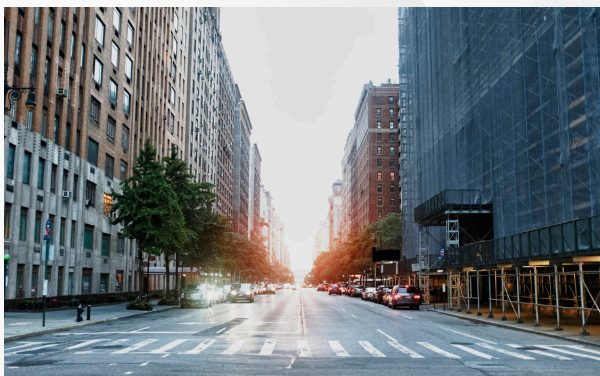
## ENHANCED JOB TRAINING

Our staff at Marsha's House works tirelessly to provide vocational services for our clients. They build relationships with LGBTQI-friendly employers, help schedule job interviews, fine-tune resumes, and more. Within the shelter's first seven months, 46 of Marsha's House's 61 clients were employed, 22 of whom were placed by our vocational team.

In 2018, we will open a new Creativity & Job Training Lab at Marsha's House, featuring new computers with creative design and job training software, library-style bookshelves, a sound studio, a videoconferencing system and other office technologies, and certifications through our Next Step Employment Program. These tools will help our clients build marketable skills, launch careers, and become self-reliant.



## NEW ALTERNATIVES TO JAIL



In 2017, we were selected to operate one of the city's first two diversion centers, which will be short-stay stabilization and treatment venues for adults with acute mental health or substance use issues who are referred by the NYPD. Set to open by early 2019, the centers will be able to divert approximately 2,400 people annually who would otherwise be arrested on low-level charges.

By giving police officers the option of connecting individuals in crisis to support services, instead of arresting them, the center aligns with our commitment to treating mental health and substance use disorders as health issues, not crimes. Our facility will provide clinical supports, including medical and mental health services, counseling, and substance use disorder treatment, as well as basic services, such as short-term shelter, food, laundry, and showers.

# Supporters

## CENTER STAGE, FIGHTING AIDS



**B**roadway Cares/Equity Fights AIDS is one of the nation's leading industry-based, AIDS fundraising and grant-making organizations. By drawing upon the talents, resources, and generosity of the American theatre community, the nonprofit raises money for essential services for people with HIV/AIDS and other illnesses across the country.

Project Renewal is honored to be one of more than 450 organizations to receive annual grants from Broadway Cares/Equity Fights AIDS. Since 1996, they have awarded us more than \$160,000—including an annual \$10,000 grant for the last 11 years—for our mobile medical program. Our medical vans travel to sites across New York City six days a week, delivering free primary care, including HIV testing.

"As one of only two programs in New York City conducting HIV testing for the city's homeless population, Project Renewal's lifesaving services are absolutely vital," Broadway Cares/Equity Fights AIDS Executive Director Tom Viola said. "We've been proud to support this incredible organization for more than 20 years on behalf of the entire Broadway community—those onstage, offstage and in the audience."

## LEADER & ADVOCATE: RITCHIE TORRES

**N**ew York City Council Member Ritchie Torres is Project Renewal's strong ally in the fight against homelessness. A leading voice on issues relating to affordable housing, mental health, and the LGBTQI community, Torres advocated to bring Marsha's House to his Central Bronx district and partnered with us and the city to open the shelter. He also came up with the idea—and funding—for a Marsha's House courtyard mural, created by arts nonprofit Groundswell, with input from shelter residents.



"Single adult shelters can be too dangerous for LGBTQ youth," said Torres, who is openly gay and the youngest member of the City Council. "If you're a transgender young adult who's been evicted from your home by your own parents, going into a single adult shelter could do more harm than good. Marsha's House can be the refuge that stands between vulnerable LGBTQ youth and suicide."



## 60,000 SOCKS



# BOMBAS

Socks are the most requested clothing item at homeless shelters—a fact that inspired Bombas' social purpose business model. For every pair of socks Bombas sells, they donate a pair to someone in need. To date, the company has donated more than 6.5 million pairs of socks across the country.

In 2017, Bombas was again inspired by an alarming fact: more 60,000 New Yorkers experience homelessness on any given night. They organized 60 local companies to donate 60,000 pairs of socks to 60 New York City shelters on one night. One thousand pairs of socks were delivered to six Project Renewal sites, for a total of 6,000 pairs, bringing warmth and comfort to our clients' feet—and smiles to their faces.

"Thanks to our mission of donating a pair of socks for every pair purchased, we were able to connect to Project Renewal," said Kelly Cobb, VP Community & Giving, Bombas. "We are inspired by the incredible work that they do to offer a full spectrum of holistic services to those who need them most. We look forward to continuing to support them through sock donations and volunteer time."



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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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 Mr. John Tsevdos  
 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  
 New York City Housing Development Corporation  
 New York City Department of Housing Preservation and Development  
 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  
 New York State Office of Temporary and Disability Assistance  
 U.S. Department of Housing and Urban Development  
 U.S. Department of Health and Human Services

# Celebrating 50 YEARS of Project Renewal



A record 600 guests celebrated Project Renewal's 50th anniversary at our 2017 Gala Benefit & Auction, raising over \$1.5 million for our health, homes, and jobs programs. Among the evening's many highlights, we debuted a new film about Project Renewal's impact over the last five decades, featuring the stories of three former clients. Former Project Renewal Trustee Deanna Mulligan and her company, Guardian Life Insurance, were honored for their generous support and dedication to ending homelessness in New York City. We are grateful to her, as well as to our Gala co-chairs, live and silent auction donors, the Gala and Host Committee, Junior Board After-Party, and volunteers.

## GALA IN-KIND DONORS

Airbnb  
 Body by Brooklyn  
 Broadway Video  
 Thomas and Megan Brodsky  
 Butter & Scotch  
 City Winery  
 James S. Davidson and Lyn M. McHugh  
 DropCar  
 Eataly  
 The Estee Lauder Companies Inc.  
 Figue  
 Frederic Fekkai  
 Eric and Wendy Fry  
 The Forum Group  
 Lawrence Ginsburg  
 Hanky Panky  
 Inn at Glencairn  
 Paul H. Kuhn, Jr.  
 Levi Strauss & Co.  
 Luna Park  
 Mark Russell  
 The McKittrick Hotel  
 Marriott Hotels, Inc.  
 MetLife Stadium

Millbrook Vineyards and Winery  
 Myriad Restaurant Group  
 New York Football Giants  
 New York Jets Football Club, Inc.  
 Om Factory  
 Panera Bread  
 The Phoenician  
 Refine Method  
 Rifle Paper Co.  
 Howard Sharfstein, Schulte Roth & Zabel  
 Sonic Yoga  
 Southwest Airlines  
 STATE Bags  
 TasteBuds Kitchen  
 tenoverten  
 Tom Ford  
 Uplift Studios  
 Urban Cheesecraft  
 Yoga Vida

## GALA CO-CHAIRS

Thomas and Megan Brodsky

## GALA HOST COMMITTEE

Susan Akselrad  
 Vanessa Baran  
 Anita Friedman Berman  
 Robin Lee  
 Erica Mitchell  
 Carl Rosoff  
 Amanda Tomasello  
 Ashley Venetos



Trustee Alan Belzer and Gala Honoree Deanna Mulligan

# 10<sup>TH</sup> Annual

## JUNIOR BOARD

.....

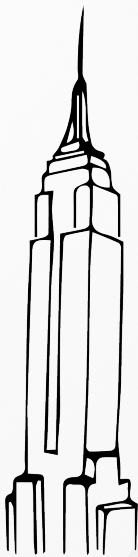
Jessica Alex  
Grace Beggins  
Milo Dee  
Dana DeLuca  
Jay L. Glazer  
Amanda Hemmerly  
Nicholas Hemmerly  
Amy Leigh Hertenstein  
Fritz Kemerling  
Robin Lee  
Kacey Leibman  
David McGinley  
Patrick Mellea  
Aleksandra Michael  
Erica Mitchell  
Anna Nachamie  
Stuart Orenstein  
Frank Schiro  
Nick Slavin  
Amanda Tomasello  
Steven Tutterow  
Chas Tyson

# FALL BALL

## HOST COMMITTEE

.....

Pasha Aziz  
Dallas Bossort  
Cait Branca  
Michael Budnevich  
Joe Charalambous  
Evan Clements  
Eileen Connors  
Kriti Dave  
Malu Dee  
Dana Eisenberg  
Jonathan Fersh  
Connor Fusselman  
Surangel Lauriello  
Kathryn Levine  
Thea Lines  
Monica Mabutis  
Georg H. Machinist  
Matt Nigro  
Nicole Parisi  
Samantha Pebley  
Chelsea Roncace  
Diana Rube  
Eloise Ryaby  
Sid Salvi  
Chrissy Scott  
J Snyder  
Jessica Spivack  
Pierce Thompson  
Timothy J. Valz  
Robert Van Eyck  
Jake Velazquez  
Sarah Weimer  
Julie Zeveloff West



Our Junior Board members put on an unforgettable Fall Ball in 2016, raising over \$92,000 to support our mission to end the cycle of homelessness in New York City. We are deeply appreciative of our Host Committee's dedication to helping adults and children who are facing homelessness. Special thanks to our generous food and beverage sponsors: Cava Mezze Grill, Hank's Juicy Beef, Tacombi, Nanoosh, City Beet Kitchens, Tippy Scoop, Insomnia Cookies, Spots NYC, Sixpoint Brewery, Célange, and Skurnik.

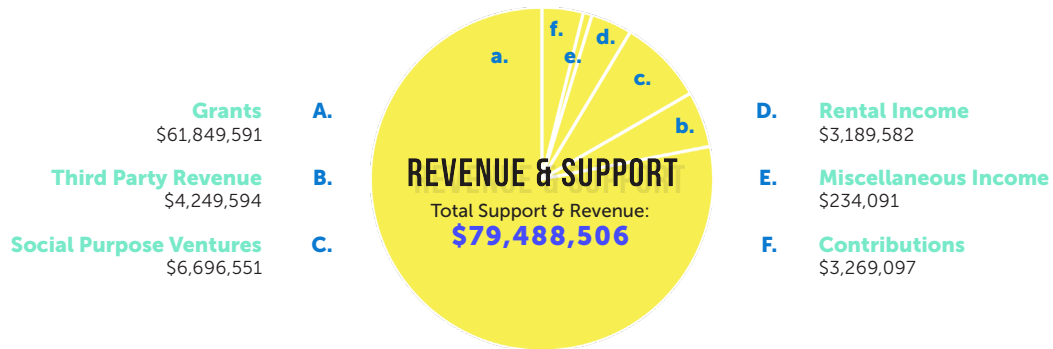


# AUDITED

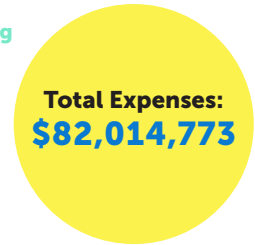
# Financials

## STATEMENT OF ACTIVITIES

YEAR ENDED JUNE 30, 2017



### EXPENSES

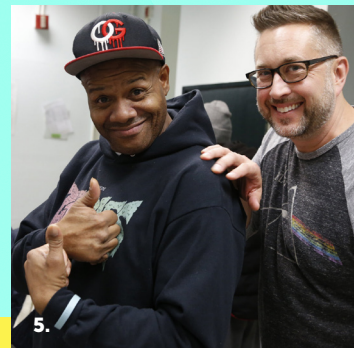


- A. Outreach** \$401,484
- B. Treatment & Transitional Housing** \$46,778,890
- C. Medical Services** \$10,595,900
- D. Employment Services** \$7,738,073
- E. Permanent Housing** \$8,190,967

<b>NET ASSETS</b>	
<i>Increase (Decrease) in Net Assets Before Capital Contributions from Non-Controlling Limited Partners</i>	Beginning of the year
(\$2,526,267)	\$9,970,545
<i>Capital contributions from non-controlling limited partners</i>	End of the year
\$687,345	\$8,131,623
<i>Change in net assets</i>	
(1,838,922)	

# Helping Hands

*The generous spirit of New Yorkers brightens our clients' lives. Below are just a few of the dozens of volunteers who donated their time, energy, and talents.*

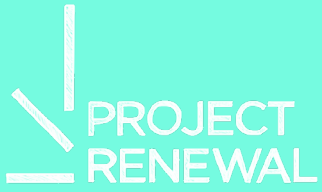


1. Morgan Stanley volunteers helped prepare meals in the Third Street kitchen.
2. Volunteers from Guardian Life Insurance made cards and cookies for women at the New Providence Shelter on Valentine's Day.
3. Our clients felt prepared to pursue job opportunities after mock interview sessions with volunteers from Guardian Life Insurance.
- 4.+5. Soles4Souls and volunteers from Macy's distributed 300 winter coats at the Third Street Men's Shelter.

## YOU CAN HELP TOO!

*To donate, please use the addressed envelope in the binding of pages 8-9 of this report. Your gift will help more homeless New Yorkers obtain health, homes, and jobs—and reclaim hope.*

*To learn how you can volunteer at Project Renewal, email [volunteer@projectrenewal.org](mailto:volunteer@projectrenewal.org).*



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

