



# MATTERS

Renewing lives.  
Reclaiming hope.

## Putting Families IN HOMES NOW

In 2012, David was just starting to rebuild his life after years of substance abuse, incarceration, and homelessness. He was working at a factory, and going to school to become a Credentialed Alcoholism and

**“I THOUGHT I WOULD BE STUCK IN A SHELTER WITH NOWHERE TO GO.”**

- Project Renewal client David



David and Jada live in an En Casa apartment in the Bronx.

Substance Abuse Counselor (CASAC). But then his progress came to an abrupt halt: a near fatal stabbing left him severely injured and unable to work.

A month later David got a needed lift when he was awarded custody of his daughter Jada, but he didn't want her to grow up in the shelter where he was living. "I was so happy to have my daughter back, but I needed to find a better home where I could raise her," David said.

That's when he came to Project Renewal and joined En Casa, our first family supportive housing program launched one year ago to serve New York City's growing number of homeless families.

David and Jada, now six years old, moved out of their shelter and into one of our In Homes Now apartments in the Bronx. David secured a stable counseling job where he continues to work today, helping clients find housing, clothing and treatment.

"I thought I would be stuck in a shelter with nowhere to go," he said. "But here I am now with a job, a nice apartment, and my daughter. Without Project Renewal I wouldn't be where I am today." ↓

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Learn what our upgrade to digital mammography means.
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See the creative ways the champions of Project Renewal stepped up to help out!
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Empowering even more homeless New Yorkers.

### DID YOU KNOW?

Last year, we began placing formerly homeless families—like David and his daughter—into permanent homes through the NY/NY III program.



**\$10,100**

**The average savings in public sector expenditures per formerly homeless individual during their first year of living in NY/NY III housing.**



### GREAT NEWS!

**Thanks to our track record, the New York City Department of Health and Mental Hygiene (DOHMH) selected us to develop new NY/NY III supportive housing for 30 families and 16 individuals.**

## Foundation Sponsor SPOTLIGHT

We are grateful to the Susan G. Komen for the Cure for providing over \$590,000 to Project Renewal since 2007 to support our ScanVan mobile mammography clinic, which has provided mammograms to over 25,000 women.

“Project Renewal provides much needed screening and navigation services ensuring that underserved women in our community have low-cost access to the care they need,” said Anita R. McFarlane, MPH, Director of Grants & Public Policy, Komen Greater NYC.

## Corporate Sponsor SPOTLIGHT

Morgan Stanley has supported Project Renewal since 1998, including significant contributions to our Culinary Arts Training Program. The company recently selected Project Renewal for the Morgan Stanley Strategy Challenge, during which a team of four pro bono Morgan Stanley employees developed a comprehensive strategic plan for expanding our Comfort Foods catering business.

Three Morgan Stanley executives are currently Project Renewal trustees—Eric Fry, Geoffrey Proulx and Board Chairman Neil S. Mitchell—and a fourth, Dana Parisi, is on our Junior Board.

“Morgan Stanley is proud to support Project Renewal and also to be a client of its innovative programs like the Culinary Arts Training and Comfort Foods,” said Audrey Choi, Managing Director and Head of Global Sustainable Finance at Morgan Stanley.

# SCANVAN Adds Life-Saving Technology



Mary Solomon and radiological technologist Debra Thomas stand next to the new digital mammography equipment in the ScanVan.

Many digital advances are known to save time. But the new digital mammography equipment in our ScanVan mobile mammography clinic also helps save lives.

According to research from the New York City Department of Health and Mental Hygiene, about 60% of uninsured women who do not have a regular doctor forgo their annual mammogram. “That’s our target population,” says Mary Solomon, director of the ScanVan program, “And now we are able to better serve them.”

While the patient experience with the new digital mammography equipment is in many ways the same as traditional film mammography, the new technology improves our ability to limit false positive

results. This means that fewer patients need follow-up exams, because the digital images can be magnified, rotated and zoomed by the radiologist. And because our technicians can see the images instantly, they know if the image is not acceptable and can take a repeat image right away. ↓

**SIXTY PERCENT OF UNINSURED WOMEN WITH NO REGULAR DOCTOR FORGO MAMMOGRAMS. PROJECT RENEWAL’S SCANVAN TARGETS THAT POPULATION.**

# MEDVAN Expands Reach

Our mobile medical program is connecting increasing numbers of homeless New Yorkers to vital primary care they otherwise may not get.

▲  
**22.9%**

increase in patients  
between 2010 and 2013

▲  
**15.4%**

increase in face-to-face  
encounters with patients  
between 2010 and 2013

# A Record-Breaking **TWO MILLION MEALS**

**“WE SERVED TWO MILLION MEALS TO NEW YORKERS IN NEED, WHILE PROVIDING CULINARY TRAINING AND JOBS TO FORMERLY HOMELESS INDIVIDUALS.”**



It took a lot of chopping, dicing, broiling and baking for our Comfort Foods staff and Culinary Arts trainees to serve a record two million meals in FY 2014. But the effort was worth it—both because of the nourishment it brought to people, and because of the employment opportunities it created for formerly homeless New Yorkers.

Our culinary programs, while feeding people in 28 local shelters, senior centers and mental health facilities, provide training opportunities for 200 individuals and 70% of graduates get placed in culinary jobs. ↴

*New York City Council Member Robert E. Cornegy, second from the left, with his son, joined Director of Food Services Barbara Hughes, Chef Brunilda Rivera from our Comfort Foods catering company, and Mitchell Netburn, President and CEO, to mark the two millionth meal.*

## Snapshots in **GIVING BACK**



**TOP LEFT:**

*Thanks to the New York City Mets for hosting Project Renewal Night at CitiField. Almost 1000 staff and supporters attended.*

**TOP RIGHT:**

*Junior Board member Julia Rubenfeld and friends helped raise nearly \$3,000 at Ride for Renewal.*

**BOTTOM LEFT:**

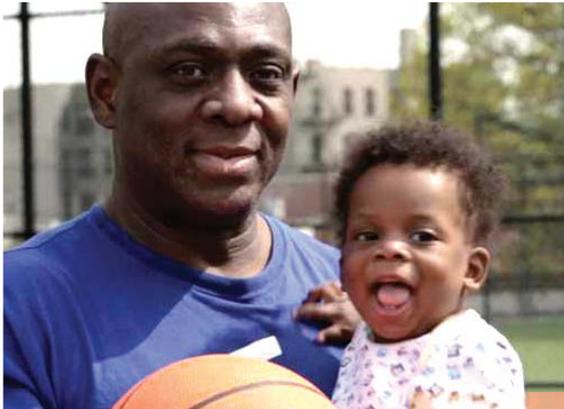
*Grace Raman and Morgan Seyffert have some fun with residents at the Kenton Hall Shelter for volunteer game night.*

**BOTTOM:**

*Pamela Bell, Alan Johnson and other Bowery Arts Project participants visited the New Museum.*



# Gala Raises Over **\$1 MILLION**



With a record-setting \$1,060,000 raised at this year's Gala, we will be able to empower even more homeless men, women and children to renew their lives with health, homes, and jobs. Through the generosity and extraordinary efforts of Gala co-chairs Ashley and Jon Venetos, more than 400 guests at 82MERCER enjoyed a wonderful evening. Special highlights included our amazing BigBoard and live

auctions, as well as the gallery display of artwork created by clients from our 3rd Street Detox who participate in the Bowery Arts Program.

NBC news anchor Pat Battle introduced the evening's special guest—Gregory—a client who, with the help of Project Renewal's Parole Support and Treatment Project (PSTP) has emerged from a history of addiction, mental illness and prison to achieve health, employment, and best of all, a reunion with his children and grandchildren.

*Project Renewal Gala guest of honor Gregory was reunited with his children and grandchildren with the help of our Parole Support and Treatment Program.*



The event was a strong reminder that we are very lucky to have generous and committed board members, donors and volunteers supporting our efforts to help homeless New Yorkers renew their lives and reclaim hope. 🙌

*NBC news anchor Pat Battle emceed this year's Project Renewal Gala.*

## New Board Member **SPOTLIGHT**



**JEFFREY ROWBOTTOM, Managing Director, KKR,**  
joined our board this year. Here's why:

“What struck me about Project Renewal is their willingness to take on the most difficult problems where others are at a loss on where to begin, and their focus on longer-term solutions, not just quick

fixes. I am reminded of the old proverb, ‘give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.’ Project Renewal is teaching people to fish. I am proud to be part of this team.”



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