



# MATTERS

Renewing lives.  
Reclaiming hope.

## Medicine **ON WHEELS**



### CHALLENGE

Accessing medical care can be an overwhelming problem for New Yorkers who are homeless or uninsured.

### SOLUTION

Our four mobile medical clinics deliver quality health care directly to those who need it most—at community sites where homeless New Yorkers congregate, such as shelters, parks, soup kitchens and out on the street.

“What really makes our services stand out is that we deeply care for our patients. We take the time to get to know them. We spend time talking to them. We remember their names. We treat them with respect.”

— Bill LaRock, Nurse Practitioner.

**2 A New Year to Celebrate:**  
Steve's New Start.

**Foundation Spotlight:**  
Call of Duty Endowment.

**3 The Perfect Gift:**  
Make Your Birthday Meaningful.

**Snapshots:**  
Giving back.

**4 NYC Marathon:**  
We're in! You can be too.

**It's an honor:**  
Note from our New Chairman of the Board Claudia Rosen

## ABOUT OUR MOBILE MEDICAL CLINICS:



**Nearly 3,700** individuals visit us each year, making Project Renewal the largest provider of mobile health services in the city.



Our mobile medical clinics operate in **all five boroughs, six days a week.**



The most common visits are for problems related to **hypertension, diabetes, and skin-related issues.**

## Foundation Sponsor SPOTLIGHT

This past November, Project Renewal was one of seven new, best-in-class veterans' service organizations to receive the Call of Duty Endowment's 2014 Seal of Distinction Award.

We were awarded \$30,000 for our Next Step Veterans Employment & Training Services (VETS), a job placement program for homeless veterans that includes training referrals, job search workshops, interview coaching, resume writing, retention support, financial literacy, and transportation assistance. We launched the program in 2012.

### OUR SUCCESSES:

**82%**  
of veterans placed into jobs in 2014

**\$10.92** average hourly rate  
more than 36% above the 2014 New York State minimum wage

**"The Call of Duty Endowment is proud to offer its support to Project Renewal, which is a model for how to deliver employment services to veterans in a smart and cost-effective manner,"** said Dan Goldenberg, executive director of the Call of Duty Endowment.



One of our VETS program staff members helps a veteran find employment

### ABOUT THE CALL OF DUTY ENDOWMENT:

The Call of Duty Endowment is a non-profit that seeks to help organizations that provide job placement services for veterans.

## A New Year to CELEBRATE

Steve spent more than 25 years living on the streets, struggling with addiction. After his father died in 2008, he decided it was time for a change. Last year, he came to our Third Street Men's Shelter, and by April he had joined The Recovery Center, which treats homeless adults struggling with addiction. Today he lives at Renewal House, one of Project Renewal's transitional housing sites. He will soon begin pursuing an alcohol and substance abuse counseling certificate at Fordham University.



Photo of Steve.

### HOW WOULD YOU TRY TO STAY WARM?

I tried to find places that were heated and had other people. I didn't want to be isolated. I didn't trust the shelter system, so I stayed at Port Authority (bus terminal). If I got kicked out, I'd go to Penn Station and try to buy a ticket, which would permit me to sit in the waiting area where it was warm.

### WHAT WERE THE HOLIDAYS LIKE FOR YOU?

Holidays for a person living on the streets are just another day. Usually I was just trying to make money to buy drugs. I had no idea what tomorrow would bring, so I tried to squeeze as much joy as possible out of today.

### WHERE WERE YOU ON NEW YEAR'S EVE AT THE END OF 2013?

It was disastrous. I had relapsed and was in the streets, freezing. I was probably trying to purchase crack or get money for it. I was on the treadmill again: moving fast but going nowhere. Fortunately, I went to Project Renewal a couple weeks later and everything started to change.

### HOW ABOUT NEW YEAR'S THIS PAST YEAR?

It was great! I cooked a big meal for one of my neighbors at Renewal House. We had ham hocks, beans, rice and cornbread. We both love good food and good company. We gave thanks and reflected on our blessings. 🙏

"Holidays for a person living on the streets are just another day... just trying to make money to buy drugs."

# The **PERFECT GIFT**

As Lena Hatton was getting ready to celebrate her big 3-0, she thought about what she wanted to do to make it special. "I didn't want my friends and family to just take me for another night out or buy me presents." Lena decided to ask them to contribute to Project Renewal in her name.



Lena, center in a red strapless dress, celebrated her birthday with friends and raised \$4,000 for Project Renewal.

"It was a meaningful gift and way to celebrate. It felt great to use my birthday as an occasion to give back. My friends loved it and my family was proud of me," said Lena, who has been a member of Project Renewal's Junior Board for 2 years.

Lena and her friends raised \$4,000. That kind of money can pay for more than a year's worth of over-the-counter drugs for one of our mobile medical vans or furnish bedrooms for 8 children moving into their new homes.

**Would you like to make your birthday or holiday celebration more meaningful?** We can make it easy—whether it's setting up a webpage where friends can donate or helping you prepare personalized emails. For more information, contact Kelsey Petrone at [kelsey.petrone@projectrenewal.org](mailto:kelsey.petrone@projectrenewal.org) or **212.620.0340**. 🍰

Make your next birthday or holiday more meaningful by asking friends and family to celebrate YOU by giving back.



## Snapshots in **GIVING BACK**



**TOP LEFT:**

Volunteers Erica Izzo and Joseph Schiller helped decorate our 3rd Street shelter for the holidays. We count on our volunteers to make the lives of our clients just a little bit brighter.

**TOP RIGHT:**

Hundreds came out for our annual staff holiday party. The event is a small token of our appreciation for their tremendous efforts all year.

**BOTTOM LEFT:**

Neither rain, nor snow, nor sleet will stop our ScanVan, the nation's first mobile mammography clinic. We make 320 visits to 200 locations, and serve 5,000 women each year.

**BOTTOM RIGHT:**

Shane Velazquez, 45, was incarcerated for 11 years, during which time he developed a love for cooking in the prison kitchen. He is now a graduate of our Culinary Arts Training Program and working in our busy kitchen.



# NYC Marathon: **WE'RE IN!**



We are excited to announce that Project Renewal has been selected as a community partner for the 2015 TCS New York City Marathon. We've been in the running, so to say, to become a partner for years, so it's a thrill to know we're finally off to the race!

This November, we will have 5 slots for Project Renewal runners, who will be running for a good cause (and fundraising to support our many programs and the 15,000 people we serve each year).

**Are you interested in running for us?** We have launched an application process to identify the 5 great runners who will run for us in the 2015 TCS New York City Marathon. If you are interested or you know someone who might be, please visit our online application at [www.projectrenewal.org/marathon](http://www.projectrenewal.org/marathon). ↓

## From Our **NEW CHAIRMAN OF THE BOARD**



**CLAUDIA ROSEN** joined our board in 2008 and recently became **Chairman of the Board**.

"It is an honor for me to take the reins as Chairman of Project Renewal. I was introduced to the organization through our long-time funder, The Robin Hood Foundation, and was immediately drawn to the holistic mission of health, homes and jobs. I have been truly amazed and moved by the work of our staff to create sustainable solutions to

the challenges our clients face every day—whether they are currently homeless, formerly homeless, or at risk of becoming homeless. Project Renewal is a remarkable organization—complex in its diversity of services, innovative in its programs and business lines, and deeply attuned to the needs of homeless people in New York City."



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