



COMBATING CRISIS WITH CARE

Project Renewal's Response to COVID-19

MARCH – JULY 2020

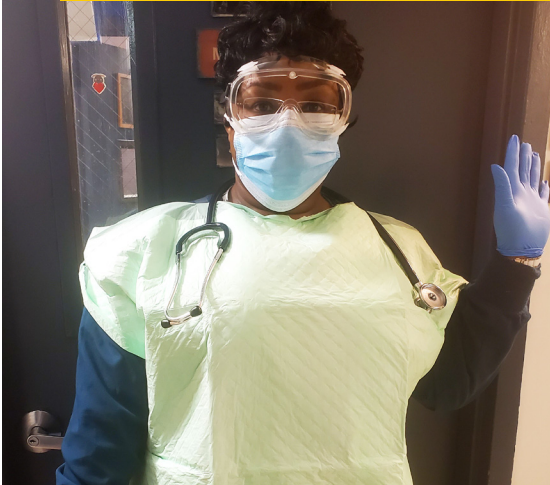


Renewing lives. Reclaiming hope.

The COVID-19 crisis is impacting Project Renewal, Inc. (PRI) in striking and myriad ways. Our comprehensive, wrap-around supportive services promote better **HEALTH**, secure **HOMES**, and good **JOB**s for New York City's most vulnerable, and the pandemic has jeopardized each of these objectives. The need to stay home, isolate, and social distance threatened our clients' access to healthcare, mental health services, and case management; decimated the economy and workforce opportunities; and forced many of PRI's employees into quarantine. But we didn't back down. For the 15,000+ New Yorkers we serve each year, PRI has remained open 24/7 and dedicated to our mission.

PRI is so grateful to our partners who have helped us confront and overcome many new obstacles presented by this crisis, allowing us to respond quickly and creatively. You made the highlights presented here—once unthinkable—possible. Current and future support from our collaborators will be key to our ongoing success, and we sincerely appreciate your assistance.

♥ HEALTH



CORE PROGRAMS

Four Article 28 shelter-based primary care clinics, two mobile medical vans, one mobile mammography van (ScanVan), and three drug user health initiatives.

ANNUAL REACH

13,000 patients comprised of PRI shelter and housing residents, as well as many others throughout the city's most medically underserved communities.

Our Healthcare team successfully prevented non-emergency health needs from reaching the ER during the peak of the crisis, especially noteworthy given the diverse physical, behavioral, mental, and substance use health needs of our patients. Thanks to our existing telepsychiatry program, we were able to transfer many additional healthcare services to telehealth within weeks of COVID's onset. Additionally, our ScanVan is currently the sole mobile mammography provider in New York City, having resumed its services in June.

We are so thankful to our supporters for helping us procure and secure PPE, allowing our frontline healthcare staff members to continue operating our clinics for those requiring in-person services. It has also benefited our Occupational Therapy program, which has recently expanded to provide fitness routines, mindfulness exercises, art projects, extra food, and more to our housing clients sheltering in place (with a special emphasis on our seniors).

RECENT HIGHLIGHTS

- **Ensure continuity of care for 2000+ clients** residing in PRI shelters and supportive housing
- **1,134 homeless and at-risk clients seen** via telehealth or telepsychiatry since 3/15/20
- PRI mobile medical vans are delivering high-quality healthcare and assisting with COVID-19 testing across PRI facilities, including hotels

CURRENT CHALLENGES

- Lost clinical revenue from paused non-essential services, de-densification efforts, and challenges related to telehealth billing— affecting our substance use treatment initiatives especially
- Bolstering our health and telehealth initiatives to prevent the pandemic from triggering unhealthy coping mechanisms among patients managing mental health illness and substance use disorders

🏠 HOMES



CORE PROGRAMS

Seven homeless shelters, five transitional homes, and eight permanent supportive housing facilities, mainly earmarked for single adults managing substance use disorder, serious mental illness, and histories of justice involvement. We also run programs for seniors, families exiting the shelter system, and LGBTQIA+ youth.

ANNUAL REACH

2,000 beds serving 3,800+ residents.

With the arrival of COVID-19, we immediately implemented new health, sanitation, and safety protocols, and continuously adapt them based on official guidance and what is working best for our clients. We also adopted communal space restrictions and temporarily paused group activities. Our testing and other efforts stemmed the virus spread demonstrably, as noted in the highlights section.

Per our commitment to de-densification, we also undertook the tremendous task of transitioning hundreds of shelter clients into four separate hotels across New York City—increasing our shelter facility count to 11. PRI has taken the lead on coordinating these unprecedented moves for 600+ clients; innovating strategies for getting clients the services they need while living behind closed doors; and developing security and community relations best practices to limit disruptions for all stakeholders in these new environs.

RECENT HIGHLIGHTS

- **<5% of our residential client population (81 out of 2,000+ individuals) tested positive for COVID-19**
- PRI's Marsha's House shelter for LGBTQIA+ youth (which *did not* de-densify into a hotel) recorded zero client cases
- City Beet Kitchens—PRI's social enterprise catering business—nearly doubled its capacity since March; **daily output has increased from 3,000 to 5,000 nutritious meals per day**, serving PRI shelters, our frontline staff, and other social services agencies throughout New York City

CURRENT CHALLENGES

- Increased staffing demand to cover four hotel sites, in addition to our seven shelters, as part of de-densification efforts
- Losing private event catering revenue, which previously helped to support City Beet Kitchens' mission-driven work
- Need for client technology access and training, especially to improve social opportunities



JOBS



CORE PROGRAMS

Next Step Employment Program, Assisted Competitive Employment Program (for those with Axis 1 mental health diagnoses), and two sector-based training programs—the Next Step Internship Program and Culinary Arts Training Program.

ANNUAL REACH

900+ job seekers referred from homeless shelters, supportive housing facilities, case management programs, parole programs, and other social services agencies across New York City.

COVID-19 instantly disrupted the economy, ballooning the national unemployment rate to its highest in the post-WWII era. PRI's workforce development initiatives reacted nimbly and transitioned resume, interview, career coaching, and other job search services to function remotely. Our two sector-based training programs continue to operate via a mixture of virtual classes and in-person internships at essential organizations. Staff are helping clients replace jobs lost, retain current ones, and mitigate personal risk and travel restrictions. Since mid-March, we've welcomed more than 200 new clients seeking our help, adding to the hundreds already on our client roster before the crisis began.



RECENT HIGHLIGHTS

- **160 new job placements since 3/13/20**—just a fifth fewer than the same time period last year; these clients filled essential jobs that enabled NYC to function during COVID's peak, working in the delivery, security, maintenance, and other vital sectors
- Two Next Step Internship Program cohorts (21 participants) have graduated since March; the program's homeless/formerly homeless students are now capable social services professionals, helping address the rapidly increasing demand for these roles
- Retaining and **actively supporting nearly 80% of our workforce development clientele** since March; we typically work with more than 500 clients at any given time

CURRENT CHALLENGES

- Halting most in-person workforce development coaching and classes; many clients are victims of the digital divide and do not own personal technology
- Upskilling our staff in new technology that will be necessary for communicating with and training our clients
- Predicting shifts in the hospitality and culinary sectors, crucial for the success of our Culinary Arts Training Program

OUR STAFF



For the safety of our 880+ skilled and committed staff members, we implemented new sanitation and social distancing policies on site, and considerably expanded our technology capabilities to enable effective remote performance. We obtained priority COVID-19 testing for team members at H+H sites, as well as provided testing at our facilities. We also adjusted our sick time policies to ensure staff are encouraged to stay home when they, someone in the household, or a dependent are exposed to COVID-19 or are not feeling well.

For our frontline staff, we staggered their shifts to avoid commuting during peak travel hours and implemented additional pay for their essential work. Employee appreciation

packages (including mask and gift card donations from generous supporters) are also set to reach all staff members soon. Finally, daily leadership and weekly all-staff video calls have helped us preserve strong internal communication and feelings of PRI community.

RECENT HIGHLIGHTS

- **Paid out ~\$1M in additional pay to 700+ frontline staff members** since March (averaging \$1,300 per person), covering every site, program, and position across PRI
- **<4% of our staff members tested positive for COVID-19** with zero recorded deaths, attributed to our meticulous internal tracing efforts—also a key factor in limiting client cases

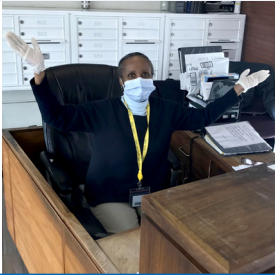
- Staff access to a series of virtual COVID self-care workshops, as well as case conferences focused on troubleshooting client care issues, all led by our Director of Training (a LCSW)

CURRENT CHALLENGES

- Covering for those who cannot come into work due to COVID-related reasons; over-time and temporary work is a significant expense, but they enabled us to remain staffed during the peak
- Training staff on video conferencing technology and adapting to remote working environments

MAJOR PRI COVID-19 EVENTS AND ACCOMPLISHMENTS

Emergency Board meeting to develop COVID-19 policies to ensure the well-being of clients and staff



MAR 3

Halt non-essential services, including Group programs, Dental, and ScanVan services; transition all non-frontline staff to remote work

MAR 12

Roll out virtual staff trainings on self-care and managing client anxiety

MAR 18

The Mayor and Governor deem PRI an essential organization and implement NYS on PAUSE

MAR 22

Cancel annual gala, a \$1.7 million fundraising loss

MAR 23

Deploy mobile medical van to assist with COVID-19 testing for staff and clients



MAY 13

Implement additional pay for frontline workers

MAY 1

Begin moving shelter clients into hotels as part of de-densification efforts; we now serve 600+ clients in four hotel locations

APR 24

Graduate nine Next Step Internship Program participants; graduate 12 more on 7/1

APR 15

Increase telehealth providers from 3 to 16, commit to continued growth of this team

MAR 27

Occupational therapists unveil the "Geffner Grows Together" tree mural, created by piecing together contributions from senior supportive housing residents under quarantine



MAY 30

Employees receive priority status for COVID-19 testing at H+H sites

JUN 17

ScanVan resumes critical breast cancer screening services, workforce development clients can now be seen in-person

JUN 22

Launch of PRI's third mobile medical van

COMING SOON

Project Renewal's mission is to end the cycle of homelessness by empowering individuals and families to renew their lives with health, homes, and jobs. For more information, please contact Cathy de Silva, Chief Development Officer at cathy.desilva@projectrenewal.org • <https://www.projectrenewal.org/> • Data accurate as of July 2020