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Our Mission:
To empower, employ, and educate parents experiencing homelessness to **break the generational cycle of poverty** while producing a social good for those in need.

Our Vision:
In the world we see, marginalized communities living in poverty will have the **tools to become the architects of their own future**.
“Empowerment Plan truly stands up to its name because this company has empowered me to gain stability yet again in my life. Simply put, EP is a life-changing organization that assists the underprivileged to become stable. EP has helped me to become self-sufficient, which allowed me to reconnect with my son, attain stable housing, and purchase a car. In my opinion, EP has gone over and beyond what they say they will do for their employees. I am forever grateful for the assistance EP has provided to me.”

- Olivia Johnson, Seamstress
Board of Directors

Steve Hamp, Board Chair
New Economy Initiative (NEI), Michigan Education Excellence Foundation (MEEF)

Julie Fisher Cummings
Max M. & Marjorie S. Fisher Foundation

Sheilah Clay
City of Detroit

Cynthia and Edsel B. Ford II
Civic Leaders

Alex Galeano
Ford Credit

Robyn Glaser
The Kraft Group

Chris Hull
The Highline Partners

Chad Kilpatrick
Spreetail

Peter Remington
The Remington Group

Denise Restauri
GirlQuake, Forbes, USA Today

Ed Terris
Peckham Industries

Alexis Wiley
City of Detroit

Lori Wingerter
General Motors

Key Staff

Veronika Scott
Chief Executive Officer, Founder

Erika George
Chief Development Officer

Sonia Livingston
Vice President, Operations and Finance

Derrick Meeking
Director, Workforce and Programs

Coy Mosley
Director, Human Resources

Trusted Advisors

Cheryl Johnson
Coalition On Temporary Shelter (COTS)

Pam Lewis
New Economy Initiative (NEI)

Jim Vella
Vella Strategic Philanthropy Group
A Message from Our Board Chair

The 2019–2020 fiscal year for Empowerment Plan was chock full of innovation, program success, solid financial performance, robust fundraising, lots of coats produced and distributed, new senior talent, and meaningful and stable growth in the lives of our seamstresses. In short, mission satisfaction—at least until the last month in the fiscal year, March. COVID19 hit EP like everyone else, so we ended our fiscal year temporarily shut down. But, as of this writing, we have retained all of our team at at least 75% of salary and, with ISAIC as our partner, pivoted to re-open in a safe and slimmed down way to manufacture, not coats, but hospital isolation gowns.

We finished 2019–2020 in a position of strength; we enter 2020–2021, even in the midst of this pandemic, with confidence and commitment to continue our mission to end generational poverty among the most challenged of Detroit’s citizens. And deep gratitude to our loyal and compassionate donor base!

I am devoted to Veronika and her fabulous team at Empowerment Plan because of her clear and challenging and caring vision, and because of the genuine difference EP is making in the lives of the those who we employ. And we keep getting better. So stay tuned!

- Steve Hamp, Board Chair
Impact Since 2012

- 90 jobs created
- 275 children impacted
- 100% of employees and graduates stably housed
- 43K coats distributed globally
From the Founder

With the team that stands strong beside me, Empowerment Plan continues to forge a better tomorrow for the families we serve.

This year brought us new challenges as we navigated the tragic loss of one of our seamstresses, but through this grief, we grew closer as a family. This experience fueled a passion within us to push our mission even further in an effort to create lasting generational change for underserved community members.

Empowerment Plan wouldn’t exist without you, the people that wrap their arms around our mission every day. It is because of our generous supporters and advocates that we have impacted over 90 families in Detroit and distributed more than 43,000 coats around the globe.

Empowerment Plan is successful because a few people took a chance on me, and it is my goal to pay that forward. I strive to give people a chance without letting their past define them, because I know how detrimental that can be. I hope that the idea that you can accomplish so much with so little continues far beyond Empowerment Plan.

I am looking forward to seeing what the next year has in store for us and hope you come along for the ride. Thank you!

Veronika Scott
CEO & Founder
A Year In Review

During the 2019–2020 Fiscal Year, Empowerment Plan focused on production efficiencies, and with the help of a new Workforce Development & Programs Director, expanded the breadth of supportive services offered.

Number of Individuals Employed: 53

New Employment Opportunities: 25

Program Graduates: 6
Cassandra was hired in May 2018 while she was living in a shelter with her 5 children. Cassandra said, “I never thought I would be in shelter. No one wants that for themselves, but definitely not their children.” During her time at EP Cassandra has had many life changing moments, but the one that changed her life the most was when she moved into her 5 bedroom house in February 2020. Cassandra described the feeling as a weight lifted off her shoulders. Cassandra’s children now all have their own room, and a backyard to play safely. Cassandra has goals of continuing to grow as a mother, she stated, “I want to be a role model for my children by obtaining my GED and graduating from EP.”

- Cassandra Grimes, Program Participant
Paid-To-Learn Model

Our innovative approach **pairs full-time employment with a wide range of supportive services**, addressing everything from housing and childcare to transportation, education and more. With our community of partners we have created an **ecosystem of support** that helps people achieve financial stability and independence for their whole family.

**DID YOU KNOW?**

Roughly 60% of the paid work week is dedicated to coat production and 40% is dedicated to educational programming and supportive services.
Erica was hired as a seamstress in November 2018. She recently graduated from Empowerment Plan in March 2020 and was hired as an Industrial Seamstress by the Industrial Sewing and Innovation Center (ISAIC) here in Detroit. Erica described the experience of leaving Empowerment Plan as bittersweet, but she knew this was an opportunity she could not pass up. Being one of ISAIC’s first employees has allowed Erica to make her own way within the organization. “I really love the fact that I can say I am part of the founding staff of ISAIC! They really listen to our input and I can see myself being here for a long time. I would not be here without the support of Empowerment Plan.”

– Erica McKinstry, Program Graduate
Program Partners

Community partners provide on-site programming for employees, with the intention of increasing the emotional, physical, and mental well-being of those we serve.

Dominican Literacy: GED Prep and Tutoring
My Beaten Heart: Domestic Violence Support Group
Wise Mind Gentle Soul: Meditation and Mindfulness
Detroit Street Care: Trauma-Informed Yoga
Junior League of Detroit: Nutritional Programming & Empowered Pantry

Supportive Services

Case Management
Career Advancement Support
  - TRIO Center
  - Work Smart Series
Community Ventures
Detroit Recovery: Therapy and Counseling
Program Spotlight: My Beaten Heart

The mission of My Beaten Heart is to help heal the brokenhearted. The program aims to **empower the minds and souls of those who have been victims of domestic violence and abuse.** Intensive group sessions foster a space of compassion and no judgement, where participants learn to encourage love and not hate. It’s the program’s goal that after each session, Empowerment Plan employees become closer to **learning to love themselves and others better.**

“Our goal as an organization is to be the heart that some homes are missing. We wish to provide shelter, love, and all the resources needed that will help guide the abused to a pain-less life.”

—Tyria Thomas, Founder
2019 Coat Recap

6,421 Coats
Produced in Detroit

6,848 Coats
Distributed Worldwide

39 States
5 Countries
3 Continents

Impacted Organizations:

Boston Healthcare for the Homeless
First Step House
Hope Warming Center
MCREST
Neighborhood Services Organization
Pope Francis Center
Rescue Mission Alliance
Sub-Zero Mission
Village for Vets

Cornerstone Rescue Mission
Foodbank of Eastern Michigan
Mariner’s Inn
Milwaukee Rescue
Pine Street Inn
Portland Rescue Mission
Rockford Rescue
Trials For Hope
Women’s Lunch Place
In February 2020, Empowerment Plan partnered with DTE Energy and the City of Detroit to get 500 coats into the community via officers with the Detroit Police Department.

“Each day at DTE we work to ensure our customers are safe and warm. But we know for the homeless in our community, Michigan winters can be dangerous. We’re honored to partner with the City of Detroit Mayor’s Office, the Detroit Police Department, and Empowerment Plan to advance this important, lifesaving outreach.”

– Jerry Norcia, President & CEO, DTE Energy
Distributions Since 2012

43,000 Coats
Distributed Worldwide
All 50 States
11 Canadian Provinces & Territories
20 Other Countries
6 Continents
“Thank you so much for helping me get a coat for my friend. I am excited to give it to her. She asked me to help her find a coat and I think this is the best thing she could have received. I am amazed that a company like this exists and it makes me so happy that you do. The coat is not even for me and I cried when I received it because your company was so gracious to help someone in need. I cannot thank you enough.”

– Coat Sponsor, October 2019
Financial Highlights

April 2019 – March 2020 Contributions By Source

Contributions
$3,776,330

Expenses
$2,912,072

1. Unaudited 19-20 Financials
Thank you to the following individuals, organizations and partners who contributed to Empowerment Plan’s programs and events through sponsorship, grants, and donated services last year.

Anthony Robbins
Brian & Heidi Miller Charitable Gift Fund
Comcast
Detroit Employment Solutions Corporation (DESC)
Detroit Lions Charities
Detroit Lions Inspire Change Fund
DTE Energy
DTE Energy Foundation
Henry Ford II Fund on behalf of Cynthia & Edsel B. Ford II
Emily & Henry Ford III
Fisher-Cummings Family Fund
Ford Motor Fund
Foroulis Private Foundation
General Motors
Great Lakes Relocation Council
Hamp Family Fund
Jones Day
Junior League of Detroit
Karpus Family Foundation
Knights of Columbus Flint
Kresge Foundation
Lululemon
Lyall Family Charitable Fund
Matilda R. Wilson Fund
McGregor Fund
Michigan Economic Development Corporation (MEDC)
MiraMed Companies
Molinello Family Foundation
New England Patriots Foundation
Northeast Guidance Center
Ohio State University
Patrick McInnis
Quicken Loans Community Fund
Ralph C. Wilson, Jr. Foundation
Ralph S. Hoffman Foundation
Ray of Light Foundation
Sub Zero Mission
Sue and Tony Mirafzali
Synchrony Bank
Tarsadia Foundation
Triad Foundation
The Brother’s Trust
The Computing Technology Industry Association
The Harry and Jeanette Weinberg Foundation
United Way for Southeastern Michigan
Vera & Joseph Dresner Foundation
Wicked Weed Brewing
Our impact is only made possible thanks to supporters like you.

Join Us in Breaking the Cycle

To make a donation today or to learn more, visit:
www.empowermentplan.org