## Table of Contents

### Organizational Information 2–7
- Mission 2
- Board, Key Staff, and Advisors 3
- Statement from Board Chair 4
- Message from the Founder 5
- Impact Since 2012 6
- A Year in Review 7

### Programming 8–12
- Program Participant Testimonial 8
- Paid-To-Learn Model 9
- Program Graduate Testimonial 10
- COVID-19 Response 11
- Community Spotlight 12

### EMPWR Coats 13–18
- 2020 Recap 13
- Community Spotlight 14
- Spread the Warmth Road Trip 15
- Community Spotlight 16
- Distributions since 2012 17

### Financial Report 19

### Our Supporters 20

### Call to Action 22
Our Mission:
To provide supportive employment for individuals experiencing homelessness through the production of a sleeping bag coat for those in need.

Our Vision:
We see a world in which people impacted by poverty have the tools and resources to become the architects of their own future.
Board of Directors

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

Sheilah Clay
City of Detroit

Cynthia and Edsel B. Ford II
Civic Leaders

Alex Galeano
Ford Credit

Robyn Glaser
The Kraft Group

Chad Kilpatrick
Spreetail

Peter Remington
The Remington Group

Denise Restauri
GirlQuake, Forbes, USA Today

Alexis Wiley
Moment Strategies, City of Detroit

Lori Wingerter
General Motors

Key Staff

Veronika Scott
Chief Executive Officer, Founder

Erika George
Chief Development Officer

Hailey McInnis
Director, Operations

Derrick Meeking
Director, Workforce and Programs

Coy Mosley
Director, Human Resources

Alissa Novoselick
Vice President, Finance and Operations

Trusted Advisors

Dr. Staci Hirsch
Ruth Ellis Center

Pam Lewis
New Economy Initiative

Ali Levin
Board Boost Consulting

Justin Remington
The Remington Group
A Message From Our Board Chair

The Empowerment Plan fiscal year runs from April to March, so when we submitted last year’s annual report COVID-19 had just exploded and, like everyone else, we expected a short shut-down, plus a run of manufacturing hospital gowns for the first surge, then back in business as per normal. It has now been a year plus that COVID has shaped our environment, adding all sorts of complexities to our operation, our employees and our mission. The same can be said of nearly every other organization, for-profit or non-profit. We had to develop safe working protocols at our facility, help our employees cope with dislocated child support and remote learning challenges, continue to try to hit our production targets, and work our incredible donative community to keep our doors open in a completely unknown philanthropic environment.

Fast forward one year with one message: We are beyond grateful for so many things! With your help we received a record number of coat sponsorships and distributed 9,553 coats – more than in any year prior. Veronika wrapped the year with a multi-city road trip, sponsored by GM and Chevy, to hand out coats to homeless shelters and camps with partner organizations in each city. For such a scary and challenging year, the Empowerment Plan team kept its focus and did its work. Actually, a pretty amazing outcome!

None of this was possible without our great team at Empowerment Plan, without our inspiring leader, Veronika, without our dedicated board, without our many partner organizations fighting homelessness all across the country, without our record number of coat sponsors, and without the incredibly generous support of the funding community, both for special COVID relief funding and for converting donations to operating support.

We are, indeed, beyond grateful. And we promise to keep the heat on, to keep building our support program in dramatic new ways for our employees, to keep producing and distributing our valuable and lifesaving coats, and to keep up the fight to end generational homelessness.

Thank you all so very much!

- Steve Hamp, Board Chair
From the Founder

The last year challenged our team in new ways and forced us to look at our work through a different lens. It is not often that sewers are called upon as essential workers, and it was incredible to see our team step up to meet the crisis our nation was facing. Similar to our signature EMPWR coat, the pivot to PPE production was a mission-aligned initiative that provided our team the opportunity to produce a much needed product for those in need. I am so proud of my team and the bravery everyone displayed during such an uncertain time.

I am also proud to say that we did not reduce our headcount during COVID, even when our production site was shut down. I owe that to each and every one of you. Thank you for stepping up and ensuring that our team – many of whom were hit extremely hard by the pandemic – still had a stable income, a house to come home to, and the basic needs required to care for their families.

Although last year looked different than others, we were able to distribute more coats than ever before! I was able to see the growing need for our services and product first hand as I visited various partners of ours throughout the US, and as we head into the next year, I anticipate that need is only going to grow.

I thank you for pushing forward with us, and ask that you join us in the year ahead. Wishing you all a safe and healthy summer!

- Veronika Scott
CEO & Founder
Impact Since 2012

- 95 jobs created
- 275 children impacted
- 100% of employees and graduates stably housed
- 55K coats distributed globally

55K

6
A Year In Review

During the 2020–2021 Fiscal Year, Empowerment Plan stepped up as a leader amidst the COVID-19 global pandemic to produce critically needed personal protection equipment (PPE) in addition to our signature EMPWR sleeping bag coat.

Individuals Served: 51

Program Graduates: 11

PPE Gowns Produced: 5,228

EMPWR Coats Distributed: 9,553
Amber began working at Empowerment Plan in November of 2018. When she first started, she struggled with the training, but with her persistent attitude she was determined to give it her all. After only six months, Amber became an expert on the machine, and was promoted to Production Support and Quality Assurance Specialist. With this position she helps the production team meet their daily goals, trains new and current employees as needed, assists supervisors and managers in daily operations, and aids in completing monthly inventory operations for the company.

In the future, Amber sees herself graduating from EP and either moving on to employment in healthcare or going back to school so she can pass the MCAT, apply and get accepted to medical school and finally graduate to the title of Dr. Amber N. Hinton. “The dream is to start my own family practice and then eventually create and work in my own hospital.”

“I’ve gained so many skills since working in my current position. I feel like I have grown tremendously and have proven that I am capable of doing whatever I put my mind to.”

- Amber Hinton
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.
Ferris joined Empowerment Plan in 2018 after attending an info session at Genesis House. Upon entering the program, she quickly realized that this was not like any other job, this was like family! Ferris spent almost two years at the Empowerment Plan, and while she always knew she wanted to go into the medical field, she thought her lack of education and credentials would hold her back. However, with the endless support from the Empowerment Plan team, in 2020 she was able to successfully secure a job at Beaumont Hospital as a Patient Sitter!

Ferris shared, “I really enjoy my job at Beaumont and I know that I wouldn’t be as confident in myself as I am now without the help and support I received at Empowerment Plan. I have been at the hospital for just about a year now and I have had an opportunity to take part in numerous training courses that they offer.” Just recently Ferris enrolled in their CNA training and upon completion will be promoted to a CNA earning $18.50/hour!
COVID-19 Response

With the support of many community partners, Empowerment Plan was able to lead a collaborative community effort with the Industrial Sewing and Innovation Center (ISAIC) in response to the demand for PPE during the height of COVID, while also providing a stable income to all employees.

From April through August, a group of fourteen program participants stepped up as essential workers to produce hospital isolation gowns. With this mission-aligned initiative, EP was able to produce 5,288 medical gowns, which were provided to front line health care workers at various Detroit Medical Center locations.
Community Spotlight: Detroit Lions

At the onset of the pandemic, knowing Empowerment Plan was already set up as a functioning manufacturing facility, leadership from the Detroit Lions reached out to see how they could help. Within a couple of days, the Lions had granted EP $50,000 to get a PPE operation up and running. This initial funding was critical in allowing EP to respond in a timely, and most importantly, safe manner.

Empowerment Plan has been working with the Detroit Lions since 2016 and was named a 2021 Inspire Change Grant Partner.

"Lions players, coaches, ownership and staff have been proud to support the mission of the Empowerment Plan for many years and most recently as an Inspire Change grantee. When the organization swiftly pivoted at the beginning of the COVID-19 pandemic, the Lions were honored to partner with the Empowerment Plan in helping to reopen the facility so seamstresses could safely come back to work. This partnership demonstrated our mutual commitment to meeting the critical needs of the Detroit community."

– Jen McCollum, Senior Director, Community Relations and Detroit Lions Charities
2020 Coat Recap

7,388 Coats
Produced in Detroit

9,553 Coats
Distributed Worldwide

41 States
2 Countries

Impacted Organizations:

Aspen Homeless Shelter
Christ in the City - Denver
Main Street Project
Open Door Mission
Project Homeless Connect
Ruth Ellis Center
Sidewalk Samaritan
St. Leo’s Soup Kitchen
The Twelfth Street Food Pantry
Butler Homeless Initiative
FEI Centro De La Raza
My Brother’s Keeper
Piquette Square for Veterans
Rainbow Push Coalition
Safe Haven Ministries
St. Francis House
The Bowery Mission
Wolverine Street Medicine
Community Spotlight: Lucky Duck Foundation

This winter, the Lucky Duck Foundation, an organization committed to alleviating the suffering of San Diego County’s homeless, sponsored 3,000 EMPWR sleeping bag coats for those experiencing homelessness in San Diego, CA. Our founder, Veronika Scott, traveled west to personally meet with their team and help hand out the coats. The Lucky Duck Foundation continues to fundraise for additional EMPWR coats, with a goal of providing one to each of San Diego’s 4,000 homeless.

“We were thrilled to partner with the Empowerment Plan to distribute 3,000 coats around the holidays. Their model is outstanding and they are great to work with and most importantly the folks who benefited from the coats were extremely grateful for the warmth and solace they provided.”

- Drew Moser, Executive Director, Lucky Duck Foundation
In February 2021, Veronika set out on a three week, eight city road trip to pass out coats in partnership with some of our biggest supporters. Sponsored by Chevy, Veronika visited Detroit, Rochester NY, Boston, New York City, Washington D.C., Louisville, Chicago, and Grand Rapids and **handed out 700 EMPWR sleeping bag coats to individuals in need along the way!** This was a wonderful opportunity to say thank you to some of our partners who have supported EP over the years and to **showcase the impact that organizations and individuals on the ground can have on homelessness in their community.**
Community Spotlight: SocialWorks

In Chicago we partnered with SocialWorks and Taste for the Homeless, two amazing organizations tackling homelessness across the city. SocialWorks was founded by Chance the Rapper after he spearheaded a fundraiser in support of Empowerment Plan back in 2016.

“Empowerment Plan’s work is much more than coats; it’s an investment into opportunities for individuals to leave homelessness permanently. Together, SocialWorks and the Empowerment Plan have donated over 1,300 coats to Chicago. Through partnerships like this, SocialWorks can continue to create a community of support and investment for individuals who need it most.”

- Justin Cunningham, Executive Director, SocialWorks
Distributions Since 2012

55,000 Coats
Distributed Worldwide
All 50 States
11 Canadian Provinces & Territories
20 Other Countries
6 Continents
“We cannot say enough wonderful things about your coats! They are so appreciated by our patients who are struggling and living on the street. They are especially in demand this year with the COVID crisis. The coats are so warm, practical, dignified and beautiful – a sincere note of thanks from our patients and the staff who care for them.”

– Distribution Partner, November 2021
Financial Highlights

April 2020 – March 2021 Contributions By Source

Contributions
$4,694,423

Expenses
$3,253,002

1. Unaudited 20-21 Financials
Our Supporters

Thank you to the following individuals, organizations and partners who contributed to our mission through sponsorship, grants, and donated services last year.

Henry Ford Health Systems
Henry Ford II Fund on behalf of Cynthia & Edsel B. Ford II
Housing for New Hope
Hamp Family Fund
Jeffrey Farber
Jill Brack
Jim and Nancy Bildner Charitable Fund
Jones Day
Junior League of Detroit
Karpus Family Foundation
Kresge Foundation
Larry H and Gail Miller Family Foundation
Library Street Collective
Lineage Logistics
Lucky Duck Foundation
Lululemon Here to Be
Lunsford Family Foundation
Matilda R. Wilson Fund
Max M & Marjorie S Fisher Foundation*
McGregor Fund
Melton Family Charitable Fund
Mertal Fund*
MiraMed Companies
Molinello Family Foundation
New England Patriots Foundation
Northeast Integrated Health
Olney Gift Fund
Peter Remington Philanthropic Fund
Ralph C. Wilson, Jr. Foundation
Ray of Light Foundation
REDF*
Roy D Chapin Foundation
Rush Group
SJP USA
Staple Design
Spreetail
Supreme Master Ching Hai
Tarsadia Foundation*
TCF Bank
Tony and Sue Mirafzali
Triad Foundation
Trip Wipes
The Brother’s Trust*
The DPI Group
Universal Music
Vera and Joseph Dresner Foundation
Village for Vets
W. Clement & Jessie V Stone Foundation
Wayne County*
WDF Director Discretionary Philanthropic Fund
W. K. Kellogg Foundation
Zatkoff Family Legacy Fund

*Made a COVID relief donation to EP
“The Empowerment Plan has changed my life and my children’s lives for the better. Their support and understanding of difficult times as human beings, especially single mothers, means so much. My kids and I are forever grateful that EP chose us.”

- Robin Hunter, Seamstress
Join Us in Breaking the Cycle

Your support amplifies our efforts to continue building **equitable opportunities for families in need** through the jobs we create and the coats we make.

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