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OUR MISSION:

To employ and empower individuals experiencing homelessness to break the generational cycle of poverty by producing a sleeping bag coat for those in need.
BOARD OF DIRECTORS

Steve Hamp, Board Chair
Michigan Education Excellence Foundation (MEEF)

Toya Allen
Ford Motor Co.
Program Graduate

Sheilah Clay
Community Leader

Cynthia and Edsel B. Ford II*
Civic Leaders

Tiffany Ford
University of Michigan Credit Union

Alex Galeano*
Ford Motor Credit

Robyn Glaser
The Kraft Group

Chad Kilpatrick
Spreetail

Tim Melton
Jones Day

Peter Remington
The Remington Group

Denise Restauri*
GirlQuake, Forbes, USA Today

Veronika Scott
Founder & CEO
Empowerment Plan

Erika George
Chief Development Officer

Derrick Meeking
Manager, Workforce and Programs

Coy Mosley
Director, Human Resources

Hailey Nash
Director, Operations

Lori Wingerter
General Motors

* No longer serving as an active Board Member

KEY STAFF

Veronika Scott
Founder & CEO

Erika George
Chief Development Officer

Derrick Meeking
Director, Workforce and Programs

Coy Mosley
Director, Human Resources

Hailey Nash
Director, Operations

Alissa Novoselick
VP, Finance & Operations
The fiscal year just completed was a challenge to EP, just as it was for non-profits all over the country. Even as the demand for our life-saving coat soared to record levels, manufacturing the coats was extremely difficult. Like other organizations, EP faced supply chain issues, sharply rising shipping costs, and real challenges hiring and retaining employees. Hiring employees from shelters and other homeless support organizations, stabilizing their housing and childcare needs, training them to be industrial seamstresses, and providing them with an impactful array of educational, psychological health, and life-improving programs are fundamental parts of our mission, as is coat production. Because of the pandemic, shelters were forced to reduce their capacities even as homelessness exploded. This situation greatly limited the eligible employee pool for EP, just as labor shortages provided new job opportunities for this population in areas from which they were previously excluded.

Yet, despite these headwinds, EP never stopped the work. Last fiscal year, we served 60 individuals, produced 9,539 coats, and distributed 9,429 coats all over the world. The theme of the year was RESILIENCE. Never stopping the work, discovering new paths to locate and hire our employees, creating new and valuable programs, and finding new opportunities to graduate our employees into full-time jobs with benefits. Despite the challenges, our team is strong and united, our program unparalleled in the life-changing opportunities it offers our employees, our coat product in record demand.

Empowerment Plan is entering its 10th year in 2022. It is no longer a startup, but a mature organization with a powerful and vitally important mission. Veronika Scott, our ever energetic and creative founder, and the whole EP team are at the top of their game, our coat sponsors have been unbelievably loyal and dedicated, our foundation and corporate support strong, our board visionary and directive.

As a fitting symbol of where we have been and where we are going, we brought three talented new members onto the Board in March: Tiffany Ford, Tim Melton, and Toya Allen. Toya was a former seamstress at and a graduate from Empowerment Plan. She overcame major life challenges and now has a solid job at Ford and a stable life and family. Toya is resilient, Toya is the personification of mission success at EP, Toya embodies the promise of EP to all those we employ. Now, she brings her wisdom and experience back to Empowerment Plan where the work never stops, evolution and improvement are continuous, and resilience is our hallmark. Onward!

-- Steve Hamp, Board Chair
FROM OUR FOUNDER

I am incredibly proud of the work the Empowerment Plan team has done over the last year to meet the growing needs of the communities we serve around the globe. With the demand for our coats and supportive services at an all time high, along with the rise and fall of new COVID variants, it’s been a challenge to get the work done. However, we have met each of these tests to our systems with a focus on the safety and security of those we employ first and foremost.

This past year we have grown in so many ways. Programming that had been virtual during the height of the pandemic is largely back in person and we learned how important human contact is to the work we do. We were hit hard with school shutdowns and learned new ways to address childcare, transportation, and supportive services. We began a year long strategic planning process and learned some of the best practices from across the nation and right in our backyard.

Earlier in the year, it also became harder to find program participants then it was pre-pandemic. After reaching out to our shelter partners we realized that many Detroit shelters had reduced their occupancy due to the virus. This meant two important things for the organization; 1) more people were in need of our coats due to the inability to access a shelter bed and 2) the individuals that need our job opportunities are displaced or part of new housing programs. In response to this discovery, we have focused on finding additional partners so that we can meet people where they are.

In addition, I had the opportunity of a lifetime to take a sabbatical from June to September of 2021 thanks to an incredible gift from the McGregor Foundation and the Eugene A Miller Fellowship. I was able to use this time to rest and become re-invigorated for the work we have ahead. During my absence, the team did an incredible job! It is wonderful to see that after 10 years as an organization we have a world class leadership team in place and that we have grown more sophisticated than I could’ve ever imagined.

I cannot believe a decade has already gone past; it seems like only a few years ago that this all began. Thank you for making this huge milestone possible and expect to hear from me this year as we share more about our 10 years of impact. I hope you join us in this exciting year ahead. Wishing you all a safe and healthy summer!
A YEAR IN REVIEW

- **Individuals Served**: 56
- **Program Graduates**: 7
- **Coats Produced**: 9,539
- **Coats Distributed**: 9,429
Last April, we launched **EMPWR MOORE**, our first recurring gift campaign in honor of the life of Frenchie Moore. Frenchie was a beloved seamstress and dedicated mother of four who tragically lost her life in 2019, just shy of her two year anniversary with Empowerment Plan.

In just one year, members of EMPWR MOORE collectively donated $12,506 to help amplify our efforts to end the generational cycle of poverty for mothers like Frenchie.

We can’t wait to witness the impact of EMPWR MOORE in the years to come!

Interested in becoming a member? Click [here](#).
PARTNER SPOTLIGHT: GENERAL MOTORS

General Motors, Empowerment Plan’s longest standing corporate partner, understands the true essence of community. Through philanthropic contributions and in-kind donations, such as up-cycled insulation for our coats, GM has contributed more than $1.2M to Empowerment Plan since opening our doors in 2012. Their investment in our mission has left a lasting impact on those we serve.

Over the years they have:
- provided funding to support program expenses and program participants wages
- piloted a match savings program to encourage healthy financial habits
- sponsored the 2021 Spread the Warmth Road Trip
- hosted an employee volunteer spring clean up event to beautify our parking lot
- included EP in their 2021 Giving Tuesday fundraiser, resulting in an additional $30k contribution

Thank you, General Motors, for being such a great partner!

“Empowerment Plan is exactly the kind of organization we want to partner with. Not only are they addressing a tangible need in our community, they’ve created a workforce model that tackles homelessness at its root causes. Through their employment process, EP is ending cycles of generational poverty and giving Detroiters the skills and confidence to create their own stability and success for generations to come.”

Genna Young
Detroit Program Officer, Corporate Giving
PROGRAM PARTICIPANT: BENJAMIN WILSON

Benjamin Wilson is one of our newest faces at Empowerment Plan, but he has already made his presence known. Benjamin was referred to EP by one of our community partners, Community Home Supports (CHS), and started in March. During the interview, Benjamin expressed his interest in social media and marketing, both of which he studied in college. Shortly after his start date, you could find Benjamin networking and sharing content ideas with our social media team. He even conducted an interview with our CEO!

Benjamin expressed that he is still in awe of the support that the staff lends to our team members, and that the things that we talk about in the interview are actually true. The sky’s the limit for Benjamin and we are excited to walk alongside him on his journey while he is at Empowerment Plan.

"Before I arrived at EP it seemed like my life was in a rush, but in reality I was in a hurry to get nowhere! Being here as allowed me to slow down and take each day for what it is. I’m learning to trust the process and I know being here will get me to where I need to be!"
OUR 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. During a typical 40-hour workweek, approximate 60% of the paid time is dedicated to coat production and the remaining 40% is dedicated to educational programming and supportive services.

Empowerment Plan’s Workforce and Program Director piloted three new programs last year:

- JOURNí
  Digital Essentials and Computer Training
- E3 Michigan
  One-on-One and Group Therapy
- Goddess Fitness & Health
  Yoga and Meditation
PARTNER SPOTLIGHT: JOURNi

Richard Grundy, CEO of JOURNi, has been providing digital essential training for our participants since the beginning of 2022. In an effort to bridge the digital divide, Empowerment Plan’s Program Director partnered with Journi to provide training in Google Suite and Microsoft Office platforms.

The initial 8–week training consisted of 14 program participants, and received amazing reviews from those who participated. This training partnership has given our program participants the confidence to feel comfortable when working and navigating digital platforms. We are looking forward to this ongoing partnership and the opportunity to share this program with the rest of our participants!

“I learned so much over the past 8 weeks working with Richard. Before I took this class I knew absolutely nothing about computers. But after spending time in the class and 1:1 during office hours I feel more confident in my ability to navigate the internet. I’m excited about using my new skills in my day to day duties here at EP!”

– Sheronda Brown
PROGRAM GRADUATE:
AMBER HINTON

As a Production Training Specialist, Amber’s warmth and congeniality helped new employees feel comfortable as they learned how to sew, navigate programs, and employment at EP.

But just a few years ago, Amber and her family were struggling with homelessness.

Working at Empowerment Plan helped Amber find stable housing, a reliable vehicle, and pull her and her young brother out of the shelter. And while Amber’s skills as an industrial sewing machine are extraordinary, her true career passions lie in the medical field. Having received a Bachelor of Science from the University of Michigan–Dearborn, Amber was able to secure a job at a Dialysis Lab with Henry Ford Health System in June. She plans on using this job as an opportunity to learn more about the healthcare field as she studies for the MCAT.
Last summer, after numerous repairs and service appointments, our reliable yellow box truck, donated by Penske in 2013, broke down for the final time. A key piece in our day-to-day production process, the purchase of a new truck was an unforeseen but necessary expense.

We put out an immediate call for support to fund the purchase of a new truck, and in just two weeks our generous supporters donated $70,000 to cover the cost of a new vehicle! We were able to immediately buy a new truck, and saw almost no disruption in our production and supply chain process.

Thank you to all of our committed sponsors for quickly answering the call for support and helping us drive Empowerment Plan forward.
2021 COAT RECAP

9,539 Coats
Produced in Detroit

9,429 Coats
Distributed Worldwide

IMPACTED ORGANIZATIONS

Through partnerships with hundreds of outreach organizations around the globe, we are able to spread the warmth and empower communities near and far. Listed below are a handful of organizations impacted this year.

Access Independent
Detroit Coat Bank
Heart 2 Serve
Hugs No Slugs
More Hope Project
Native American Heritage Assoc.
Project Hope
Sieda Community Action
The Joseph Center

CAPCA – Arkansas
Doctors Without Walls
Homeaid Utah
Medecin du Monde – Luxembourg
My Friend’s Place
Pine Ridge Mission
Salvation Army of Ironwood
Street Sisters Society
YWCA Cambridge

November 2021 – Veteran’s Day Event with Blake’s Hard Cider at Piquette Square.
During the 2021-2022 Winter season, the New England Patriots Foundation sponsored 1,000 EMPWR coats that were donated to 35 organizations throughout New England. Since 2015, the team has been a key partner in helping to spread the warmth across the region through the distribution of almost 4,000 EMPWR Coats.

"It has been a remarkable partnership," says Donna Spigarolo, Community Relations Manager for the Patriots. "It allows fans to engage with the team’s philanthropy beyond taking home an autographed football, knowing the money they contribute is going to put coats on the backs of individuals on the streets during the cold winter months here in New England."

Spread the Warmth – Boston:
Follow Veronika and the Patriots as they hand out coats in Boston last winter.
“This is the most popular street coat in NYC. A lot of guys have told us they use it through the hot weather, open it up to lay down and because it is not bulky to carry around, they keep it.”

- Emily Borghard, Sidewalk Samaritan

“...The coats that you donate to us each year go straight to those who are often times staying on the street or in shelter. Our patients spend a lot of time outside in the cold and snow and these coats help to keep them warm and dry during the coldest months of the year here in Boston.”

- Alyssa Brassil, Boston Healthcare for the Homeless
FINANCIAL HIGHLIGHTS

April 2021 - March 2022 Contributions by Source*

CONTRIBUTIONS
$3,176,869

EXPENSES
$3,096,971

*Unaudited 21-22 Financials
OUR SUPPORTERS: Thank you to the following individuals, organizations and partners who contributed to our mission through sponsorship, grants, and donated services.

Anonymous
Applebaum Family Philanthropy
Blake’s Hard Cider
Brasscraft Manufacturing
Carbonari Family Foundation
Christine Hodinh
Chuck Moore
Coats
Connoisseur Media CT
Detroit Lions Foundation
Detroit Wayne Integrated Health Network
Diane Monico
Domino’s Pizza
DTE Energy and DTE Energy Foundation
Edsel B Ford II Fund
Emily & Henry Ford III
Ford Foundation
Foroulis Private Foundation
General Motors
Hamp Family Fund
Harold & Iris T Abel Family Foundation
Harry and Jeanette Weinberg Foundation
Henry Ford II Fund on behalf of Cynthia & Edsel B. Ford II
HomeAid Utah
Hope City Fredericton
Jared Goff
Jeffrey Farber Family Foundation
John & Lacy Williams Family Fund
Jones Day
Julie McInnis
Junior League of Detroit
Lear Corporation
Lineage Logistics
Loren & Josh Trimble
Lucky Duck Foundation
Lululemon Here to Be
Lunsford Family Foundation
Mailchimp
Marlene & Bill Emerson
Mary Rempel Donor Advised Fund
McGregor Fund
Medecins de Monde Luxemborg
Meijer Foundation
Melton Family Charitable Fund
Michigan Electric and Gas Association
MiraMed Companies
Molinello Family Foundation
New England Patriots Foundation
Pam Dawber
Patrick McInnis
Peabody & Plum Fund
Peter Remington Philanthropic Fund
Phillip Wm. Fisher Fund
PNC Foundation
Ralph S. Hoffman Foundation
Spreetail
Steve & Sheila Hamp
Tarsadia Foundation
The Brother’s Trust
Tony and Sue Mirafzali
Towne Mortgage Company
Toys for Hospital Tots Inc.
United Way of Southeast Michigan
Vera & Joseph Dressner Foundation
Veterans Agent Orange Vet Projects
Village for Vets
W.K. Kellogg Foundation
Walters’ Family Foundation
Wilmers Integrity Prize
Zatkoff Family Foundation
"Empowerment Plan helped me open back up to people. It was an amazing experience working there. **Thank you for the opportunity to learn this skill trade – it has made me a more open and happier person.** Empowerment Plan is the right name for this program because it empowers you to do better. I love Empowerment Plan!"

-- Ms. Terry, program graduate
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

Bri and her family at the 2021 Family Fun Day sponsored by the Detroit Lions.
THANK YOU

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www.empowermentplan.org