Your neighborhood shouldn’t limit your health, happiness, or economic outcomes.

Resources that enhance quality of life can have a significant influence on population health outcomes. By helping with re-entry, improving pathways for career development, increasing affordable housing, and focusing on community development, we can not only improve individual and population health but also advance equity in the Kensington neighborhood.
Dear friends & supporters,

While COVID-19 has changed the way we operate, our mission remains unshaken: We mobilize people and resources to create thriving communities.

I think it’s safe to say that 2020 has been a steep and rocky climb, but through the challenges, we have stayed on our path. The impact of COVID-19 and social uprisings on our neighborhoods have demanded that we creatively reinvent how we assist people to re-enter the workforce, train for jobs, find housing, and build community. We have moved job fairs outside and limited the number of participants. We have implemented strict protocols in our shared housing facilities to limit transmission of the virus. Community meetings and conversations have moved online and we have found innovative means to connect with neighbors to ensure the voices of our community members are still being heard. Rest assured; we are still listening.

Despite these challenging conditions, Impact has not slowed in the momentum of our growth and development. We are advancing our anchor projects such as the renovation of our 140,000 squarefoot Downs Carpet Mill at the corner of A and Indiana. Additionally, the Impact Loan Fund partnered with 16 other CDFI organizations in the state to help distribute PA CARES grants to small businesses across the city, and we have created new loan products for local landlords struggling during this time. Much like the neighborhoods we serve, we are resilient. While COVID-19 has changed the way we operate, our mission remains unshaken: We mobilize people and resources to create thriving communities. We serve as a convener for other organizations in the neighborhoods, offering a vast network of services and system of community support. As we reflect on this last year, it has become even more apparent how important our partnerships are to the work we do. As ever, we believe that your neighborhood shouldn’t limit your health, happiness, or economic outcomes. We will continue fighting for a future that ensures equal opportunities for people to thrive.

Sincerely,
Casey O’Donnell, PsyD

THE BOARD
Dylan Walker, Esq.
Tracee Hunt
Lisa Melroy, CPA
Isaac Jones
Mark Butler
Soneyet Muhammad
Maria Quinones-Sanchez
Mark Squilla
Shawn Ward, Esq.
OUR MISSION
We are a community action organization mobilizing people and resources to create connected, resilient, and thriving communities.

WE FOCUS ON RE-ENTRY, EMPLOYMENT, HOUSING, AND VETERAN SERVICES FOR INDIVIDUALS AND COMMUNITY DEVELOPMENT FOR THE KENSINGTON AREA.

WE CONNECT RESIDENTS TO RESOURCES, TO EACH OTHER, AND TO DECISION-MAKERS.

OUR VALUES
We focus on re-entry, employment, housing, and veteran services for individuals and community development for the Kensington area. We connect residents to resources, to each other, and to decision-makers.

Our trauma-informed approach influences how we work internally, with our partners, and in our community. We are community advocates, focusing on existing strengths and building on what works.

We are action-oriented and results-driven, and though we are grounded in research, we push the boundaries with innovative approaches to our work.

COMMUNITY ENGAGEMENT
2,190
Even with the COVID-19 pandemic, we were able to engage thousands of community members.

NEIGHBORHOOD CLEANING
143,260
Over the course of the year, our cleaning crews disposed of over 140,000 needles and over 15,000 bags of trash.

WORKFORCE DEVELOPMENT
568
We helped place 568 people in jobs through our workforce development programs and CareerLink.

AFFORDABLE HOUSING
388
Nearly 400 individuals found housing through our transitional, permanent, or affordable housing units.

BENEFITS ENROLLMENT
223
Of the 367 BenePhilly applicants, we were able to enroll 223 into benefit programs this year.
Financials

Fiscal Year 2020

Thank you

Funders and Donors

- Alliant
- Austelle Foundation
- Bank of America
- Benefis Health System
- Benefcretion
- Brad Spence, Works on Paper
- Broyles
- Curtis
- Charities Aid Foundation
- Charles Cooper
- Charles Jameson
- Chuck Kennedy
- Citizens Bank
- Comcast
- Computershare
- Dawn Rice
- Dylan Walker
- Eric Krewson
- Fairmount Park Conservancy
- Five Together Foundation
- HAVEN Women
- Isaac Jones
- Independence Blue Cross
- James Short
- Jeffrey Hartman
- Joanna Kenty
- Joseph Foote
- JPMorgan Charitable Giving Fund
- JPMorgan Chase
- Knight Foundation
- Lisa McRoy
- LISC Philadelphia
- Maria Quinones-Sanchez
- Mark Butler
- Mark Squalla
- Mayor’s Fund for Philadelphia
- Mayor’s Office of Community Empowerment and Opportunity
- National Equity Fund
- Network for Good
- Neubauer Foundation
- NKCDC
- NRG Home
- PA Department of Corrections
- Patricia Kind Foundation
- Peter Christian
- Phila. Department of Commerce
- Phila. Department of Prisons
- Phila. Department of Public Health
- Philadelphia Activities Fund
- Philadelphia Works
- PhRMA
- Rebuild Philadelphia
- Shawn Ward, Esq.
- Soneyet Muhammad
- Stephen Horton
- TD Bank
- TD Charitable Foundation
- The Barra Foundation
- The Naro Foundation
- The Scattergood Foundation
- Thomas Jefferson University
- Tom and Jennifer O’Brien
- Tracee Hunt
- U.S. Department of Housing and Urban Development
- U.S. Department of Justice
- U.S. Department of Labor
- U.S. Department of Veteran Affairs
- Wells Fargo Bank
- Wells Fargo Regional Foundation

Leadership

Department Directors

- Pati Codina
  - Community Development
- Joe Douglas
  - Workforce Development
- Charles Jameson
  - CareerLink
- Marketta Kelly
  - Veteran Services
- Chuck Kennedy
  - Finance
- Paul Marcus
  - Loan Fund
- Zoe Van Orsdol
  - Community Development
- Nestor Torres
  - Operations & Strategy
JOBS

We can help anyone looking for employment, but our work centers on those who are re-entering the workforce after incarceration. Our case managers help with job training, job readiness, and placement. This year, we placed 586 people back into the workforce and enrolled 74 people into occupational training.

We partner with the Department of Corrections, Department of Labor, Veterans’ Employment and Training Service, and PA CareerLink to help people find good, high-wage jobs in occupations and industries that are in demand locally.

“First Step ID Program”

Each year, we assist hundreds of inmates incarcerated in the Philadelphia Prison System get the identity documents they need to be able to apply for employment and benefits.

“BenePhilly”

BenePhilly offers free, one-on-one help in enrolling in 20 different public benefit programs. Our trained counselors assist with completing applications and tracking the application status.

WE ARE READY TO ASSIST YOU

We got our start in 1974 with a Ford Foundation grant to create “supported work” programs. Workforce development remains the cornerstone of what we do. Our employment services help Philadelphians find the economic stability they need to provide a better future for themselves and their families.

“We are ready to assist you” – Charles Jameson, CareerLink Site Administrator

“It’s not what you achieve, it’s what you overcome. That’s what defines your career.” – Carlton Fisk
Impact Services is the selected service provider to operate in the integrated PA CareerLink Northwest Philadelphia center. At integrated centers, the EARN program for TANF recipients is located inside CareerLink, making it a “one stop shop” for those seeking employment assistance.

Although the center closed for services on March 16 due to the COVID-19 pandemic, our staff continues to provide services to customers remotely. New processes were created to enroll customers and provide orientation remotely, and to offer workforce development workshops virtually. We assisted 13 customers in gaining employment and contacted over 2,428 customers to offer counseling assistance, referrals to Job Developers, referrals to other resources for supportive service assistance, and one-on-one instruction in writing a resume, mock interviewing, and conducting job searches virtually.

While the pandemic significantly altered the way we work and how people are able to access our services, 428 people still found jobs through our CareerLink center throughout the fiscal year. We had 63 people complete occupational trainings and helped enroll 1,166 people into programs. For those who found employment through CareerLink, the average hourly wage was $13.88.

Economic Development

Aramingo BID

Nearly 50 jobs were added in the Aramingo Business Improvement District (BID) area with the recent opening of a new retail store at the corner of Aramingo Ave. and Westmoreland St. After years of sitting empty, the former Kmart location is now home to an expanded AutoZone. While the retailer only moved one block south from 3451 Aramingo Ave. to 3301 Aramingo Ave., the move more than doubled their retail space, creating some big changes for the area. With this expanded capacity, the neighborhood AutoZone now employs 84 people and the company relocated their Regional Manager to operate out of the new store.

The Aramingo BID was created in 2008. A BID is a way for property and business owners to work together to improve a commercial area through services like litter removal, security cameras, lighting, marketing, signage, street furniture, or visitor assistance that are beyond what the city can provide.
When James Grayson left the military in 2003, he had already been hit with several hard blows. He served as an aviation mechanic during 9/11. He and his wife lost a baby, and shortly after that Mr. Grayson lost his wife. Loneliness and depression brought more hardships that eventually led to him losing his job. With financial hardships piled on top of emotional ones, Mr. Grayson had nowhere to go. He was sleeping in his car. After reaching out to the National Suicide Prevention Lifeline, he was put in touch with Impact. We were able to help him secure housing, gain a case manager who helped with grief counseling, and pursue a job with PA CareerLink.

Undiagnosed anxiety eventually led to another job loss; however, this time Mr. Grayson felt like he was in a better position. “Because of COVID, everyone was having a rough time,” he explains. He received virtual counseling, got a prescription to help manage the anxiety, and landed a job at the Navy Yard as a Maintenance Supervisor.

In his new position, Mr. Grayson is working with Impact to help hire more veterans. “I’m just trying to give back. I think it comes from military core values,” he says. “You become like a family.”

HVRP has two core objectives: (1) to provide services to assist in reintegrating homeless veterans into meaningful employment within the labor force, and (2) to stimulate the development of effective service delivery systems that will address the complex problems facing homeless veterans. We use a veteran-centered approach to develop an Individual Employment Plan (IEP) based on an individual’s strengths, barriers, and preferences.
Program Highlights

Corridor Cleaning

We have several programs that assist in corridor cleaning in the neighborhood. We manage street cleaning throughout the Aramingo BID, spanning Aramingo Ave. from Westmoreland St. to the Frankford Creek. Our Taking Care of Business program manages street cleaning along the Kensington and Allegheny corridors, including the area around McPherson Square. We also run the Kensington Initiative for Needle Disposal (KIND) program that covers a large portion of the neighborhood between Front St., Frankford Ave., and Erie Ave. These programs serve as a tool for workforce development, and we increased our crews across these programs from 12 to 25 employees in the 2020 fiscal year.

During 2020, we picked up 143,260 needles and collected enough trash to fill 15,108 garbage bags.
Much of our housing efforts are focused on the goal of ending veteran homelessness. Through partnerships with Veterans Affairs, the U.S. Department of Housing and Urban Development (HUD), and HUD-VASH, a collaborative program between the two, we are able to offer 156 beds for veterans. We also have several scattered site properties with another 30 beds for low-income individuals and families.

In this last year, we have housed 200 participants in our transitional housing, 67 participants in our permanent housing, and 121 participants in our affordable housing units.

“Homelessness is not a choice, but rather a journey that many find themselves in.”
– Asa Don Brown

“Homes is the foundation for safety, positive health outcomes, recovery, and economic stability and these are the key areas we seek to affect change within the community.”
– Marketta Kelly, Director of Veteran Services

Over the last two decades, we have built a continuum of housing services in an effort to end veteran homelessness.
Cam Hutchinson officially joined the Impact team in October of 2017. He had been working on renovations at our main office with an independent contractor but found himself out of work when the project was over. Elvis Lopez, our Plant and Property Manager, admired Cam’s work ethic and within a couple of weeks was able to get him hired on the maintenance team in a full-time position.

Mr. Hutchinson spent his days split between the Impact Veterans and Family Housing Center and the main office, taking care of everything from unlogging a sink to replacing light fixtures. With his steady paycheck and benefits, he was able to leave his part-time job at Fresh Grocer. “I was wearing myself down working all those hours!”

Not long after starting his new job, his niece told him it was time for him to move out and get a place of his own. With the help of Elvis, he was able to quickly find permanent housing at 2005 E. Allegheny Ave. “I couldn’t ask for anything better,” he says. “I live across the street from where I work.” Mr. Hutchinson shares the apartment with four roommates—two of whom are also Impact employees.

While he enjoyed his time on the U.S.S. Enterprise during his days in the Navy, Mr. Hutchinson has no complaints about where he has landed. “My time at Impact has been great. I’m still learning. I’m still getting better.”

“Impact basically made my life stable. I have housing, a good job, and benefits. I try to do what I can for the team, and they do the same for me.”

### Scattered Site Properties

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<thead>
<tr>
<th>Address</th>
<th>Unit Total</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>2005 E. Allegheny</td>
<td>6</td>
</tr>
<tr>
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<td>2</td>
</tr>
<tr>
<td>2013 E. Allegheny</td>
<td>6</td>
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<tr>
<td>2025 E. Allegheny</td>
<td>4</td>
</tr>
<tr>
<td>2252 E. Allegheny</td>
<td>3</td>
</tr>
<tr>
<td>190 W. Allegheny</td>
<td>2</td>
</tr>
<tr>
<td>192 W. Allegheny</td>
<td>4</td>
</tr>
</tbody>
</table>
This year, the pandemic caused us to rethink how we conduct community engagement at a time when social distancing is mandatory. Our goals continue to be promoting social cohesion and collective efficacy, and using a trauma-informed approach that meets people where they are. Our focus in 2020 became working at the block-level on action-oriented engagement with small groups of neighbors. We are continuing to work with our community connectors to identify resident-led projects we can support and help move forward. We also provide safety ambassadors, cleaning crews, and technical assistance to many businesses in the area.

“Supporting local leadership by connecting residents to resources and one another is the cornerstone of our work.”
– Pati Codina and Zoë Van Orsdel, Co-Directors of Community Development

Community engagement looked a little different in 2020, but we were still able to host events that were outdoors and socially distanced.

COMMUNITY

There is no power for change greater than a community discovering what it cares about.”
– Margaret J. Wheatley

TRAUMA-INFORMED

We acknowledge the toll that comes from living in a neighborhood suffering from disinvestment and neglect, but we don’t let those experiences define the community.

BLOCK-BY-BLOCK

We take a block-by-block approach to community development. We work with residents to empower them to be leaders of their own block.

WE FOCUS ON STRENGTHS

Our approach to community development places a premium on collaboration, transparency, and building trust. Community development is what we do; our trauma-informed approach and block-by-block strategy are how we do it.
Community Connectors

Spotlight on Celine Perez

Celine Perez, our new Community Development Coordinator, originally joined the Impact team as a Community Connector in the spring of 2019. “My role as a Connector was a little different—I was very involved in a lot of things,” she admitted. Working with Impact, NKCDC, Esperanza, and HACE on a collaborative community-based crime reduction initiative, Celine quickly became a strong asset to the team. When a full-time position opened in Community Development, Celine jumped at the chance. “I couldn’t imagine being anywhere else!”

During her time as a Connector, Celine helped survey the neighborhood, which eventually led to a mural project on Swanson Street, around the corner from where she grew up. “The best part about being a Connector for me is being able to give back to the community that I grew up in,” she explained.

“it’s hard living on a block where people don’t feel safe,” she said about Swanson Street. “This event was about giving them a moment of safety and security.”

While Celine got to work with neighbors around McPherson Square as a connector, she is thrilled about this area being her main focus moving forward. She will be supporting the Friends of McPherson community group and the community work of neighbors around the park.

Mural Painting

Swanson Street

Neighbors on Swanson Street finally got the mural they had been planning for since early in the summer. The project was led by Guillermo Garcia, owner of the house which hosts the mural, who has been a resident for decades. Guillermo wanted something to represent unity, stand for peace, and show the neighborhood that even here, half a block away from one of the most persistent drug corners in Kensington, there is a group of people who are holding down their block.

The artwork was developed by Walls for Justice, a young nonprofit seeking to unify the Philadelphia community through art. The project was made possible through the We CAN Collaborative, a three-year partnership between Impact, NKCDC, and HACE. The collaborative is funded by the Department of Justice, intended to reduce crime through strengthening the community.
Community Engagement

Rebuild Philadelphia

Rebuild—a city program made possible by the Philadelphia Beverage Tax—will invest hundreds of millions of dollars in improving community facilities throughout the city. This year, the Heitzman Rec Center was selected as one of the first Rebuild sites. The $1.8M investment will include improvements to the indoor gym, community room, office and bathrooms, the playground, and some outdoor areas.

“We are thrilled to be a part of a project to reinvest in our neighborhood’s public spaces,” Casey O’Donnell said. “The Heitzman Rec Center renovation will not only enhance the appearance of our neighborhood, but provide opportunities for positive community engagement that will have a lasting effect. The Rebuild process places the needs and wants of residents at the center of the project, which is vital to its long term success.”

Community Development

Program Updates

Although the work looked a little different this year, the Heart of Kensington Collaborative still made progress toward our goals. Led by Impact and funded by the Wells Fargo Regional Foundation, the collaborative is Esperanza Health Center, Street Soccer USA, Mural Arts, and the Free Library of Philadelphia. From providing food to addressing mental health challenges to creating a safe place for kids to play, each partner quickly pivoted to meet the needs of a community hit hard by COVID.

In collaboration with NKCDC, we published our trauma informed community engagement curriculum this year. The participatory process included residents and stakeholders who helped develop and shape the final product. The curriculum will equip participants with an understanding of trauma and tools to mitigate its effects.

In response to the pandemic, and with funding from the Knight Foundation and WFRF, we outfitted a vehicle to promote socially-distanced community engagement. The truck helps remove any digital divide as a barrier for participation. Equipped with a TV screen, sound system, and WiFi hotspot, the truck literally meets people where they are.

The We CAN community-based crime reduction collaborative provides an opportunity to bring together the collective resources and capacity of its partner organizations. The vision is a safe and unified neighborhood where residents work together to build trust, eliminate crime, and advocate for their community.
Since 2000, the Impact Loan Fund has provided financing support to surrounding neighborhoods, working closely with other lenders to attract businesses, support redevelopment, and finance existing business growth to create more local jobs.

The mission of the Loan Fund is to help create innovative products and services that will improve the Lower Northeast. In 2020, we added new loan programs in response to COVID-19 and over the course of the year, lent more than $1.38 million with an average loan size of nearly $67,000. 47% of these loans were to POC-owned businesses.

Each Jumpstart Kensington Training Program cohort learns about real estate business models, property sourcing, design and construction, financing and cost estimation, and leasing and selling property.

"This year, we had the opportunity to help number of first time investors who were willing to take a risk on Kensington."
– Paul Marcus, Director of Impact Loan Fund

Impact Loan Fund generally funds existing businesses or businesses looking to expand. We typically do not finance startup businesses, but if we are unable to help with your needs, we can help refer you to other resources.
COVID-Relief Funding

The Coronavirus Aid, Relief, and Economic Security (CARES) Act allocated $225 million to the PA Department of Community and Economic Development for COVID-19 relief to small businesses. Impact Loan Fund began working with other Community Development Financial Institutions (CDFIs) across the state to provide grants ranging from $5,000 to $50,000 to small businesses that have been economically impacted by shutdowns. The grant program prioritizes historically-disadvantaged communities, women-owned businesses, communities targeted for business investment by state government programs like Main Street and Elm Street, and rural communities impacted by the pandemic.

Additionally, Impact Loan Fund launched a city-wide loan program to assist residential landlords who have been impacted by tenant unemployment. The program provides working capital to small-scale landlords of affordable units who are struggling to cover their expenses.

Jumpstart Kensington empowers neighborhood residents to become developers of their own neighborhood through quality, community-focused real estate development. Participants, who must have a connection to Kensington to be eligible, learn how to acquire, rehab, and sell distressed buildings. It’s one way of turning the abundance of abandoned and blighted properties into job opportunities and wealth-generating tools.

In fiscal year 2020, we graduated our first cohort of participants, providing them with the training, mentoring, networking, and financing options to help build wealth locally, support scattered-site rehabilitation (as opposed to urban renewal), and provide opportunities to groups traditionally under-represented in real estate development.