

# ANNUAL REPORT • 2014



Family Promise®

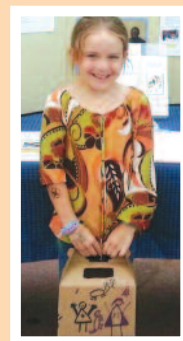
Building communities, strengthening lives.



Voices raised in praise at Columbia's opening.



Lincoln County Director  
Linda Roy with Family  
Advocate Julie Pearson.



Sophia offers support  
in Waukesha County.

## 2014 Family Promise Openings

- Cobb County, GA
- Genesee County, MI
- Greater Brandon, FL
- Northland Kansas City, MO
- Lincoln County, OR
- Effingham County, GA
- Pickens County, SC
- Waukesha County, WI
- Cumberland County, NJ
- Columbia, SC



Cobb County Director Camilla Worrell with her board.



Ribbon cutting in Brandon.

# From our Chairman and our President...

Dear Friends,

2014 was another year of growth for Family Promise. We opened 10 new Affiliates nationwide, ranging from burgeoning suburbs like Brandon, Florida to old industrial cities like Flint, Michigan to the rugged Oregon coast in Lincoln County. We expanded our corporate partnerships, hosted our largest national conference to date and saw our 900th targeted initiative created at the local level.

Initiatives developed this past year show both local need and Affiliate innovation, like the tenant certification program in Salem, Oregon, a food pantry in Orange, California, and a youth literacy program in Union County, New Jersey. Each one took resources within the Affiliate and applied them to a gap in the local community, expanding the number of people we can serve.

Unfortunately, the homeless families we serve nationwide continue to struggle in today's challenging economy. Rather than benefitting from the nation's economic recovery, families near the bottom of the ladder are seeing little or no improvement. In fact, the number of homeless children actually continues to rise, with 2.5 million children homeless in the 2012-13 school year, an 8% increase over the previous year.

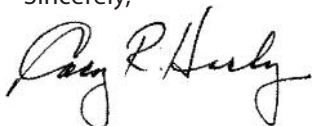
We receive many calls each month from families needing help as well as from concerned individuals interested in opening an Affiliate in their own communities. We try to respond to as many of those inquiries as we possibly can. To do so, we continue to depend upon the generosity and commitment of our friends across the country. Your generosity allows us to develop and open new Affiliates, like Pickens County, South Carolina (see page 3), while continuing to support the critical and innovative work being done by our 189 Affiliates nationwide.

The corporate community is stepping up to help as well. PetSmart expanded their three-year partnership with Family Promise, giving homeless families options to keep their pets while they work to get back on their feet. Woodforest National Bank partnered with us to create New Beginnings, a financial literacy program to help low-income families better understand and navigate the challenges they face.

And, in 2014, we began work on a brand new website, completely re-designed to tell our story and to better serve our diverse constituency of donors, corporate partners, Affiliates and families seeking services. We launched [www.familypromise.org](http://www.familypromise.org) in April 2015 and we proudly invite you to explore our beautiful new online home.

Thank you for your support which helps provide the families we serve with hope for a brighter future. Together, we will continue to change lives, one family at a time.

Sincerely,



Cary R. Hardy  
Chairman



Karen Olson  
President





# Community Support Launches South Carolina Affiliate



**Early volunteer training session.**

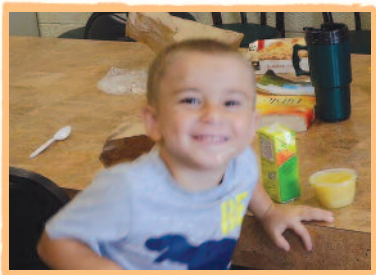


**Director Armilla Moore**

Every Family Promise Affiliate has a story behind its founding. For Family Promise of Pickens County (SC), the tale begins in a rural county with few full-time jobs, no public transportation, and a student homeless population of about 1,200. With no area homeless shelters except for domestic violence victims, the county's United Way was forced to refer any families calling for help to nearby Family Promise of Greenville. With no end in sight to the family homelessness crisis in the area, the United Way decided to develop a local solution and hired a program manager to investigate possible options. The result was Family Promise of Pickens County.

Robert Ensley Feemster, Sr., was one of the community members involved in the Affiliate's founding; he continues to serve on the Pickens County board as treasurer. He wanted to help because of his own experience in renting to a low-income family with five children. Feemster did his best to help—allowing the family to pay off the security deposit a little at a time, driving the dad to work and eventually even loaning the family a vehicle—but the family could not afford the rent no matter how much he tried to help them. "The family needed more support than I could provide," Feemster said. When he learned of the efforts to develop a comprehensive solution to the issues facing his community, he offered his help.

Pickens County opened in late August; its Day Center is located in a refurbished school that houses another nonprofit, the Dream Center, which helps low-income individuals. This means that Family Promise guests have easy access to parenting workshops, a food pantry, child care, donated clothing and appliances and other services.



Pickens County's very first family was a mom with a two-day-old baby. Executive Director Armilla Moore and all the congregational volunteers helped with caring for the infant; the guest stayed with Family Promise until she found a full-time job with benefits. Another mom, Fredericka, and her three children were able to move into a three-bedroom, two-bath home offered by the county's Rapid Rehousing program. She

remembered, "I had never been in a program like this before, but it really helped us to get on our feet. Family Promise helped me put my resume together, get my school transcript, and look for a job. We are still working together. I moved to my own home in January, which Family Promise found for me. I have rent that I can afford. I am now about to get a car that Family Promise helped me get through Recycled Rides. Things are better than they have been in a long time, all because of Family Promise."

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*"Unlike other places I have worked, I feel that I have many available resources to help with my job. Everyone is engaged and truly committed to making Family Promise a success."*

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In addition to the dedication of her local team of volunteers, Moore also noted that the assistance she received from Family Promise was critical to her Affiliate's development, launch and continued growth.

An associate from Family Promise's national office and a director from an Alabama Affiliate provided training to the first group of coordinators, the board and Moore. The Affiliate has purchased FPFforce, our customized database management program, and is inputting data and the local branch of Woodforest National Bank is working with Moore to help implement *New Beginnings*, the financial literacy curriculum developed through the national partnership between Family Promise and Woodforest. "Unlike other places I have worked, I feel that I have many available resources to help with my job," Moore said. "Everyone is engaged and truly committed to making Family Promise a success."



**Case Manager JoAnn Brink with AmeriCorps volunteer.**

# Community Initiatives

Since 1988, more than 900 Community Initiatives—locally targeted partnerships and programs—have been created by Family Promise Affiliates. They are the building blocks of a vibrant Continuum of Care, helping families and Affiliates remain connected on the journey from homelessness to independence.



**Ready for first day of school.**

## Children's Services in Philadelphia, PA

Philadelphia is the poorest large city in America, with a deep poverty rate of 12.2 percent, including 60,000 children. Our local Affiliate has developed initiatives to level the playing field for the homeless children they serve. Last year, partnerships provided 153 children with clothing, 130 book bags and 107 school uniforms. They offer developmental assessments, day camps, field trips, and access to a network of local organizations to expose the children to academic, extracurricular and employment opportunities.

It all starts with a belief that education and career training are the way out of multi-generational poverty. The Affiliate reaches out to local organizations who offer internships, summer placements and scholarships. Children are encouraged to become involved with

city arts and enrichment programs—four boys were chosen to participate in the celebrated Philadelphia Mural Arts Program's *journey2home* project, sharing the stories of youth experiencing housing insecurity. And a partnership with the Wolf Foundation sponsors alumni teens, providing college scholarship opportunities.

"Our trust is to work with families from the day they enter our program and for years on out," says Director Rachel Falkove. "Part of our job is getting out in the community, identifying opportunities, and taking advantage of our connections to help our children. We are like family. The relationship is ongoing—the key is maintaining contact."



**DaVita Healthcare volunteers  
built out the Client Store.**

## Client Store/Aftercare in Phoenix, AZ

Family Promise of Greater Phoenix wanted a way to better stay in contact with their former families. A series of synchronistic blessings—6,000 sq. ft. of donated space and subsequent renovations by corporate partners, and mountains of donations of new and gently used items—created a Family Promise Client Store which helps their graduates truly feel like family.

Families now have access to a wide variety of donated items, including clothing, consumable products, kitchen and dining

supplies, pet supplies, beds, linens and toys to set up their new homes as well as conserve cash. The store has become a place of empowerment for present and past families, serving as a bridge between entering shelter, nearly empty-handed, and transitioning towards a new life of sustainable independence. Phoenix's goal is to serve 50 graduated families in 2015.

Director Ted Taylor says, "The Family Promise Client Store is a story about generosity; generosity of time, financial resources, and in-kind donations. Volunteers keep the place humming, while collaborative resources add vital skills training to the families we serve. We have been blessed with creating a community for families that have shared a common struggle and are committed to continued sustainability."

# A Guest's Story: From Homeless to a Seat on the Board

Amanda Lane thought her sister-in-law's offer to house her family when they relocated to Bristol, Virginia sounded too good to be true. Her sister-in-law said she would provide for her family until Amanda and her husband found jobs in the area.

Lane's instincts were right. After relocating from an economically depressed area of the state, she discovered her sister-in-law's house was in foreclosure. This left the Lanes—Amanda, husband, Teddy, and two sons, now ages 8 and 12, with few options. With a car that was constantly breaking down and only Amanda's minimum wage job at a grocery store to support them, she knew that the family would end up homeless. "We saw it coming," she said. "We couldn't stop the downward spiral."

So the Lanes rented a U-Haul and packed up their belongings to move to a storage unit. The family then checked into the least expensive motel they could find for two nights and began exploring options for homeless families. Lane found that all shelters separated families by gender, which she did not feel was an option. Her youngest son has Pitt-Hopkins syndrome, which causes intellectual disabilities, and Lane felt it would be too difficult for her husband to watch both boys all night. Additionally, the shelters didn't offer a place for the family to stay during the day.

After two nights in the motel, they slept in the U-Haul. The next day, the family secured an appointment at Family Promise of Bristol. A few days later, they began with the program.

"We needed somewhere safe and secure while we picked ourselves off the floor," said Lane. During the family's stay, staff worked with the Lanes to get her youngest son the benefits he was entitled to, including a home health-care aide to care for him when Lane and her husband went to work. With childcare issues settled, Lane's husband found a job, which he secured through a contact with a congregational volunteer. Next, the Affiliate assisted the family in the hunt for housing, even driving Lane to an apartment complex so she could talk to the property manager after phone calls were not returned. While that apartment did not work out, another one did, and the family graduated from Family Promise in June 2014.



**Amanda with her sons**

Upon leaving, the Lanes continued to be supported by the congregational volunteers, who donated furniture, clothing and household goods when Lane discovered that most of the belongings they had stashed in the storage unit had been infested with black mold. One volunteer even drove Lane to a mattress store so she could pick out twin beds for her sons, which the volunteer then paid for. "I get choked up just remembering all everyone did for us," said Lane.

Today, Lane is giving back by serving on the Family Promise of Bristol board. Her term began in January, and she hopes to work personally with the congregations and their volunteers.

"We are so proud of Amanda and her family!" said Lisa Cofer, a fellow Affiliate board member. "They worked so hard while in the program to lay the foundation they needed to be self-sufficient. Amanda has become such a huge advocate for our program, and I am proud to serve on the board with her."



# New Beginnings: Building a Foundation for Success



**Family Promise of Las Vegas' first New Beginnings graduating class.**

Helping families achieve a sound understanding of basic financial topics such as budgeting, smart shopping, credit, savings and banking is critical to helping them achieve economic stability. For low-income families, mistakes in these areas can literally mean the difference between sleeping in a bed or in their car. Family Promise and Woodforest National Bank have partnered to create *New Beginnings*, a financial literacy curriculum designed to help families improve their financial knowledge so they are better equipped to handle the day-to-day choices that impact their lives moving forward.

Launched at our national conference in October, the response to the curriculum among our Affiliates has been overwhelmingly positive—eighty-two percent of Affiliates nationwide have implemented it or are making plans to do so in their programs:

- Family Promise of Modesto (CA) is already working with current and former guests on financial literacy and *New Beginnings* will become a requirement of all families participating in their rental assistance program, integrating the learning with direct application of funds.
- Family Promise of Orange County (CA) has implemented several modules, integrating them into a cooking curriculum on food stamp budgeting. A staff member with a background in culinary arts developed and is teaching the 6-session course using the *New Beginnings* curriculum.
- Family Promise of Las Vegas (NV) has recruited retired financial professionals to teach the curriculum. They plan to expand and promote classes which will present *New Beginnings* to high school students.



*New Beginnings* is a user-friendly, practical augmentation to the services our Affiliates can provide to families. And, it affords Woodforest employees the opportunity to become further involved with Family Promise in their own communities—training those who deliver the curriculum, leading financial literacy sessions, mentoring families, and providing continuing support once a family is housed.



# PetSmart Promise: Family Pets Welcome

PetSmart Promise, the national partnership formed in 2012 between Family Promise and PetSmart, continues to give the pets of temporarily homeless families a new lease on life. Typically, shelters aren't equipped to accommodate pets—families are often forced to choose between a safe place to stay and giving up their four-legged family members. PetSmart Promise provides families with options to keep their pets as they work towards regaining their independence.

The partnership provides for \$35,000 expansions of existing Family Promise Day Centers throughout the country to include kennel facilities for pets. Parents and children can stay involved in their care and the entire family remains intact during a most difficult time.

"Most of the families that have pets when they come to us—probably 40 to 50 percent of the families we see—have had to give them up to the humane shelter," said Beth Ann Biggs, Executive Director of Family Promise of Montgomery (AL). "It's very traumatic, and lots of tears are shed when they have to give up those animals. We are very fortunate that PetSmart has stepped up and partnered with Family Promise."

PetSmart Promise continues to expand each year, with a goal of opening five on-site facilities annually. The menu of program options includes:

- On-site pet housing facilities for dogs and cats;
- PetsHotels providing complimentary boarding space in PetSmart stores for families utilizing nearby Family Promise Affiliates;
- Aquariums in Affiliate Day Centers, teaching the responsibilities of pet ownership;
- Pet Fostering Toolkits for Family Promise staff and volunteers to assist in the housing of pets when other options are not available.



PetSmart Promise in Albuquerque.

Seven on-site facilities are operational, from Fayetteville, NC to Wasilla, AK, with another five scheduled to open within the next year. 22 PetsHotels are in business, providing free board and vaccinations to guest families' pets. More than 80 aquariums have been installed nationwide.

"I'm so pleased at the number of families in transition we've been able to help through PetSmart Promise," said Karen Olson, President of Family Promise. "We've seen time and time again how important it is to these families—especially the children—to be able to stay with their pets during their time of homelessness."





# Family Promise® Affiliates

189 Affiliates Operating Nationwide  
39 Developing Affiliates



## PENNSYLVANIA

- ★ Allentown
- ★ Ambler
- ★ Berks County
- ★ Carbon County
- ★ Delaware County
- ★ Harrisburg
- ★ Indian Valley
- ★ Indiana
- ★ Lycoming County
- ★ Lower Bucks
- ★ Main Line
- ★ Monroe County
- ★ Natrona Heights
- ★ Philadelphia
- ★ Pittsburgh
- ★ South Chester City

## NEW JERSEY

- ★ Atlantic County
- ★ Bergen County
- ★ Burlington County
- ★ Cape May County
- ★ Cumberland County
- ★ Essex County
- ★ Gloucester County
- ★ Hudson County
- ★ Hunterdon County
- ★ Middlesex County
- ★ Monmouth County
- ★ Morris County
- ★ Ocean County
- ★ Passaic County
- ★ Salem County
- ★ Somerset County
- ★ Southern Ocean Cty
- ★ Sussex County
- ★ Union County
- ★ Warren County

## NORTH CAROLINA

- ★ Carteret County
- ★ Durham
- ★ Fayetteville
- ★ Gastonia
- ★ Greensboro
- ★ High Point
- ★ Lee County
- ★ Moore County
- ★ Raleigh
- ★ Wilmington

## GEORGIA

- |                    |                    |
|--------------------|--------------------|
| ★ Athens           | ★ Gwinnett County  |
| ★ Augusta          | ★ Hall County      |
| ★ Bartow County    | ★ Henry County     |
| ★ Bryan County     | ★ Rockdale County  |
| ★ Cobb County      | ★ Savannah         |
| ★ Columbus         | ★ Tift County      |
| ★ Dawson County    | ★ Warner Robins    |
| ★ Effingham County | ★ White County     |
| ★ Forsyth County   | ★ Whitfield County |
| ★ Fulton County    |                    |

As of 4/15



# From a Donor and Volunteer ...



*I first learned of Family Promise when I joined Central Presbyterian Church in Summit, NJ, over twenty years ago. Signing up for a shift to cook and serve a meal with Family Promise guests was one of the first things I volunteered for when we joined the congregation. When Family Promise began serving homeless families in 1986, Central Presbyterian Church was one of the founding host congregations opening its doors to provide meals and shelter to homeless families. They continue to serve as a host congregation today, creating a safe, warm environment for homeless families and their children to sleep. Personally, I have found hosting families very meaningful and have served in this way many times over the years. Central Presbyterian takes great pride in its long-time involvement of this great organization. Participating in the Family Promise program confirms the tenet of every religion to help the poor.*

*My understanding of Family Promise and my relationship with them deepened when I started attending the annual fundraiser cocktail party and breakfast held each year. I continue to be impressed with the informative and emotionally powerful speakers at these events. In particular, I was touched by the story of a homeless mother who would sleep in her car at a Wal-Mart on Route 22 in Union, NJ. She would move the car frequently to not attract attention and go inside and walk around the store with her baby to keep warm on cold nights. Family Promise was there to help when she thought no one cared. It is stories like these that have inspired me to want to do more to help. The past few years I have served as table captain for the breakfast as I am excited to introduce friends and neighbors to the good works that are helping homeless families across the country.*

*A few years ago, my oldest daughter, Meredith, and I created Meredith's Jars of Joy, a small business selling jars filled with inspirational quotes. We have been spreading these uplifting messages to thousands of people of all ages. When first forming our business, I brought Meredith to a Family Promise breakfast so she could understand more about what they do, and she enthusiastically decided to donate the proceeds from our business to help make a difference in the lives of homeless families.*

*I am grateful for my twenty-year journey with Family Promise. It has not only been a blessing for those in need, but a blessing for my church, my family, and me.*

*"Do small things with great love." ~Mother Teresa*

**Pam Rotelle Robertson**  
Summit, NJ

# 2014 Program Services Report

(January 1, 2014 – December 31, 2014)



## Census

Individuals served (guests)	12,105
Families served	3,822
Number of children	7,074
Percent of total who are children	58%
Number of children age 5 or under	3,012
Percent of total children age 5 or under	43%
Average length of stay (days)	61

## Housing Status at Exit

Percent of families securing permanent housing	60%
Percent of families securing transitional housing	16%
Total percent of families who secured housing	76%

## Persons Served

Individuals served, other than guests, who received some form of assistance	41,078
Total individuals served	53,183

# Thank You to our Donors

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# 2014 Financial Report

## STATEMENT OF ACTIVITIES (FOR YEAR ENDED DECEMBER 31, 2014)

### SUPPORT AND REVENUE

Individuals	\$ 417,247
Congregations	62,597
Foundations and Corporations	571,491
Fundraising Events	338,347
Sales, Affiliates, and Other Income	591,634
Interest Income	625
Transfer to Endowment	(20,000)
<b>TOTAL SUPPORT AND REVENUES</b>	<b>\$ 1,961,941</b>

### EXPENSES

Program Services	1,554,201
Management and General	127,993
Fundraising	146,277
<b>TOTAL EXPENSES</b>	<b>\$ 1,828,471</b>
<b>Increase in Net Assets –</b>	
<b>Operations</b>	<b>133,470</b>
<b>Capital Campaign</b>	<b>76,428</b>
	<b>209,898</b>

### OTHER REDUCTIONS

Depreciation and Amortization	29,660
Amortization of Rent Expense	43,691
<b>TOTAL OTHER REDUCTIONS</b>	<b>(73,351)</b>

### TOTALS

<b>Total Increase in Net Assets</b>	<b>136,547</b>
<b>Net Assets – Beginning of Year</b>	<b>\$ 1,624,020</b>
<b>Net Assets – End of Year</b>	<b>\$ 1,760,567</b>

The above is from the certified audited financial statements. A copy of the audit prepared by Simontacchi, Miller & DeAngelis, P.A., Certified Public Accountants, is available on Family Promise's website.



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