### **IMPACT REPORT • 2015**





# MISSION



#### NOVEMBER 2015

#### DEAR PHC FAMILY,

We know that if we're going to end homelessness in San Francisco, we will do so by being innovative, collaborative, and client-driven – all values that you embody in your commitment to Project Homeless Connect. The 2015 Impact Report monors a few of the milestones that we reached together in the last year, including:

- 3.109 pairs of glasses distributed (readers & prescription lenses)
- 40 sets of dentur
- Built a mobile app to improve data collection and evaluation
- Redesigned and launched our website: ProjectHomelessConnect.org
- Helped 426 people raise \$215,000 in support from HandUp

HC continues to be the first point of engagement for many of San Francisco's most vulnerable residents. We see n average of 30 people in our office every single day. Our Shelter Connect and Vision Connect events have reached eople in communities across San Francisco, and our denture program is operating at full capacity. This past farch, The Huffington Post named PHC as one of the "Next 10" solutions to homelessness, in recognition of these ecomplishments. Of course, none of it would be possible without your support.

Our participants face obstacles that make it hard to seek out the help they need. The road to addressing those challenges starts with a hot cup of coffee, some clean, dry socks, and an open conversation about their needs. Today, it might be a state-issued ID; tomorrow, a housing application.

You know how important those key ingredients are, and that's why you continue to give in so many ways throughout the year. In the next year, we hope you will join us at a PHC service event, an outreach walk around the Tenderloin, or at our Breakfast Gala. You are the movement-builders who will create change in San Francisco. Thank you.

It takes us all.

Kara Zordel

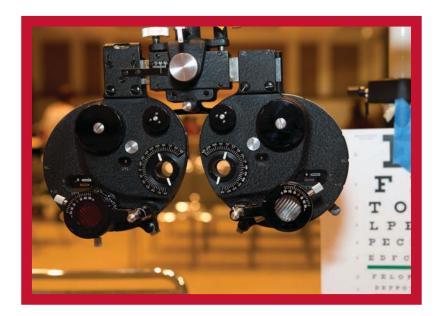


# CONNECTING

In 2004, city leaders developed the PHC model in response to the thousands of homeless San Franciscans who were having trouble accessing the help that is available to low-income residents. PHC began as a connecting point. We gather other nonprofit and city agencies in one place so that our participants can easily find the public services and physical resources they need to end their own homelessness. Since 2012, we have offered these resources in our office, every day.

Through strategic partnerships, we strive to improve the physical and mental health, stability, and well-being of everyone who visits our programs. We developed this Impact Report not only to show the breadth of our activities throughout the year, but also to demonstrate the change that our supporters' contributions make for people experiencing homelessness in San Francisco.

# **OUR PROGRAMS**



### **EVERY DAY CONNECT**

A hot cup of coffee greets anyone who visits our office at 25 Van Ness. Since 2012, we have been open to participants every day in our office and over the phone. Our popular in-house programs include dentures, prescription glasses, and hygiene items. Our resourceful front-line staff help participants navigate existing services. Twice a month, we partner with other nonprofits to bring our programs to their facilities.



### PHC SERVICE EVENTS

The comprehensive PHC one-stop shop service event is our flagship program. We mobilize thousands of volunteers, social service providers, and homeless participants at each event. In one day, participants can find help — glasses, groceries, medical care, and more — that might otherwise have taken months to access.

### IN THE LAST YEAR

Project Homeless Connect events enabled San Franciscans experiencing homelessness to access vital services to move forward

276

received dental care

305

received foot care

319

received harm reduction services

received employment

counseling

**527** 

were issued California
State IDs

537

received haircuts

569

were given housing information

601

358

received medical care

850

made phone calls

2,605

obtained prescription and reading glasses

4,034

enjoyed a meal

65,958<sub>lbs</sub>

of food were given to those in need

## -COMMUNITY-

PHC is a social movement. Every year, we mobilize thousands of Bay Area residents to make a difference in San Francisco. Volunteering with PHC increases understanding of the barriers that our neighbors experiencing homelessness face, and turns community members into advocates.

We leverage our many partnerships with local San Francisco agencies and nonprofit organizations to create an efficient service network. Rather than duplicating the work of other agencies, PHC brings stakeholders together to create a comprehensive network of services.



### PARTICIPANT SPOTLIGHT

"[At PHC] they don't judge you. And sometimes we could be kind of smelly, kind of grimy. They don't make you feel that you shouldn't be there. If anything, they embrace you, have you to sit down, ask you what's going on, how may they help you. They don't look down on you."

- Joseph\*



### **VOLUNTEER SPOTLIGHT**

"I am so impressed by PHC's dedication to providing high quality services to individuals and families in need. Greeting participants was an awesome experience. It still surprises me how thankful our participants are over a simple gesture like being poured a cup of coffee."

- Jerry Chan



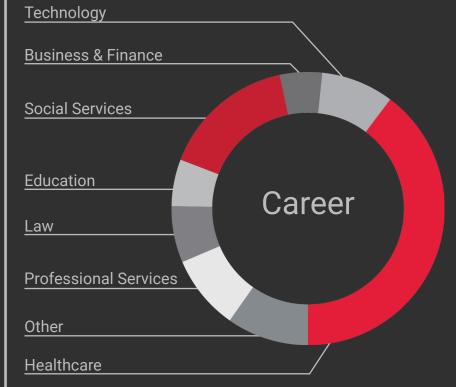
### **DONOR SPOTLIGHT**

"We give to PHC because we know that every individual's story is unique, and because most of the reasons for becoming homeless involve common problems that could affect any one of us. At PHC, every individual matters."

> - Judi Elman & Gordon Harris

### WHO ARE PHC VOLUNTEERS?

In 2015, PHC surveyed our volunteers and participants to understand what makes PHC so unique. Here are a few findings from that study.







of volunteers agreed that their experiences volunteering at PHC resulted in a better understanding of and empathy towards people experiencing homelessness.

### Volunteer Ages







**Retention rates:** of volunteers return to Almost volunteer again (the national average is about 65%).

\*Name changed for privacy

## - PROVIDERS -

PHC builds successful partnerships with the many social service agencies in our sector. In fact, 90% of service providers report that they have been able to offer new resources as a result of collaborating with PHC. At our one-stop shop events, and every day of the year, PHC's partners provide the medical skills, legal knowledge, and population-specific care that expand our reach to every corner of the city.



### **PROVIDER CONNECT**

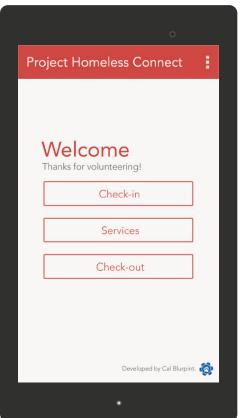
Last year, we began hosting Provider Connect networking and education events so that nonprofit employees working directly with homelessness can have a space to share lessons learned from the field. These quarterly events have been tremendously successful, and represent one of the ways that PHC continues to be a thought leader in homeless services.

This year's topics include:

- Serving our Homeless Youth
- Access to Health Care
- Reducing Barriers to Care for the Trans\* Community
- Care After Incarceration

Visit our website for dates and topics of future events.

## **TECH INNOVATION**



### DATA APPLICATION

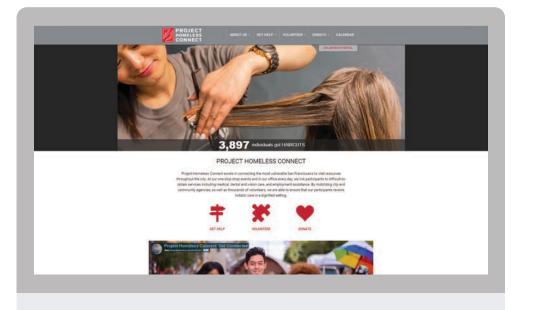
In fall 2014, PHC moved out of the carbon (copy) era and into the digital age! We developed a new app that lets us gather data about service utilization at PHC events. We are grateful to our anonymous corporate sponsor for a major gift of smartphones and tablets, that make it possible to collect real-time data.

### **VOLUNTEER MANAGEMENT**

Stay tuned: By early 2016, anyone looking to lend a hand with PHC will find a more intuitive volunteer registration platform. We hope that this update will result in a smooth and rewarding experience for our valued volunteers.

### **NEW WEBSITE**

PHC's new website went live this year! It's now easier than ever for us to share important information with participants, service providers, and our volunteer base.





SPONSORSHIP-

As a PHC sponsor, your organization takes a leadership role in addressing homelessness in San Francisco. You'll also benefit from brand exposure to our extensive community — 1 in 30 San Franciscans have volunteered with PHC. We hope that you will encourage your friends and coworkers to volunteer at the event you sponsor, and make giving back part of your organizational culture.

\$55k
Premier Event
Sponsor

Build one multi-service event for people experiencing homelessness in San Francisco, top to bottom.

- Company name on venue marquee (if available)
- Speaking opportunity at morning volunteer rally
- Logo on all printed material, including event map and client outreach poster
- Priority placement for your company's volunteers
- Sponsorship shout-out on Facebook and Twitter

\$25k-30k Venue Sponsor Fund the cost of the venue for one PHC event.

- Logo on all printed material, including event map & client outreach poster
- Acknowledgment at morning volunteer rally
- Priority placement for your company's volunteers
- Sponsorship shout-out on Facebook and Twitter

**\$15k**Café Sponsor

Provide a healthy lunch for all participants and volunteers.

- Banner with your logo at the entrance to Café, one of our most popular services
- Acknowledgment at morning volunteer rally
- Priority placement for your company's volunteers
- Sponsorship shout-out on Facebook and Twitter

\$5k Area Sponsor Sponsor a PHC service area! In-demand services include Employment, Vision, Legal, and Medical.

- Priority placement for your company's volunteers
- Sponsorship shout-out on Facebook and Twitter

# -CHANGE MAKERS -

We are grateful to our generous donor community. Because of you, PHC continues to lead our field in innovative service provision. Your contributions bring real hope to our most vulnerable neighbors, reminding them that in the city of St. Francis, they will never be alone.

### **VISIONARIES**

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Howard & Diane Zack

## PHC BREAKFAST GALA 2014

On the morning of December 17, 2014, PHC held our first annual Breakfast Gala. PHC Connector Awards were given to Lt. Governor Gavin Newsom, Alex Tourk, and the University of the Pacific Arthur A. Dugoni School of Dentistry.

We are grateful to our guests and sponsors for an inspiring morning! To inquire about sponsorship opportunities for the upcoming PHC Breakfast Gala in December 2015, contact us at corporate@projecthomelessconnect.org.







#### PHC PLEDGE CLUB

Monthly donors — the "Pledge Club" — offer the ongoing support that allows PHC to plan for the future.

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## IN-KIND DONATIONS

In the past year PHC has saved over \$325,000 because of your gifts of material goods including hygiene items, socks, household goods, warm jackets, and so much more. Continue to support PHC by hosting a drive in your community! These essential needs improve the quality of life of our homeless neighbors.









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Your donations make a real difference in San Francisco and make our unique programming possible. Thank you for your continued support of Project Homeless Connect.



The mission of Project Homeless Connect is to connect San Franciscan experiencing homelessness with the care they need to move forward.

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