

COMPASSION | COLLABORATION | COMMUNITY



**PROJECT  
HOMELESS  
CONNECT**

# ANNUAL REPORT

PROJECT HOMELESS CONNECT  
FISCAL YEAR 2019 - 2020



[WWW.PROJECTHOMELESSCONNECT.ORG](http://WWW.PROJECTHOMELESSCONNECT.ORG)

## OUR MISSION:

THE MISSION OF PROJECT HOMELESS CONNECT IS TO CONNECT SAN FRANCISCANS EXPERIENCING HOMELESSNESS AND AT RISK OF EXPERIENCING HOMELESSNESS WITH THE CARE THEY NEED TO MOVE FORWARD.

## WHO WE SERVE:

AT PROJECT HOMELESS CONNECT, OUR CLIENTS ARE KNOWN AS "PARTICIPANTS" BECAUSE THEY PARTICIPATE WITH PHC ON SETTING GOALS AND IDENTIFYING SOLUTIONS TO THE CHALLENGES THEY FACE. PEOPLE COME TO US WHILE EXPERIENCING HOMELESSNESS, AT RISK OF HOMELESSNESS, OR TRANSITIONING INTO HOUSING.

## A LETTER FROM OUR CEO:

Rooted in the San Francisco community, our impact is made through the support of thousands of volunteers, donors, and service providers working together to offer services **efficiently** and **effectively**.

The beginning of our fiscal year set the tone for a year of changes and growth when we moved into our new facilities at 1031 Franklin Street. Thanks to the support of our welcoming neighbors, this move allowed us to expand our Drop-In Services and more easily serve Participants in our new space. In October, we celebrated our 75th Community Day of Service event. Over the 16 years since we were founded, our expo-style service days have been replicated in over 200 cities across the globe, honored as a "Best Practices" model by HUD, and have brought together thousands of services to serve over 40,000 Participants!

But all of this positive growth came to a pause in March when the COVID-19 pandemic made its way to San Francisco and PHC pivoted from a focus on growth to one of sustainability. We began to serve people virtually, modified our Drop-In Program to safely see Participants in person, and reached out to our network to quickly get PPE supplies to our neighbors. It is due to the support of the community and the adaptability of our team that PHC was able to continue serving Participants despite the limitations created by the pandemic.

In this upcoming year, we will continue to have an impact in the community...

- We will provide services with a greater emphasis on homeless prevention.
- We will go out in the community through walking outreach and mobile services to reach people in harder to access neighborhoods.
- We will continue to hold ourselves accountable to our impact goals and share stories of our results with all of you.
- We will be actively learning, listening, and working to be an anti-racist organization.
- We will continue serving San Francisco with Compassion at the forefront of everything we do.

As Project Homeless Connect continues to serve our neighbors in San Francisco through this period of unrest, we are grateful for the continued support of the community. Without all of you - our donors, volunteers, and partners - our impact would not be possible. We look forward to our continued work together.

Sincerely,

Meghan Freebeck, Chief Executive Officer



## OUR STAFF

**Chief Executive Officer** Meghan Freebeck

**Chief Operating Officer** Carla Praglin

**Director of EDC Services** Solange Bonilla-Leahy

**Senior Logistics Facilitator** Emily Brunts

**Volunteer & Community Facilitator** Phylicia Hisel

**Development & Marketing Facilitator** Sierra Loya

**Office Facilitator** Caleb Plakun

**Senior Service Facilitator** Leah Campos  
*Dental Lead*

**Senior Service Facilitator** Brittany Horwich  
*Hearing Lead*

**Service Facilitator** Denita Carter  
*Vision Lead*

**Service Facilitator** Tiffany Hill  
*Drop-In Lead*

**Service Facilitator** Patrick Schlesinger  
*Off-Site Lead*

## TIMELINE

### A YEAR AT PHC

July 1, 2019



**August 23, 2019**

Moved Office Location  
1031 Franklin St., 2nd Fl  
San Francisco, CA 94109

**October 16, 2019**

75th Event Celebration



**September 16, 2019**

"Welcome PHC"  
Neighborhood Service Day



**October 2019**

Received State Proclamation  
from Senator Scott Weiner

**December 11, 2019**

PHC 76  
Community Day of Service;  
large-scale event

# THE PROBLEM

## Complex Systems of Care

People often struggle to access and navigate the complex systems of care. Accessing the right services can take time, resources, and reduces the chances of maintaining existing housing or ending homelessness.

## OUR IMPACT GOALS

1 **Connect** people to services **Efficiently** and **Effectively** that would otherwise be difficult to access

2 Build a more **Compassionate** Community

# WHO DO WE SERVE?

## 74% UNHOUSED

- 37% OF OUR UNHOUSED PARTICIPANTS WERE SLEEPING OUTSIDE OR IN A VEHICLE
- 46% OF OUR UNHOUSED PARTICIPANTS WERE STAYING IN SHORT TERM SHELTER OR EMERGENCY SHELTER
- 6% OF OUR UNHOUSED PARTICIPANTS WERE IN A TREATMENT PROGRAM OR LISTED THEIR UNHOUSED STATUS AS "OTHER"
- 11% OF OUR UNHOUSED PARTICIPANTS WERE STAYING WITH A FRIEND

## 26% HOUSED

- PHC SERVES THE HOUSED COMMUNITY WITH THE GOAL OF PREVENTING PEOPLE FROM FALLING INTO HOMELESSNESS
- 16% OF OUR HOUSED PARTICIPANTS REPORTED HAVING STABLE HOUSING BUT ARE FACING OTHER ECONOMIC DISPARITIES OR DISTRESS

### POTENTIAL HOUSING STATUSES

#### UNHOUSED:

- EMERGENCY SHELTER
- SHORT-TERM SHELTER
- OUTDOORS/ NO SHELTER
- IN A VEHICLE
- STAYING IN ANOTHER PERSON'S HOUSE

#### HOUSED:

- UNSTABLE HOUSING
- LONG TERM SRO
- MARKET RATE HOUSING
- PERMANENT SUPPORTIVE HOUSING

**\*Disclaimer:** A person experiencing housing instability may navigate a variety of different solutions for shelter. The data provided is reflective of Participants during their intake process with PHC and does not necessarily reflect their housing status at this time.

## TIMELINE (CONTINUED)

February 19, 2020



Office of the Governor of Calif...  
Richard was homeless & found the services he needed from @PHCS. ...  
later, he's in subsidized permanent housing & volunteers to support others experiencing homelessness.  
Richard's story reminds us that there are no lost causes in our CA community.  
#CaliforniaForAll #CASOTS



State of the State 2020  
PHC Recognized by Gov. Newsom  
for helping people move forward



March 17, 2020  
San Francisco Enters  
Shelter in Place

March - June 2020  
COVID-19 Response Services  
Emergency Services still  
Available Virtually and with  
an appointment



June 30, 2020  
PHC becomes a project of  
Community Initiatives on  
July 1st

June 30, 2020

# COMMUNITY DAY OF SERVICE

The PHC Community Day of Service (CDoS) is an expo-style service day that brings together nonprofits, city departments, service providers, and healthcare services to make hard-to-reach services easier to access while providing a safe space and maximizing time for efficiency. Each event offers individuals experiencing homelessness or at risk of homelessness access to over 150 unduplicated services including medical, dental, and vision care, mental health and substance abuse resources, and free groceries. By mobilizing city and community agencies as well as thousands of volunteers we are able to ensure that our Participants receive holistic care in a dignified setting.

# 1,773

PARTICIPANTS

PHOTO: LEA SUZUKI / THE SAN FRANCISCO CHRONICLE



## 100%

OF PARTICIPANTS WHO ATTENDED WOULD RECOMMEND PROJECT HOMELESS CONNECT TO OTHER PEOPLE IN NEED

## 93%

OF PARTICIPANTS WERE SATISFIED WITH THE SERVICES THEY RECEIVED

## 78%

OF PARTICIPANTS REPORTED THAT THEY RECEIVED A SERVICE THEY COULD NOT HAVE OTHERWISE EASILY RECEIVED

“This is a **One-Stop** for anything you need. Housing, dental work, medical ... And, if they don't have it they can always recommend you to places.”

– Participant Interviewed by Christien Kafton of KTVU FOX 2

## SUPPORT BY THE NUMBERS

**273** HOUSING SUPPORT

**249** HAIRCUTS

**1,055** MEDICAL SUPPORT

**126** LEGAL SERVICES

**217** SUBSTANCE ABUSE SUPPORT

**196** EMPLOYMENT SUPPORT

**117** MENTAL HEALTH SUPPORT

**316** DMV IDS

**3,738** FOOD ACCESS

**240** HOLISTIC CARE

**103** PET CARE

**2,758** HYGIENE KITS

**\*\* Disclaimer:** Numbers reflected are collected throughout our Programs, including Community Day of Service Events and Every Day Connect Program

## JOHN'S STORY

**John**\* originally received glasses through one of our past **Community Day of Service Events** and was working with a case manager to achieve his employment goals. Unfortunately during Shelter in Place, John accidentally lost his glasses. He was legally blind without them and didn't have a copy of his prescription. His case worker had hoped to fill John's prescription on their own but quickly realized they weren't able to do so due to the Shelter in Place order— so they contacted PHC through our **Resource Line**. PHC quickly consulted with our **Vision Partners** who immediately supported in **filling the Participant's glasses**! With a new pair of glasses, John was able to get a job as a desk clerk during the COVID-19 Pandemic and is now stably employed.

\*Name has been changed



# EVERY DAY CONNECT

Our Every Day Connect Program has two service methods: Drop-In and Off-Site. Both provide direct services including basic needs, healthy food, HandUp accounts, problem solving, housing applications, and more. Our services days and locations are consistent as a way to ensure that Participants are able to find us regardless of their access to online calendars. Our Off-Site program is facilitated through our mobile "CareVan." This allows us to set up "pop-up" style services, which can be brought to any neighborhood where people are staying. This past year, we provided additional services in the Civic Center, Western Addition, the Tenderloin, the Mission, the Richmond, and the Sunset Districts.

# 1,344

PARTICIPANTS

# 6,285

SERVICES PROVIDED



**DROP-IN  
PROGRAM**

## 85

DROP-IN DAYS  
HELD IN PHC OFFICE

## 5,443

SERVICES PROVIDED  
AT DROP-IN



**OFF-SITE  
PROGRAM**

## 32

MOBILE SERVICE DAYS  
AT OFF-SITE LOCATIONS

## 842

SERVICES PROVIDED  
DURING OFF-SITE

**\*\* Disclaimer:** Due to COVID-19, many services have been provided Virtually in 2020



# 89%

OF PARTICIPANTS REPORTED THAT  
THEY RECEIVED A SERVICE THEY  
COULD NOT HAVE OTHERWISE  
EASILY RECEIVED

## CORE SENSES PROGRAM



**DENTAL  
PROGRAM**

## 136

PARTICIPANTS RECEIVED  
SERVICES AND CARE FROM  
THE DENTAL PROGRAM



**VISION  
PROGRAM**

## 832

PARTICIPANTS RECEIVED  
SERVICES AND CARE FROM  
THE VISION PROGRAM



**HEARING  
PROGRAM**

## 76

PARTICIPANTS RECEIVED  
SERVICES AND CARE FROM  
THE HEARING PROGRAM

## JANE'S STORY

**Jane\*** came to PHC's Drop-In services shortly before **Shelter-in-Place**. She had recently transitioned out of a domestic violence safehouse and was paying rent for her own place while working for a ride-sharing company. However, her vehicle registration had recently expired and her ride-sharing service account was deactivated. She was **unable to work**, falling behind on rent, and was **about to lose her housing**. PHC was able to help with the emergency cost of Jane's registration, allowing her to reactivate her ride-sharing account. She was able to begin working again and maintain her housing. Through the one-time use of **Emergency Funds and support of PHC Problem Solvers**, we were able to make an impact at a pivotal time, help Jane work again, and prevent her from falling into homelessness.

\*Name has been changed

# COMMUNITY & VOLUNTEERISM



100%

OF VOLUNTEERS REPORTED THAT THEIR TIME HAD A POSITIVE IMPACT IN THE COMMUNITY

100%

OF VOLUNTEERS SHARED THAT THE EXPERIENCE IMPROVED THEIR SENSE OF COMPASSION



*"My favorite aspect of Volunteering with PHC is being around people who care and are compassionate about the experience of those who are unhoused."*

COMPASSION  
TRAININGS

HOURS OF  
SERVICE  
**3,434**

100%

OF ATTENDEES SHARED THAT THEY LEARNED SOMETHING NEW



*"The highlight of volunteering with PHC was connecting with people who are experiencing homelessness on a one-to-one basis in a safe environment where I can actually help them."*

## PROVIDER HIGHLIGHT

It's easy to spot a group of **Community Ambassadors** walking down the street dressed in neon yellow jackets. The Community Ambassador Program (CAP), run by the SF Office of Civic Engagement & Immigrant Affairs, was created to focus on safety in the Bayview and Visitacion Valley but has since expanded to provide support in **five neighborhoods** across the city. CAP provides work experience and job training for city residents in tandem with **community outreach and support**. Ambassadors come from an applicant pool of low-income San Franciscans who understand the needs, languages, and cultures of our diverse neighborhoods. When PHC hosts our Community Days of Service, Community Ambassadors provide support with **street outreach**, entry wristband distribution, and transportation supervision— always offering service with a smile!

*Thank you to the Providers & Partners that make our programs possible! This year, we had **More than 80** unique Providers offer **Over 150** unique services!*



# FINANCIAL INFORMATION

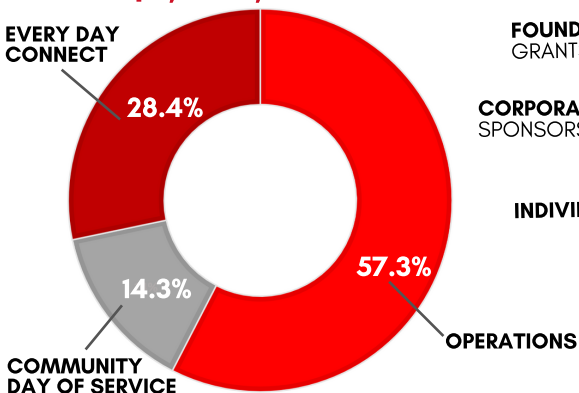
PROJECT HOMELESS CONNECT UTILIZES A FISCAL SPONSORSHIP TO RECEIVE TAX-DEDUCTIBLE DONATIONS. STARTING **JULY 1, 2020**, PROJECT HOMELESS CONNECT WILL BE A PROGRAM OF THE FISCAL SPONSOR, **COMMUNITY INITIATIVES**.



**EIN: 94-3255070**

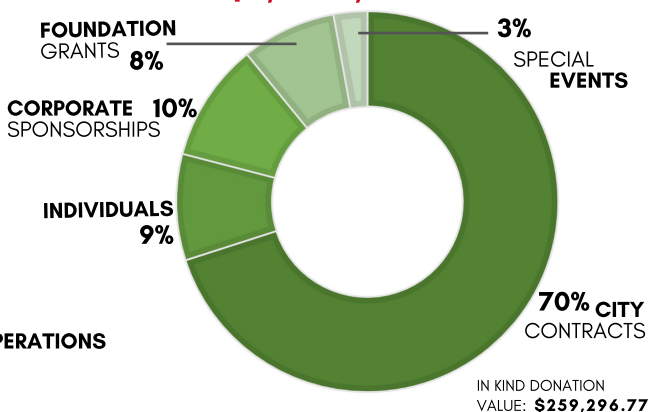
## EXPENSES

**\$1,657,595.72**



## REVENUE

**\$1,784,273.98**



## HOW TO GIVE

Donations help individuals experiencing homelessness, people at risk of becoming homeless, and neighbors in our community with receiving services and care. By making a donation to Project Homeless Connect, you can help ensure that a person in need, regardless of income or housing status, is responded to with care!

**\$25** Provides **PPE Supplies** for our Every Day Connect Drop-In Program

**\$50** Covers the fee for a person to retrieve a copy of their **Birth Certificate**, which helps them to sign up for housing, apply for jobs, and receive benefits

**\$100** Helps to ensure that a Participant with poor eyesight can get proper **Prescription Lenses**

**\$1,000** Provides oral care and a new set of Partial **Dentures** for a person in need

**\$1,500** Sponsors **a Week** of our Every Day Connect **Drop-In Program**

**TO DONATE ONLINE, VISIT US AT:**

[WWW.PROECTHOMELESSCONNECT.ORG/DONATE](http://WWW.PROECTHOMELESSCONNECT.ORG/DONATE)

**TO DONATE BY MAIL, PLEASE SEND ENCLOSED DONATIONS:  
COMMUNITY INITIATIVES**

ATTN: PROJECT HOMELESS CONNECT  
1000 BROADWAY, SUITE #480  
OAKLAND, CA 94607

**\*\* DONATIONS ARE TAX-DEDUCTIBLE \*\***

**\*\* Checks should be made payable to "Community Initiatives", with "Project Homeless Connect" in the memo line. Please be sure to mention PHC in your donation.**

1031 FRANKLIN STREET, 2ND FLOOR  
SAN FRANCISCO, CA 94109

**RESOURCE LINE**  
**(855) 588 - 7968**

**FOR GENERAL INFORMATION,  
PLEASE EMAIL:**

[INFO@PROJECTHOMELESSCONNECT.ORG](mailto:INFO@PROJECTHOMELESSCONNECT.ORG)

**IF YOU HAVE ANY QUESTIONS  
ABOUT VOLUNTEERING, PLEASE  
EMAIL:**

[VOLUNTEER@PROJECTHOMELESSCONNECT.ORG](mailto:VOLUNTEER@PROJECTHOMELESSCONNECT.ORG)

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***BUILDING A MORE  
COMPASSIONATE COMMUNITY  
STRENGTHENED THROUGH  
ACTION!***



**@PHCSF**

[WWW.PROJECTHOMELESSCONNECT.ORG](http://WWW.PROJECTHOMELESSCONNECT.ORG)

## RESPONSE TO **COVID-19** PANDEMIC

AT PROJECT HOMELESS CONNECT, WE TAKE THE HEALTH AND WELLBEING OF PARTICIPANTS, PROVIDERS, VOLUNTEERS, AND STAFF VERY SERIOUSLY. PROJECT HOMELESS CONNECT IS COMMITTED TO CONTINUING TO PROVIDE ESSENTIAL SERVICES TO OUR PARTICIPANTS WITH MODIFIED SAFETY PROCEDURES FOR COMMUNITY HEALTH AND SAFETY.

PHC HAS CONTINUED TO PROVIDE SERVICES THROUGH APPOINTMENTS, DROP IN + OUTREACH SERVICES, AND VIRTUAL SUPPORT. OUR SERVICE FACILITATORS REMAIN AVAILABLE TO SUPPORT PARTICIPANTS. THANK YOU FOR YOUR SUPPORT AND SAFETY.

