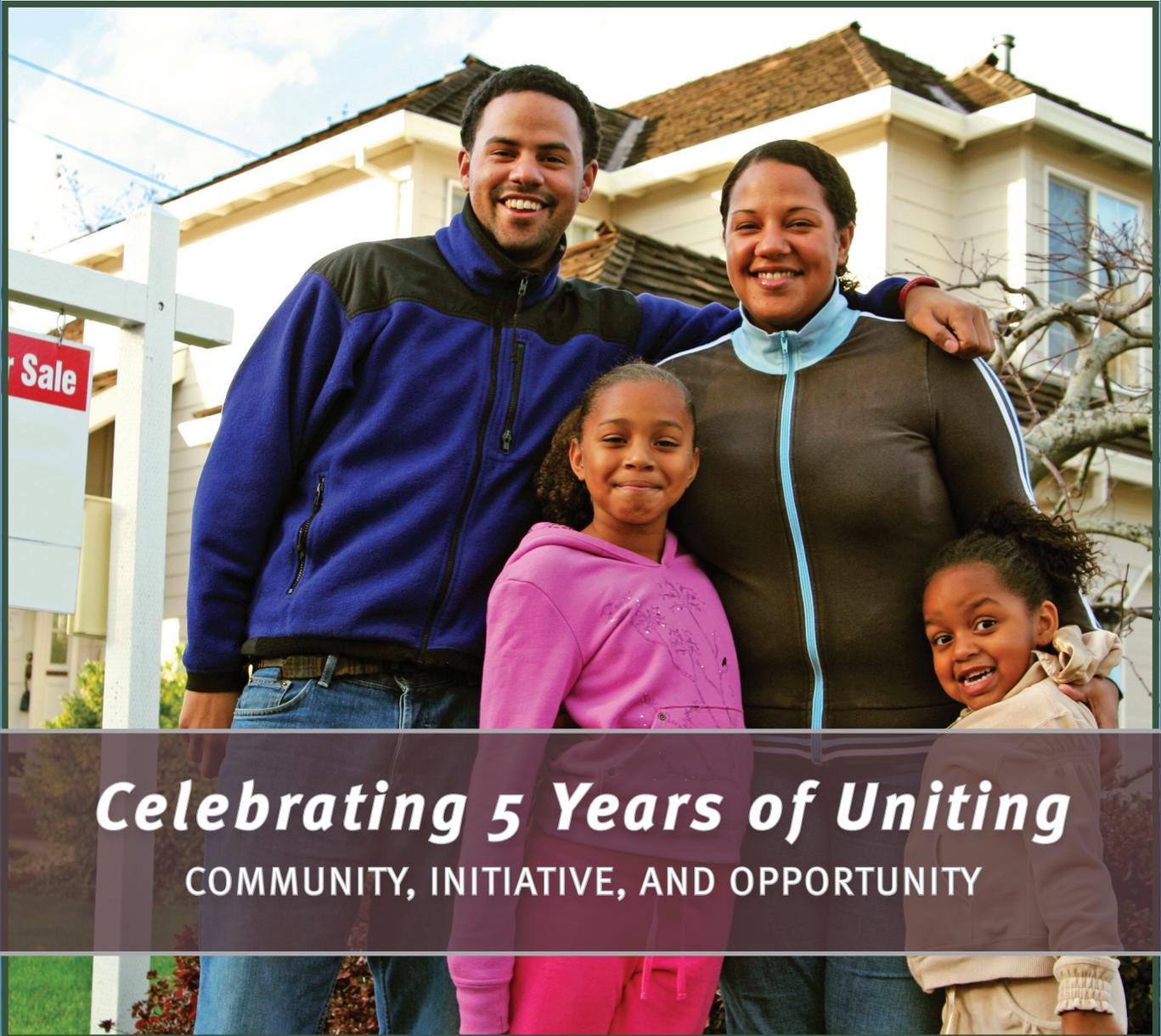




# 2 • 0 • 1 • 8 ANNUAL REPORT



*Celebrating 5 Years of Uniting*  
COMMUNITY, INITIATIVE, AND OPPORTUNITY

## **PhillySEEDS** MISSION

*To provide self-sufficiency, education, and empowerment opportunities to residents living in public and assisted housing through programs, philanthropic fund raising, community-based partnerships and special initiatives.*

## **PhillySEEDS** VISION

*Improve the quality of life and economic well-being of residents of public and assisted housing*

*Promote the transformation and revitalization of distressed neighborhoods*

*Expand affordable homeownership opportunities*

*Encourage and support higher education opportunities for youth & adult residents*

### **Board of Directors**

**Kelvin A. Jeremiah** - PhillySEEDS Founder and PHA President & CEO

**Andrea Bowman** - PhillySEEDS Chair and PHA Corporate Secretary

**Celeste C. Fields** - PhillySEEDS President and PHA Senior Executive Vice President - Chief Administrative & Financial Officer

**Annie Cheng** - PhillySEEDS Director and PHA Chief of Staff

### **Officers**

**Marco Ferreira** - PhillySEEDS Business Manager and PHA Manger-Homeownership Opportunities Department

**Eric Schneiderreit** - PhillySEEDS Treasurer and PHA Accounting Manager

## Providing Resources for Growth and Self-Sufficiency



*Our efforts in Sharswood are an excellent example, with new schools, medical and community facilities, roads, shops, the newly-constructed PHA consolidated headquarters, and creating and ensuring affordable housing and retail opportunities.*

In this 5th year for PhillySEEDS, we are celebrating community and connection in Philadelphia, a town that takes pride in its Eagles, its history, its activism, and its vibrancy. While poverty and a lack of affordable housing continue to be a reality in Philadelphia, we are also celebrating the revitalization of the Sharswood neighborhood, through unique collaborative initiatives of both PhillySEEDS and the Philadelphia Housing Authority (“PHA”).

As President & CEO of PHA, and founder of PhillySEEDS, the 501(c)(3) non-profit corporation affiliated with PHA, I want to correct any misconception that PhillySEEDS doesn’t need community or corporate support because it is backed by PHA; that is simply not the case. PhillySEEDS was created to help the economically lower-tier residents of PHA, which agency receives about 93% of its budgeted income from the federal government – and no funds for the initiatives of PhillySEEDS.

Tasked by the federal government with just providing shelter/housing, at a time when shifting federal priorities are calling for vastly reduced funding for public housing, PHA has maximized its use of such federal funds by partnering with PhillySEEDS, and others, in creative initiatives to better lives and communities in Philadelphia. PHA believes that its federal responsibility to provide low-income housing is not just about a roof over one’s head, but also about building community and uniting initiative with opportunity, so that residents have opportunities that can truly better their lives. That is why PhillySEEDS is so critical, as are its sponsors, contributors, grantors, and friends.

Our efforts in Sharswood are an excellent example, with new schools, medical and community facilities, roads, shops, the newly-constructed PHA consolidated headquarters, and creating and ensuring affordable housing and retail opportunities.

Achieving a multi-tiered neighborhood revitalization of this scope, and even having the temerity to believe that a housing authority could spearhead this, convince others that it could be done, and then leverage federal funds and private/corporate/city contributions, is truly a tribute to a bold coalescing of community support and vision.

My hopes for PhillySEEDS continue to be rewarded, as it supports the aspirations of many in PHA-assisted housing in ways that PHA cannot. I am pleased that this year we are focused on raising the profile of PhillySEEDS, so that it is better known, understood and even better-positioned to achieve its goals.

Thank you for your support.

A handwritten signature in black ink that reads "Kelvin A. Jeremiah". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Kelvin A. Jeremiah, M.A., M.P.A.  
President & CEO of the Philadelphia Housing Authority  
Founder of PhillySEEDS, Inc.

# What PhillySEEDS is Doing in 2018

## **RAISING OUR PROFILE**

We are having a “Friends-Raiser” Event, on June 14th, from 4 p.m. – 8 p.m., on the starry rooftop at the beautifully-renovated Vaux Big Picture High School, to have our mission, accomplishments, and goals better known in the community. Do come, bring friends – and consider being a sponsor!

## **CONNECTING COMMUNITIES**

- An update on all that is going on at Sharswood (and there is a lot!) and how that neighborhood is being engaged and revitalized, while ensuring the existence of low-income housing
- An update on our dynamic partnership with T-Mobile and how we are leading the way for public housing residents in bridging the digital divide

## **UNITING INITIATIVE WITH OPPORTUNITY**

Increasing the reach of our core programs:

- Homeownership
- Scholarships
- Providing rental deposit assistance

*See more at [PhillySEEDS.org](http://PhillySEEDS.org)*



2018 PhillySEEDS Scholarship Winners



Vaux Big Picture High School Students in Action



Homeownership Conference

## Raising Our Profile

Following the success of our 3-day national conference last summer, "Opening Doors to Opportunities: Preparing Residents and Housing Employees for Changing Times," this year, we are directing our focus to the general Philadelphia community and having a "Friends-raiser" event, "The Sky's the Limit."

This event is designed to showcase PhillySEEDS to the community and introduce our non-profit to as many people as possible, to get the word about who we are, what we do, and why people should care and be involved!

The event will be on Thursday, June 14, 2018, on the rooftop of Vaux Big Picture High School, from 4 p.m. – 8 p.m., as we gather for a delightful evening with old and new friends, appetizers, drinks, tours of the impressive and renovated Vaux School, and sparkling stars above -- to raise the profile of PhillySEEDS and its programs, as well as its dynamic community initiatives.

Individual tickets are \$135 and Sponsorship packages are available.  
For tickets and more information, please go to our website: [phillyseeds.org](http://phillyseeds.org)

# *Save the Date*

For the **PHILLYSEEDS** Friend-Raiser,

# *The Sky's the Limit!*

*on the roof top of the beautifully-renovated Vaux School*

**Thursday, June 14, 2018**

**4 pm - 8 pm**



## THE SHARSWOOD INITIATIVE

Kelvin Jeremiah, PhillySEEDS founder and PHA President & CEO, visited the PHA high-rise towers at Blumberg when he first began at the helm of PHA, over six years ago, and decided that they were shockingly far from being housing of choice, for anyone.

An audacious initiative was born from that visit and his desire to have PHA housing be housing of choice, in areas where people would want to live, work, and have their children go to school which was: to demolish the high-rises, have PHA and partners construct desirable low-income housing, attract the shops and amenities that people seek in a good neighborhood, bring in quality education, and health and community services, and revitalize the community.

That is a lot to do on limited federal housing funds!

But this ambitious initiative is working, as PHA and PhillySEEDS are investing and attracting critical partners to the neighborhood, with the plan including:

- The September 2017 opening of the Vaux Big Picture High School (PHA owns the building, PhillySEEDS provides a subsidy for its students, and the Philadelphia School District and others are also involved);
- Building a consolidated PHA headquarters on Ridge Avenue (scheduled for move-in by late 2018);
- Working with development companies and others to maintain and/or create hundreds of units of affordable housing, through the use of Low Income Housing Tax Credits (“LIHTC”) and other means, as well as creating retail opportunities on a Ridge Avenue commercial corridor, including a supermarket, parking garage, fitness facilities, etc. (PHA is working with Michaels Development, Help USA, Habitat for Humanity, Legend Properties and Mosaic Partners);
- Constructing “green” streets in the area (including where the imploded PHA high-rises once comprised a solid block), which streets will be deeded to the City of Philadelphia and will provide new water, sewer and gas mains as well as Green storm drainage planters;
- Identifying partners for the provision of health and urgent care services; and
- Applying for selection for HUD’s new EnVision Center demonstration program, to be centered at Vaux, through which HUD would provide a number of resources to the Sharswood community.

*An unprecedented public housing authority initiative – that, with support through PhillySEEDS and others, is being realized.*



# Bridging the Digital Divide with T-Mobile



T-Mobile has been a tremendous, consistent, and dedicated partner in working with PhillySEEDS and PHA to provide an increasing number of PHA residents with tablets and Internet access.

Its enthusiastic participation has been a boon for PHA residents who, through an MOU between PhillySEEDS and T-Mobile, now have their lives open to vast realms of information, options and resources that many take for granted – but are simply not available without the technology (such as the tablet) and the resource (access to the Internet)!

As of March, 2018, through its PhillySEEDS partnership, T-Mobile has already distributed over 3,200 tablets to PHA-assisted residents, with more to go.



## Uniting Initiative with Opportunity



PhillySEEDS' three core programs, in addition to its other initiatives, are:

- **Homeownership Closing Costs Assistance Program**
- **The PhillySEEDS Scholars Program**
- **Affordable Rental Deposit Assistance Fund**

In its 5 years of existence, PhillySEEDS has helped:

- 1) 52 former PHA-assisted residents move into their own homes, after assistance from PhillySEEDS in using its partnerships, grants and savings programs to assist them find and use opportunities to improve credit scores, participate in housing counseling, and obtain mortgage products for future home purchases;
- 2) 272 PHA-assisted residents (including residents of scattered sites, PHA-related properties that are managed by alternatively managed entities, the Philadelphia Asset and Management Corporation, and Housing-choice Voucher Program participants), of many ages, receive scholarships, in a total amount of over a million dollars and with individual scholarships ranging from \$1,000 - \$5,000, after a competitive process; and
- 3) 44 residents move into PHA-approved private landlord housing, using subsidized vouchers from PHA, due to receiving assistance from PhillySEEDS at a dollar-to-dollar match of the resident's security deposit savings, up to \$2,000, for the security deposit (which is often at least two months' rent), as well as receiving credit and budget counseling from a certified housing counseling center.



**Nicole Green** was a Housing Choice Voucher program participant, with her 5 children, for several years before learning about PhillySEEDS' homeownership program in 2016. Through that program she learned how to build her credit and savings, maintain good credit, became pre-qualified for a mortgage, and started working with a realtor to make her goal of becoming a homeowner a reality. However, a heart-rending tragedy struck in March of 2017, when her rental unit caught on fire, which resulted in the death of one of her children. While encouraged by PhillySEEDS to focus on her personal needs and not be concerned with the homeownership track while she was involved in the grieving process and dealing with property losses, within a few weeks, Ms. Green returned to the program to continue her homeownership goal, motivated by her desire to help her other children and provide a remembrance of her recently passed child. Ms. Greene is now a first-time homeowner, due to her inspiring courage and perseverance, as well as support from PhillySEEDS.



**Irene Patterson** is a 3 time recipient of the PhillySEEDS scholarship program, with awards totaling \$15,000. During her times as a student, Ms. Patterson was low income and constantly worried about whether she would be able to cover all of her college expenses, so that she could continue to matriculate with her education. Because of the support that she received from PhillySEEDS, she was able to graduate from Arcadia University with a Bachelor's of Arts in Computer Technology Design. She became the first person in her family to receive a college degree and is now able to showcase to her friends and family that hard work and advancement in education, with financial help, provide a path to financial status and opportunities.



**Dione Bess**, as a participant in PHA's HCV program, saw the opportunity to progress through PHA's Housing Opportunity Program, to use her voucher to find and move into quality housing in a top-rated community throughout the Philadelphia region – and find a safer neighborhood with better public schools for her children. While working with PHA's Housing Mobility Program, she found a great place, after looking at many neighborhoods, which would be ideal for her and her family. But, the impediment was the security deposit, which was in excess of \$1,000, almost twice the funding that she had available. Due to being put in contact with PhillySEEDS, which was able to provide her with a dollar-to-dollar match of her savings, to generate the full amount of the security deposit, she was able to move into her new home and neighborhood.

# Financial Highlights 2018 Budget

	2018
<b>OPERATING REVENUE</b>	
Operating Cash <i>(For program commitments, admin expenses, homeownership and security deposit assistance)</i>	\$ 478,571.00
Scholarship Cash	\$ 133,549.00
Grants	\$ 30,000.00
Program Income	\$ 435,000.00
Scholarship Income	\$ 200,000.00
Inkind Contributions	\$ 5,000.00
Miscellaneous Income	\$ 250.00
<b>Total Operating Revenue</b>	<b>\$ 1,282,370.00</b>
<b>EXPENSES</b>	
Program Expenses	\$ 1,098,000.00
General Expenses	\$ 40,000.00
<b>Total Expenses</b>	<b>\$ 1,138,000.00</b>

## Funders & Partners



Stephen and Sandy Sheller  
and the  
**SHELLER FAMILY FOUNDATION**

2017 "Opening Doors to Opportunities: Preparing Residents and Housing Employees for Changing Times," National Conference Sponsors: CATCH, Ceisler Media, Edgemere Consulting, Laborer's Local 332, League of Women Voters of Philadelphia, Hispanic Ventures, Inc., The Michaels Corporation, PCA, PNC Bank, The Salvation Army, Shoemaker Construction Co., Supreme Lending, T-Mobile, and Wells Fargo.

The official registration and financial information of PhillySEEDS may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.



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