



# PhillySEEDS 2019 ANNUAL UPDATE

## 6 YEARS OF UNITING: COMMUNITY, INITIATIVE, & OPPORTUNITY





**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.

**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 Director, 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 Director-Workforce Development and Homeownership Programs |
| Eric Schneiderreit | PhillySEEDS Treasurer and PHA Accounting Manager   |
| Brittlea Keith     | PhillySEEDS Secretary and PHA Administrative Assistant II                                  |

**In 2018, \$270,000 in Scholarships, ranging from \$1 – 5k, was awarded to 71 recipients**



**PhillySEEDS assisted 33 PHA residents in moving into new homes, with housing choice voucher rental deposit assistance, and 33 in buying their first homes**

**PHA's Vaux Community Building, a newly-designated EnVision Center, had educational fairs in 2018, as well as housing the Big Picture High School, and creating spaces for community resources**



## OUR JUNE 2018 FRIENDRAISER AT VAUX – CELEBRATING 5 YEARS!

PhillySEEDS celebrated its 5 year anniversary on the rooftop of PHA's Vaux Community Building, by making new friends and enjoying old ones, with a "The Sky's The Limit" friendraiser



## OUR NOVEMBER 2018 VETERANS DAY BREAKFAST AND EVENTS AT LINCOLN FIELD

The Philadelphia Eagles honored our PHA veteran residents with a meet and greet, a tour of their NovaCare Complex, and headphones – then PhillySEEDS, with its generous sponsors, hosted a Veteran's Day acknowledgement breakfast and distributed tablets from T-Mobile

## MESSAGE FROM PhillySEEDS FOUNDER AND PHA PRESIDENT & CEO



In its 6th year, PhillySEEDS continues to bolster the ambitious and positive vision of the Philadelphia Housing Authority (PHA) and offer life-changing opportunities for its residents, for greater dignity, education,

and independence. As President & CEO of PHA, as well as founder of PhillySEEDS, I am proud of its accomplishments and the recognition that PhillySEEDS is achieving (including receiving a coveted award for its resident services programs from Nan McKay) and am looking forward to further progress in 2019, through our new and old partnerships, sponsors, and community connections.

PhillySEEDS remains focused on expanding our community base and engaging others to join us to provide unique and substantial opportunities for PHA's residents and program participants that will strengthen and uplift lives. While poverty levels in our city continue to be among the worst in the nation and cycles of generational dependence for those in public housing persist, our hope and our strength are in uniting for good, especially when the challenges are great.

As detailed more fully in this report, in 2018 PhillySEEDS celebrated our PHA scholars, awarding over \$270,000 to 71 recipients; continued its partnership with T-Mobile to distribute over 4,000 tablets with 2 years of Internet service to PHA residents; assisted 33 first-time homeowners acquire homes and 33 voucher holders with security deposits,

to be able to move into more desirable neighborhoods; through the generosity of a number of sponsors, hosted a Veteran's Day breakfast and other events for veterans who have obtained housing through PhillySEEDS and PHA; participated in the City's Combined Campaign for the first time; and continued supporting students, through a \$500 per student subsidy paid to the program, at the Vaux Big Picture High School in the Sharswood neighborhood – where PHA has moved into its new consolidated headquarters and where PhillySEEDS is engaging with the community and our partners to bring additional services and opportunities, as part of our commitment to have that neighborhood be one of choice for all its residents. That is a lot to be proud of!

The efforts of PhillySEEDS, to offer significant life-changing opportunities to PHA residents, complement PHA's extensive and creative efforts on the housing front, as we believe that together we can enhance and truly change the life vistas for PHA residents who are eager to and capable of benefitting from those opportunities.

We thank you for caring about our efforts, residents, communities, and our faith in the capacity of the human spirit. Together, we are determined to make a difference.

A handwritten signature in black ink that reads "Kelvin A. Jeremiah". The signature is fluid and cursive.

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

## WHAT PHILLYSEEDS IS DOING IN 2019

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

### SAVE THE DATE

Please plan to join us on Thursday, June 13, 2019, at 6 p.m. at PHA's gleaming new HQ at 2013 Ridge Avenue, for our "Who Knew? To-Do!" – a convivial evening of fun, educational surprises and speakers, food & drink, celebration of the accomplishments of PHA & PhillySEEDS, and information about what we do and dream of doing for our PHA and greater community! Tickets, at \$75 per person, will be available on-line at [phillyseeds.org](http://phillyseeds.org) as of March 30th, tables will be available, as well as varying sponsorship levels.

### NEW COMMUNITY INITIATIVES – PHA'S VAUX COMMUNITY BUILDING

Following the visit of Secretary Carson, of the U.S. Department of Housing and Urban Development (HUD), to Sharswood in 2017, where he saw all that PHA and PhillySEEDS are doing there (including the Vaux Big Picture High School and plans for having the Vaux Community Building house a host of other community services), HUD created the EnVision Center demonstration program. The centers are located on or near public housing developments and: "are to be hubs where residents can access services intended to boost self-sufficiency among assisted people through four pillars: character and leadership, educational advancement, economic empowerment, and health and wellness." PHA applied, successfully, to have the Vaux Community Building receive the designation (one of sixteen in the country), and PhillySEEDS and PHA are working with community partners to maximize resources that can be made available to the community through that hub.

### CONTINUING AND ENHANCING OPPORTUNITIES

The Sharswood community revitalization is on-track, multi-faceted, and is now even more grounded with PHA's new housing, consolidated HQ, and the Vaux Big Picture High School, as subsidized for each student by PhillySEEDS, in its second year.

The synergy between PhillySEEDS and its partner, T-Mobile, continues, as the partnership enters its 3rd year of bridging the digital divide for PHA residents.

Working with PHA's department for resident programs and partnerships, PhillySEEDS is exploring new opportunities for coordinated programming and fund-raising, for varying initiatives.

### UNITING INITIATIVE WITH OPPORTUNITY

PhillySEEDS continues to expand the reach of our core programs:

- homeownership
- scholarships
- providing rental deposit assistance

<sup>1</sup> <https://www.urban.org/urban-wire/ben-carsons-plan-envision-centers-looks-familiar-and-needs-realistic-expectations>



**Save the Date**

**Thursday, June 13, 2019**

**to Celebrate**

**PhillySEEDS' and PHA's  
Plans & Accomplishments,  
with our**

***Who Knew? To-Do!***

*Featuring food and festivities,  
prizes and surprises,*

*at PHA's brand-new consolidated HQ  
2013 Ridge Ave., at 6 p.m.*



## NEW COMMUNITY INITIATIVES: PHA'S VAUX COMMUNITY BUILDING

HUD's EnVision Center demonstration program, announced after Secretary Carson's visit to the Sharswood area and seeing the reality of the plans that PHA and PhillySEEDS are creating for that community, is designed to lessen dependence on federal housing subsidies, by constructively and realistically provide life-changing opportunities that will assist in obtaining financial independence.

In order to accomplish that, PHA's Vaux Community Building will provide Sharswood residents with a centralized hub for support, for 1) economic empowerment, 2) education, 3) health and wellness, and 4) character and leadership.

Translating those HUD concepts into real-life, PHA will be developing and offering multi-pronged resources in the many spaces available at Vaux for:

1. *the community and PHA residents*, such as after school and enrichment programs, medical care through a partnership with Temple School of Nursing, and a training academy, as well as already providing a subsidy to the Vaux Big Picture High School (which rents space from PHA in the building) of \$500 per student, regardless of whether they are PHA residents;
2. *contractors*, to better be able to work with PHA to get done the many jobs there are to do for the agency and its residents, as well as making it easier for Section 3 contractors to apply, and to enhance the opportunities for hiring PHA and Section 3 residents; and
3. *job applicants*, to help them develop and market their skills, so as to be better equipped to gain meaningful employment at a good wage

Support for the vision of PHA and PhillySEEDS, through the EnVision Center designation, is an exciting development for Philadelphia, as well as the creation of the program for the country. The selection of partners and developing the groundwork for the various pillars is a task well-suited to the mission and vision of PHA and PhillySEEDS, which combine to seek to offer the greatest possible opportunities and resources to PHA residents, in order to change lives and improve communities.



## CONTINUING AND ENHANCING OPPORTUNITIES

### *The Revitalization of Sharswood Continues*

Lives of dignity, in communities of choice that offer opportunity, safety, and pathways to independence – that is what PhillySEEDS and PHA seek for PHA residents. And that is the impetus behind the enormous and unprecedented investment that they have made in the Sharswood community, and have encouraged partners to join in making, which investment includes:

1. building and opening the new consolidated PHA headquarters on Ridge Ave., a \$50 million investment that includes retail space and will bring hundreds of employees to the area;
2. PhillySEEDS providing a \$500 per-student subsidy for the students at Vaux Big Picture High School (whether PHA residents or not);
3. 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, etc. (PHA is working with Michaels Development, Help USA, Habitat for Humanity, Mosaic Partners, and Pennrose);
4. 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; and
5. identifying partners for the provision of health and urgent care services at the Vaux Community Building, with contracts in place with Temple University’s College of Public Health and its Department of Nursing, for a myriad of services, and more to go ....



## Effectively Bridging the Digital Divide with T-Mobile

All residents should have access to the internet; digital literacy shouldn't be based on where one lives.

The partnership between PhillySEEDS and T-Mobile, a strong supporter of the many activities of PhillySEEDS, continues – and is making a world of difference to PHA residents, as over 4,000 tablets have been made available through T-Mobile, with 2-year data plans paid for by PhillySEEDS.

Having the Internet opens worlds, as many take for granted, but it is not a given for many of the residents in PHA households. The expanse of knowledge and options and available information is vital to our PHA scholars, resident leaders, and many more, who now have access to the Internet as we continue to bridge the digital divide, in our

third year of partnership on this initiative with T-Mobile.

“Low-income families have a difficult time accessing the Internet. Over the last year and a half, we attempted to find partners to bridge the digital divide. It’s extraordinary that T-Mobile [has stepped] up to the plate in a way that no other company has.” —Kelvin Jeremiah, PHA President & CEO

T-Mobile is dedicated to driving digital inclusion for less fortunate families across the country because, from jobs to education to healthcare, more and more resources are being made available on the education super-highway, and those who are unconnected are being left behind.



## Coordinating Services to Maximize Effective Functioning with PHA and Provide New Opportunities

PhillySEEDS is working with PHA's re-organized department for resident services and partnership development in order to align programming options and funding, in ways that maximize offerings for residents.

While PhillySEEDS offers life-changing opportunities for PHA residents in ways that PHA cannot, and for which PHA does not have designated funding, it is seeking to find more opportunities and to align those with what PHA can offer. This has been the case for homeownership, for

example, where funding for closing costs is available through PhillySEEDS, but the homeownership training program and qualification component is done in coordination with PHA.

Similarly, more cross-over programming opportunities will be explored, between PHA and PhillySEEDS, as well as delineating appropriate funding opportunities. We look forward to defining and embarking on more of these coordinated opportunities in 2019!



## UNITING INITIATIVE WITH OPPORTUNITY

Nan McKay & Associates, Inc., the well-recognized leading provider of professional services to the affordable housing industry, honored PhillySEEDS in February 2019 with the prestigious nationwide 2018 Resident Service Award for PhillySEEDS' Scholarship Program, citing it as an outstanding and critical initiative that serves both PHA residents, of all ages, and the Philadelphia Community, through the opportunities for growth and education that it provides.

We remain committed to continuing that initiative as one of PhillySEEDS' three core programs, in addition to its other initiatives, which three are:

### **The PhillySEEDS Scholars Program**

### **Homeownership Closing Costs Assistance Program**

### **Affordable Rental Deposit Assistance Fund**

In its 6 years of existence, PhillySEEDS has helped residents in the following areas:

1. **Homeownership:** 90 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. **Scholarships:** 307 PHA-assisted residents (including residents of scattered sites, PHA-related properties that are managed by alternatively managed entities, the Philadelphia Asset and Property 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. **Security Deposit Assistance:** 78 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.



## There are many to congratulate in our core programs and here are a few to highlight:

### **Alfreda Howard – Homeownership**

Ms. Howard always dreamt of becoming the first homeowner in her family even though she had many obstacles and barriers. Before moving in PHA's Scattered Site program in 1986, Ms. Howard fought through unemployment and homelessness for herself and her family. She knew that public housing would provide her a safety net of housing, but her long time goal was to maximize her full financial potential. For 6 years, Ms. Howard worked on her credit, budgeting, and savings, and was finally able to be bank pre-approved to purchase a PHA scattered site home at an affordable price. Ms. Howard had a financial gap with her final closing costs and PhillySEEDS was able to fund that through its Homeownership Closing Costs assistance program. Ms. Howard and her husband are now first-time homeowners, a first for her immediate family.

### **Basir Fulmore – Scholarship**

Mr. Fulmore, a PHA resident at Raymond Rosen, always had a passion for biology and the environment. He excelled in biology in middle and high school and intended to continue his education to be able to pursue his passion for that field. In the fall of 2014, he enrolled at Cheyney University, with Marine Biology as his major. Halfway through his 4-year study, he lacked funds to continue, due to the reduction of available grants and extended student loans. PhillySEEDS was able to step in, as Mr. Fulmore qualified for scholarship assistance, and he was awarded \$8,000, which allowed him to finish the final 4 semesters and graduate from Cheyney University with over a GPA of 3.10.

### **Crystal Santiago – Security Deposit Assistance**

As a young mother of four, temporarily bedridden after her last pregnancy, Ms. Santiago was especially

challenged when, despite limited financial resources, she saw the need to keep her children safe by leaving the crime and drug-ridden neighborhood where they were living. Ms. Santiago worked with a housing counseling agency, through which she was referred to PHA's Housing Choice Voucher program, but lacked the funds for the landlord's rental security deposit. PhillySEEDS was able to assist her to secure her a new rental, in a significantly safer and more secure neighborhood for herself and her children, through its Security Deposit Assistance program.

### **Stephanie Hawkins – Homeownership**

Ms. Hawkins dreamed for years about owning her first home and attended homeownership workshops, increasing her credit scores and savings in preparation for the right opportunity. That opportunity came when a PHA property became available for purchase. Ms. Hawkins' diligent preparation for first-time homeownership resulted in her completing her mortgage process and sale acquisition within 40 days. She now owns a property in an up-and-coming neighborhood, with an affordable mortgage payment.

### **Tommi Spriggs – Scholarship & Homeownership**

Ms. Spriggs has moved through many PhillySEEDS programs, becoming more organized and successful at each step. With her PhillySEEDS' scholarships, she was able to obtain her degree from Springfield University with a 4.0 GPA, which in turn helped her secure full time employment with PHA, after working with the Resident Advisory Board for about a year. Once she had that financial stability, she moved on to becoming a homeowner and closed on her home in 2018.

## FUNDERS, SPONSORS & IN-KIND PARTNERS

**Bartram's Garden**  
**Berkshire Hathaway**  
**Big Picture Philadelphia**  
**Ceisler Media**  
**Customer's Bank**  
**District Council 21**  
**Edgemere Consulting**  
**Engelmyer/Wershaw Charitable Fund**  
**Judy and Scott Phares**  
**The First Presbyterian Church in Philadelphia**  
**HAI Group**  
**Hispanic Ventures, Inc.**  
**Laborer's International Union of North America**  
**Lor-Mar Mechanical Services, Inc.**  
**The Neubauer Family Foundation**  
**The Philadelphia Eagles**  
**Philadelphia Housing Authority**  
**Santander**  
**T-Mobile**  
**Temple University College of Public Health**





## FINANCIAL HIGHLIGHTS 2019 BUDGET

### OPERATING REVENUE

|  |                |
|--|----------------|
| Operating and Scholarship Cash   |                |
| • For program commitments, administrative expenses,<br>homeownership and security deposit assistance | \$154,406.00   |
| • For Scholarships   | 251,821.00     |
| Grants   | 30,000.00      |
| Program Income   | 788,000.00     |
| Scholarship Income   | 300,000.00     |
| Inkind Contributions   | 5,000.00       |
| Miscellaneous Income   | 5,000.00       |
| <hr/>  |                |
| Total  | \$1,534,227.00 |

### EXPENSES

|                  |                |
|------------------|----------------|
| Program Expenses | 988,000.00     |
| General Expenses | 73,000.00      |
| <hr/>            |                |
| Total            | \$1,061,000.00 |





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The official registration and financial  
information of PhillySEEDS, Inc. may be  
obtained from the  
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toll free, within Pennsylvania:  
1 (800) 732-0999  
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