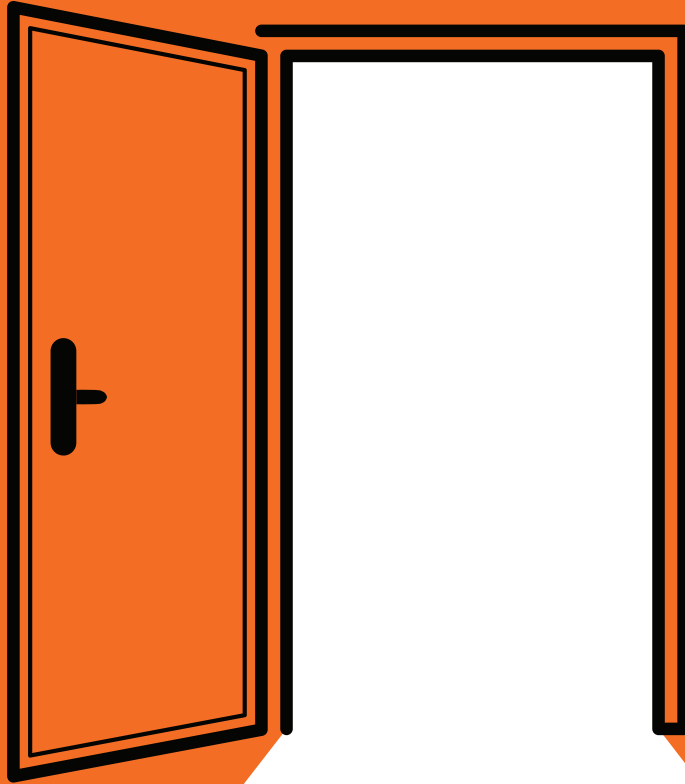


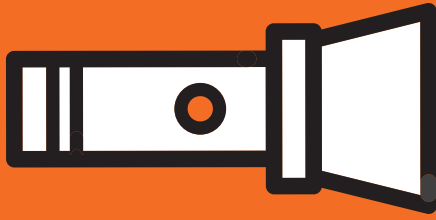
# ACHIEVING HOMEOWNERSHIP!

PhillySEEDS 2022 ANNUAL UPDATE



A Prepared Step  
To Independence  
9 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 PHA Director – Workforce Development and Homeownership Programs
Eric Schneiderreit	PhillySEEDS Treasurer and PHA Accounting Manager
Brittlea Keith	PhillySEEDS Secretary and PHA Paralegal



# HOMEOWNERSHIP PREPARING FOR INDEPENDENCE



And now we are in 2022 – at a place and after events that we never could have imagined years ago, working together to deal with new social, economic, and health vistas that seem to shift daily. But we do have a constant. We

know and rely on our caring for our community, as manifest through PhillySEEDS programs for sustaining and improving the lives of our PHA residents, through our initiatives involving scholarships, workforce development, rental deposit assistance, and homeownership mortgage closing cost assistance.

This year we are highlighting our homeownership path, in which PhillySEEDS provides matching closing costs of up to \$2,000 for PHA residents to become first-time homeowners, after sometimes years of financial literacy and other critical training that is provided by PHA.

By becoming homeowners, our PHA residents transform what is often a legacy of generational

dependence on public housing, to one of financial independence and being able to leave their family a home of their own as a new and valuable legacy.

We appreciate that remaining in subsidized housing is the best option for many of our residents, but it is a joy to be able to support our future homeowners by ensuring that they will be successful in their new role, by providing the mortgage closing assistance, after financial literacy and other training, to ensure that they have the funds to achieve their dreams of independence.

Our community commitment to caring for each other makes us stronger and we are proud of the sustained efforts of PhillySEEDS, to effect long-lasting positive change and provide PHA residents with truly life-changing options, through its many programs – including homeownership.

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

# 193 FIRST TIME HOMEBUYERS ARE NOW FORMER PHA RESIDENTS



## Homeownership and Independence

### *PhillySEEDS Homeownership Closing Cost Assistance*

Since the program's inception, PhillySEEDS has provided over \$368,000 grant dollars to 193 first time homebuyers who are now former PHA residents.

Homeownership is a major step towards independence and enables the new homeowner to change ideas, improve neighborhoods, and be an example to others who may be hesitant to leave the "safety net" of public housing.

Instead of leaving a legacy of often multigenerational dependence on public housing, with the limitations and challenges of such federally-funded assistance, a new homeowner can leave a tangible legacy – of truly "taking ownership" and passing down that property and mindset to other generations.

PhillySEEDS provides a mortgage closing costs match of up to

two thousand dollars (to match the savings of the homeowner) for its approved first-time PHA homeowners. This boost at the end of the process of buying a home dovetails with the extensive preparation that each PHA homeowner goes through, sometimes for years, to be prepared for responsible and successful homeownership.

In 2021, PHA worked with over 1,000 residents to complete homeownership counseling courses in partnership with housing counseling agencies where they saved \$2,000 through new budgeting skills, completed credit counseling to obtain at least a 620

middle credit score, received one-on-one housing counseling, and obtained a pre-approval letter from a lender or bank.

For many, the next step is another daunting one – to obtain the extra funds to complete the required closing costs, which is where PhillySEEDS can provide assistance, and used all its budgeted funding in 2021 to help 38 former PHA residents buy their own homes. This 38 is out of 67 that was the PHA total in 2021 for homeownership sales.

And we could do more, if we had more funding!



## PhillySEEDS Homeownership Highlight

### **DWAYNE FAIR**

Mr. Dwayne Fair bought the North Philadelphia home that his family had leased for nearly 52 years from the Philadelphia Housing Authority. When Mr. Fair's mother had become ill in 2012, she asked her children to buy the home that the family had lived in as part of PHA's scattered-site housing program. She had moved eight children into that home in 1968, and, since then, its memories had become woven into the family's history.

After completing a step-by-step plan created with a support team from PHA staff and its partners, Dwayne

Fair purchased the home on March 26, 2021 – following a journey that dramatically changed his life.

He trained to do electrical work as part of the by Trades for a Difference program and received OSHA 10 certification, positioning him for a better-paying job; he received credit counseling from Clarifi, raising his credit score from the low 600s to nearly 800; and he attended housing counseling classes, which prepared him to meet some of the unexpected challenges that homeowners can face.

As a required part of PHA's homeownership readiness process, all participants save \$2,000 through new budgeting skills, and complete credit counseling to obtain at least a 620 middle credit score. With his new found savings, Mr. Fair was able to utilize the PhillySEEDS Homeownership Closing Costs assistance grant where he received a \$2,000 grant that filled in the financial gap for his mortgage closing and he was able to fulfill his mother's dream (and his), to purchase the property from PHA, which now truly is his family home.



# PREPARING SUCCESSFUL HOMEOWNERS!

Of course, there is more to successful homeownership than delivering a set of keys to a new home. There will be a mortgage, repair bills, maintenance items, utility bills, and maybe even a lawn that will need attention!

To make sure that PHA's first-time homeowners will be prepared and successful as homeowners, PHA has the Opening Doors to Affordable Homeownership Program, for eligible Public Housing residents and Housing Choice Voucher participants. The training includes: learning the importance of credit, budgeting, and personal goal mapping; understanding the homeownership sales contract, mortgage documents, and loan products; becoming familiar with the housing search process, home inspections, home maintenance basics, pre-foreclosure and foreclosure prevention, home weatherization and much more. Participants are eligible for a range of PHA homeownership grant

and subsidy programs to help ensure affordability and long-term success as homeowners, including:

- Assisting in developing realistic and attainable plans to reach their goals;
- Providing credit counseling, financial literacy, basics of homeownership financing and closing, housing search and long-term responsibilities of homeowners;
- Supporting residents in finding housing in areas of opportunity suited to the household's needs and goals;
- Providing assistance in securing homeownership financing and in the homeownership closing process; and
- Helping to ensure a successful homeownership experience through pre and post-purchase counseling and support.



Since the PhillySEEDS Homeownership Closing Cost Assistance Program began, PhillySEEDS has provided over \$368,000 grant dollars to 193 first time homebuyers:

YEAR	RESIDENTS	AMOUNT
2021	38	\$75,000
2020	33	\$66,000
2019	40	\$75,000
2018	33	\$65,495
2017	32	\$64,000
2016	14	\$20,660
2015	2	\$1,500
2014	1	\$750

For the past 12 months, Shaneen Allen, a former Housing Choice Voucher resident, had a main goal of becoming a homeowner in the City of Philadelphia.

Ms. Allen performed the necessary training requirements of credit and housing counseling, saving her money, and being very selective in finding a good home that was affordable.

Through PHA’s partnership with Jumpstart Philadelphia, Ms. Allen was able to purchase a rehab property at an affordable price that was 25% below the current market rate. Unexpectedly, during the middle of her homeownership process, her lender shut down its mortgage division and implemented additional guidelines to their mortgage program. With the added restrictions, Ms. Allen faced a significant financial gap with her closing costs and the possibility of not being able to buy her chosen home. However, PhillySEEDS immediately assisted Ms. Allen through its Homeownership Closing Costs Assistance program, which allowed her to become a proud first time homeowner!

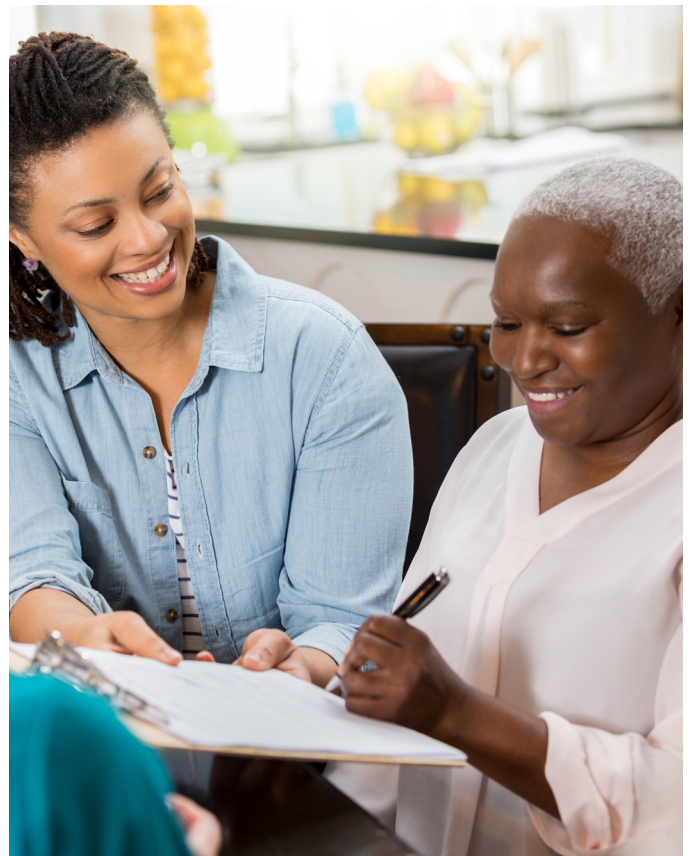


# PHILLYSEEDS RENTAL SECURITY DEPOSIT PROGRAM PROVIDES MATCHING FUNDS FOR IMPROVED HOUSING OPTIONS

The housing choice voucher (“HCV”) program, also known as Section 8, has been the federal government’s major program for assisting very low-income families, the elderly, veterans, and the disabled to afford decent, safe, and sanitary housing in the private market at a subsidized rate.

However, to access the the private rental market, renters are required to provide at least two months’ rent as a security deposit. With HCV residents having low-to-moderate incomes, many need assistance in fulfilling their security deposit requirement.

PhillySEEDS offers security deposit assistance at a dollar-to-dollar match of the resident’s security deposit savings, up to \$2,000. PhillySEEDS recipients also receive credit and budget counseling from a housing counseling center certified by the City of Philadelphia, where they learn to budget their income and monthly bills for future affordability.







## PhillySEEDS Rental Security Deposit Highlight

### **ANGEL BOYER**

Ms. Boyer pursued working with the Housing Opportunity Program (“HOP”) at PHA in hopes of finding a new home in a safer neighborhood. That program is a housing mobility initiative aimed at assisting families participating in the HCV program to explore housing choices and move to Opportunity Areas in Philadelphia and surrounding counties.

The neighborhood where Ms. Boyer was living had a number of shootings and various other safety issues, so she wanted to move in order to be able to raise her children in safety and live in a more secure environment – as well as to have easy access to an affordable grocery store with good quality food, which wasn’t an option in her neighborhood.

Through HOP, Ms. Boyer was referred to a home in the Mt. Airy section of Philadelphia. She really

liked the neighborhood and believed there would be more favorable opportunities for her and her children. Ms. Boyer was working and had some money saved but did not have enough for the full security deposit.

But her situation was just the type of scenario for which PhillySEEDS had created the Rental Security Deposit Program, through which an HCV program participant could receive a match of up to \$2,000 for a required security deposit.

Ms. Boyer was able to utilize the PhillySEEDS match for her security deposit and move to a community that she enjoys and feels offers her family a better quality of life.



# 2022 SPRING HOMEOWNERSHIP SPONSOR DRIVE: **GOAL OF \$75,000!**

*Our fundraiser for 2022 is for our PhillySEEDS Homeownership Closing Cost Assistance Program, to increase the number of first-time homeowners that PhillySEEDS can assist on their road to housing independence.*

PhillySEEDS used all of its budgeted funds in 2021 to provide closing cost assistance grants to 38 residents, so that they could purchase their first home. But more prospective homeowners could have benefitted from the up to \$2,000 match grant for mortgage closing costs, were more funds available.

**We have set a goal for 2022 of raising \$75,000**, which could double the number of homeowners we are able to assist. Not only does this completely change their lives but it also results in additional units being made available for the thousands of people awaiting affordable housing through PHA.

Our federal funds for PHA housing may be limited, but the determination of our future first-time homeowners, with the training tools and supports in place, combined with the PhillySEEDS grant, can be a real game changer. The future would not be simply to remain in public housing, with its various restrictions and

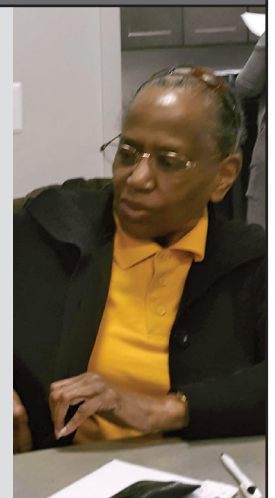
limitations, but to become a proud property owner, involved in a community as a stakeholder, and creating a legacy of achievement.

PhillySEEDS' Homeownership Closing Cost Assistance program supports and empowers PHA residents' dreams of home ownership. When residents gain financial wealth and independence through real estate ownership and have the ability to pass that wealth down to their family members, we strengthen our entire community.

*Please support us in this fundraiser by contributing to the Spring Homeownership Sponsor Drive and mailing a contribution to Business Manager Marco Ferreira at the address on the back of this Report, contacting him at [info@PhillySEEDS.org](mailto:info@PhillySEEDS.org), or donating online at [www.PhilllySEEDS.org](http://www.PhilllySEEDS.org) – Thank you!*

## RESIDENT HIGHLIGHT

**Anita Daniel** bought her first home at the age of 85. You are never too old to become a homeowner, she says. "PHA provided some money for down payment and closing costs. My home is affordable. Go ahead and try it."





# JUNE 23, 2022

## LET'S GATHER AND CELEBRATE, HOMEOWNERSHIP, SCHOLARSHIPS, AND PHILLYSEEDS' OPPORTUNITIES!

Optimism is one of the things that we do best and, in that spirit, we are inviting everyone to finally join us to gather and celebrate what we have accomplished in the past year (or three) and what we have gotten through.

It does seem that it will be safe, from a health perspective, for us to be together, so, on JUNE 23, 2022, at the Cescaphe Ballroom, we will have our long-delayed PhillySEEDS celebration. Please join us!

### **Tickets:**

\$125 per person

\$100 to sponsor attendance for a 1st time PhillySEEDS Homeowner, Scholarship Recipient or Resident Leader

### **Location:**

The Cescaphe Ballroom

923 N. 2nd St., Philadelphia, PA 19123

Valet Parking included

Time: 6 – 10 p.m.

### **Featuring:**

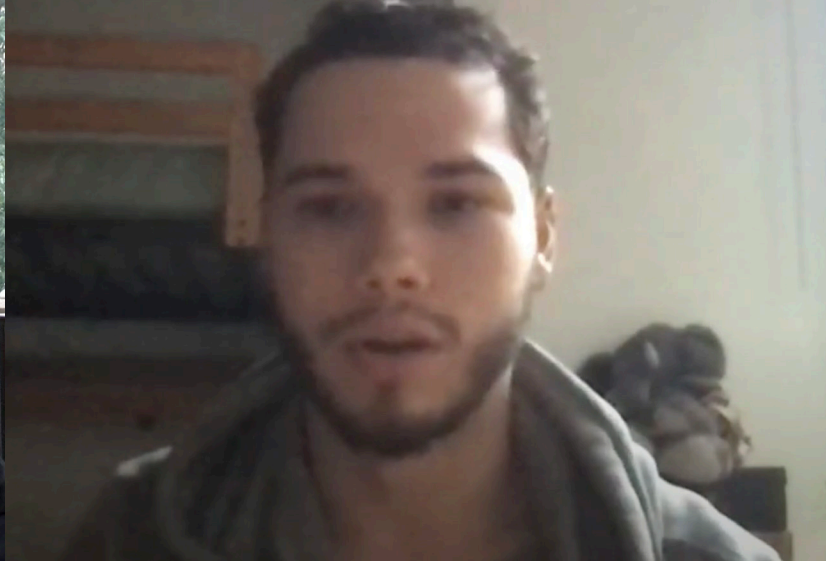
An extravagant multicourse meal, hors d'oeuvres, wine and beer, and mingling (but not too close!) with PhillySEEDS 1st time homeowners, Scholarship Awardees, dignitaries, luminaries, and more!

### **Sponsorship Information:**

Available on the PhillySEEDS website at [www.PhilllySEEDS.org](http://www.PhilllySEEDS.org)

with sponsorship levels at \$25,000, \$10,000, \$7,500, \$5,000 and \$3,000





## THANK YOU FROM PHILLYSEEDS AND OUR SCHOLARSHIP RECIPIENTS!

We achieved our ambitious goal of one million dollars last year, after a two-year campaign, to secure a sustained and reliable funding base for our PhillySEEDS scholarship awards, for PHA residents or program participants.

This was a true triumph for our scholarship recipients and a testament to the generosity and vision of our donor partners, who understand that support for education and providing the financial resources to allow our talented and meritorious recipients to be able to take major steps to achieving their potential is key to changing lives and the very fabric of our communities.

As shown in the video for the scholarship drive, on our website at [www.PhilllySEEDS.org](http://www.PhilllySEEDS.org), the impact of our PhillySEEDS scholarships is deeply appreciated and tremendously valuable.

Your faith in the potential of our PhillySEEDS scholars and the importance of ensuring our ability to keep funding their achievements has made all the difference. Thank you!



## PhillySEEDS Annual Scholars Program Data by Year – **GETTING BETTER EVERY YEAR!**

### **2021**

**\$316,000** awarded in scholarships to  
**84** PHA Residents/Program Participants

### **2020**

**\$291,000** awarded in scholarships to  
**77** PHA Residents/Program Participants

### **2019**

**\$258,000** awarded in scholarships to  
**70** PHA Residents/Program Participants

### **2018**

**\$267,000** awarded in scholarships to  
**69** PHA Residents/Program Participants

### **2017**

**\$258,000** awarded in scholarships to  
**66** PHA Residents/Program Participants

### **2016**

**\$256,000** awarded in scholarships to  
**62** PHA Residents/Program Participants

### **2015**

**\$219,000** awarded in scholarships to  
**55** PHA Residents/Program Participants

### **2014**

**\$199,000** awarded in scholarships to  
**53** PHA Residents/Program Participants



# PHA'S VAUX COMMUNITY BUILDING AND ITS PROGRAMS ARE A LYNCHPIN IN CONTRIBUTING TO THE COMMUNITY

PHA's Vaux Community Building has evolved in less than a decade from a beautiful, huge, but unused, building with a historic past of significance to the community, to a renovated, vibrant community resource for education, training, health services, and more, as financed and developed by PHA.

PhillySEEDS was involved with that transformation as of when it began, subsidizing the first class of students at the Vaux Big Picture High School, a project-based school that launched at Vaux in 2017 with just 9th grade and now has all four high school grades. That student support from PhillySEEDS continues to this day.

Then, in 2019, after PHA received the EnVision Center designation for the Vaux Community Building from the U.S. Department of Housing and Urban Development, use of that space expanded exponentially

to benefit PHA residents and the community and highlight several initiatives by PhillySEEDS.

In the spring of 2019, PHA, PhillySEEDS, and partners launched a comprehensive Workforce Development Center at Vaux, providing: a "one stop shop" for job readiness, employment and training, financial literacy, homeownership counselling, and other services for PHA and neighborhood residents.

In addition, the partners and representative programs listed below are all now active at Vaux, for PHA residents and the community, to expand options in ways that were not part of anyone's expectations before PHA stepped in, with its commitment to people, community, and the enrichment to both that these multitude of opportunities create.

- PowerCorpsPHL/EducationWorks
- Mighty Writers
- Big Picture Philadelphia/Vaux Big Picture High School
- Temple University College of Public Health
- Temple University myPLACE adult education campus
- CVS Training Programs
- RAB Resident Business Incubator
- PHA Workforce Development Center
- PHA Section 3 Resource Center & Job Bank
- PHA Sharswood CNI People Team
- Compass/Clarifi
- 100 Black Men
- Philabundance (provides food on-site)



# CVS pharmacy®

Also, special thanks are extended to CVS, which provided a donation to PhillySEEDS in the amount of \$60,000, to assist in the overall job training programs that CVS Pharmacy promotes. The average cost of CVS Pharmacy's training programs is \$1,250 per person.

This donation will help secure the ability of PHA residents to enroll in upcoming job training programs, which focus on educating students in different CVS Pharmacy job opportunities such as Customer Service, Pharmacy Technician, and Insurance.





## THE WORKFORCE CENTER AND PHILLYSEEDS WORKFORCE TRAINING FUND

### **The Workforce Center**

Established in 2019, the PHA Workforce Center contains workforce navigators and homeownership counselors, whose main duties are to support PHA residents achieve their economic and educational goals and it is open to the community, for those seeking to increase their self-sufficiency via job placement and training opportunities, educational advancement, the first time home buyer program, and entrepreneurship services.

The Workforce Center offers skill-building workshops, bridge programs to hone academic skills, and a jobs bank to connect them directly with open positions and employers. Career training opportunities include: Bookkeeping; IT Training; Network Technician; Carpentry; CDL-Truck Driving Part A and B; HVAC; Phlebotomy Technician; Plumbing; Nursing Aide Training; Building Maintenance; Medical Billing; Residential and Commercial Electricity; Business Administration; Pharmacy Technician; Dialysis Technician and many more. Private and public partners joined with the authority in providing college scholarships, career training, and a job bank that connects residents directly to employers with openings.





### **PhillySEEDS Workforce Training Fund**

In order for individuals to be enrolled in the various training program opportunities available through the Workforce Training Center, funding is needed. There are a number of training programs, some of which have funding available but for limited amount of enrollees, and other programs may not have any funding defined for applicants (for less popular careers paths). But, for all of the training programs, the expectation is that the result will be real, fulltime jobs –with benefits, at a starting hourly rate of \$16.00/hr.

Enrollment into the PhillySEEDS workforce training program includes financial and banking literacy education through our partner, Santander Bank, with one-on-one counseling and mentoring, as well as having a savings account with the bank. Successful completion of the program allows for receiving a maximum of \$3,000 with a 3:1 dollar match based off the amount in the program participant’s savings account with Santander Bank and those grant dollars can be used towards the cost of a Workforce training program or Education/certification program.

The matching dollars can only be used towards the cost of a job training program or education program tied to employment advancement like certifications.

Upon completing the job training, a job opportunity will be available through the training program’s employer connection or readily available in the chosen field of training.

With the cost of specific workforce training and education classes at an all-time high, potential program participants have had to be turned away. Therefore in 2020, PhillySEEDS created its fourth program, called the PhillySEEDS Workforce Training Fund, to provide funding for additional opportunities and assistance to PHA residents/program participants.

# Thank You!

## FUNDERS, SPONSORS & CONTRIBUTORS

While our Funders, Sponsors and Contributors are listed below, special thanks are extended to the following sponsors, for exceptional contributions in 2021 to our successful achievement of our Scholarship Endowment Fund goal:

The Witt-Hoey Foundation • IBEW 98 • IUPAT District Council 21 • Hispanic Ventures, Inc. • The HAI Group • Laborers' District Council of Philadelphia & Vicinity • Laborers' International Union of North America, Local 332

### MAJOR FUNDERS

\$10,000 - \$63,000

- Major Electric Systems, Inc.
- CVS Health
- Brandywine Elevator Company
- Edgemere Consulting
- Santander Bank Foundation
- Milestone Construction
- Xerox Corporation
- Witt-Hoey Foundation
- Turf Landscaping
- Murphy Transporting Services
- Batta Environmental
- IBEW Local Union 98
- Blackney Hayes Architects
- IUPAT District Council 21
- Connor Strong
- Hispanic Ventures
- Laborers District Council of Phila. & Vicinity, LIUNA

### SIGNIFICANT SPONSORS

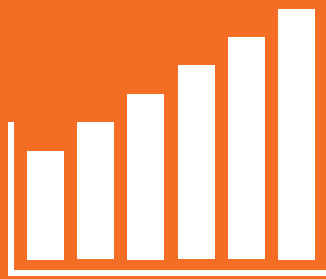
\$1,250 - \$9,999

- M & L Compliance Management, LLC
- TN Ward
- Ahmad Zaffarese, LLC
- WellAdvantage
- The HAI Group
- T-Mobile
- Laborers Int'l Union of N.A., Local Union 332
- First Presbyterian Church in Philadelphia
- Criterion Laboratories
- Fox and Roach Trident Charities
- Korn Ferry
- Enterprise Fleet Management
- Synterra Partners LP
- Pacifico Ford
- A.P. Construction, Inc.
- The Michaels Organization
- Clemmer Moving and Storage
- Emergi-Clean, Inc.
- Surety Charitable Foundation
- Dilworth Paxson
- Philadelphia Health Partnership  
(honoring Estelle Richman and Ann Marie Healy)

### GENEROUS CONTRIBUTORS

\$180 - \$1,000

- Kolber & Randazzo, P.C.
- IUUC Local 5 General Fund
- Ceisler Media
- Laborers Local Union 57
- Philadelphia Council AFL-CIO
- The Alterra Group
- Keystone Agency
- ELT Ventures
- Fox Rothschild, LLP
- JES Enterprises, Inc.
- Duvernay & Brooks
- Blosky & Associates
- The Sheller Family Foundation
- Allworld Language Consultants



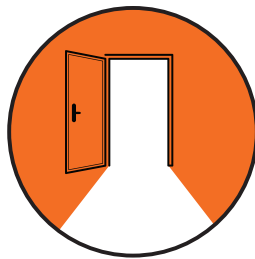
# FINANCIAL HIGHLIGHTS

## Statement of Net Position - December 31, 2021

	2020	2019
<b>Assets</b>		
Cash	\$424,310	\$726,343
Investments	900,017	-
Receivables	-	86,466
<b>Total Assets</b>	<b>\$1,324,327</b>	<b>\$812,809</b>
<b>Liabilities</b>		
Accrued liabilities	\$7,450	\$83,286
Grant advance	21,274	50,000
<b>Total Liabilities</b>	<b>28,724</b>	<b>83,286</b>
<b>Net Position</b>		
Unrestricted	204,935	228,246
Temporarily restricted	1,090,668	451,277
<b>Total Net Position</b>	<b>1,295,603</b>	<b>679,523</b>
<b>Total Liabilities and Net Position</b>	<b>\$1,324,327</b>	<b>\$762,809</b>

## Statement of Revenues, Expenses and Change in Net Position - December 31, 2020

	2020	2019
<b>Operating Revenue</b>		
Grants	\$-	40,000
Program income	223,000	175,000
Scholarship income	345,203	457,414
Inkind contributions	64,698	62,697
Donations	564,159	14,775
Investment Income	6,920	-
Unrealized gain on investment, net	11,268	-
<b>Total Operating Revenue</b>	<b>1,215,248</b>	<b>749,886</b>
<b>Expenses</b>		
Program Expenses	522,267	506,479
General Expenses	76,901	84,767
<b>Total Expenses</b>	<b>599,168</b>	<b>591,246</b>
<b>Change in net position</b>	<b>616,080</b>	<b>158,640</b>
<b>Net position, beginning of year</b>	<b>679,523</b>	<b>520,883</b>
<b>Net position, end of year</b>	<b>\$1,295,603</b>	<b>\$679,523</b>



**PhillySEEDS.org**  
215.684.4327  
2013 Ridge Avenue  
Philadelphia, PA 19121

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

Registration does not imply endorsement

Your donation to PhillySEEDS, Inc. may be tax-deductible under Section 501(c)(3) of the United States Tax Code. However, please consult your tax consultant regarding the eligible deduction for your contribution. All donations are purely voluntary and will not give the donor any special consideration, benefit or preferential treatment in any business dealings with PHA or PhillySEEDS, Inc. The official registration and financial information of PhillySEEDS, Inc. may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.