



CELEBRATING  
**10**  
YEARS



# Celebrating 10 Years Of Uniting Community, Initiative & Opportunity





# CELEBRATING 10 YEARS



## 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 the 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 and adult residents



## BOARD OF DIRECTORS:

Kelvin A. Jeremiah	PhillySEEDS Founder and Director, PHA President & CEO
Andrea Bowman	PhillySEEDS Chair, PHA Corporate Secretary and Deputy General Counsel
Celeste C. Fields	PhillySEEDS President and PHA Senior Exec. Vice President – Chief Administrative & Financial Officer
Annie Cheng	PhillySEEDS Director and PHA Chief of Staff
Cinnaya Demby	PhillySEEDS Director and PHA Media Relations Coordinator

## OFFICERS:

Ronald McNeill	PhillySEEDS Business Manager
Eric Schneiderreit	PhillySEEDS Treasurer and PHA Accounting Manager
Brittlea Keith	PhillySEEDS Secretary and PHA Paralegal

# And Beyond!



When I founded the non-profit PhillySEEDS, Inc., over 10 years ago, it was part of my overall aspiration to truly change and improve the lives of PHA residents through offering self-sufficiency opportunities in ways and with funding not otherwise available. I am delighted to report that PhillySEEDS,

has done a splendid job in advancing that hope, and in the last 10 years it has:

1. achieved our goal of establishing the one million dollar Nellie Reynolds Scholarship Endowment Fund;
2. assisted 645 scholarship recipients with roughly \$2,500,000 in grants;
3. assisted 236 first-time homeowners with close to \$600,000 in matching closing cost grants;
4. assisted almost 200 HCV voucher holders with matching security deposit assistance in an amount of approximately \$230,000;
5. created a Workforce Training Fund;

6. partnered with T-Mobile for the distribution of over 8,000 tablets with 2 years of Internet connectivity;
7. supported the Big Picture High School at PHA's Vaux Community Building with per student subsidies;
8. supported gun violence programming with RPP;
9. hosted Veterans Acknowledgment Breakfast Events; and
10. been privileged to have received sustained and vital support from our sponsors, partners, and contributors.

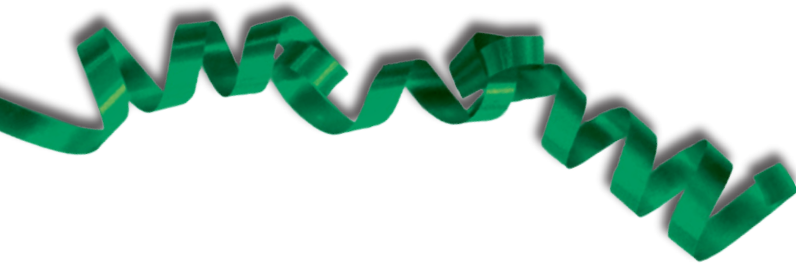
In conjunction with the huge strides made at PHA in the past ten years, not only in terms of housing, with unprecedented partnerships and the creation of award-winning beautiful, affordable housing, but also through the programs of PhillySEEDS, vital and transformative opportunities have been made available to thousands of PHA residents and program participants.

We look forward to more in the next ten years and thank you for your support!

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 & Director of PhillySEEDS, Inc.

# 10 YEARS OF PLANTING SEEDS AND GROWING OPPORTUNITIES



The 3 core programs for PhillySEEDS have been:

- 1) scholarships,
- 2) homeownership matching closing cost assistance, and
- 3) HCV voucher holder matching security deposit assistance.

**For its three core programs, since 2013, PhillySEEDS has provided approximately:**

- 1. \$2,500,000 in scholarships to 645 PHA residents/program participants;**
- 2. \$570,000 in homeownership matching closing cost assistance grants to 236 PHA residents/program participants; and**
- 3. \$231,000 in HCV matching security matching grants to 190 PHA residents/program participants.**

The Workforce Training Fund was also added as a program several years ago, and there have been other partnerships, such as the Vaux Big Picture

High School student subsidy and T-Mobile tablet distributions. Over the past decade, PhillySEEDS has also developed partnerships with multiple businesses and organizations to create academic and economic opportunities and bring additional resources to the people we serve.

PhillySEEDS believes in the revitalization and growth of Philadelphia communities through our investing in opportunities for personal, educational, and economic growth for our residents. By helping our PHA community improve itself and providing paths to many options, we also improve the greater community and have it become one of choice for our PHA residents.

For at least another 10 years to come, PhillySEEDS will continue to offer significant life changing opportunities to all PHA residents.

With a comprehensive marketing plan to highlight our efforts and develop new partnerships, we look forward to having an even greater positive impact on the lives of our PHA residents and our greater community.









# PhillySEEDS SCHOLARSHIPS

This core program, the PhillySEEDS Scholarships at the \$1,000, \$3,000 and \$5,000 levels, was the first one that PhillySEEDS launched 10 years ago.

**The PhillySEEDS Scholarship Program has had the most number of recipients, of the three core programs, in the past 10 years, at 645 as of the end of 2022 and \$2,455,748 in total scholarship amounts awarded.**

Due to the clear significance of this program, three years ago we launched what became a successful campaign to establish the Nellie Reynolds Scholarship Endowment Fund, with a one million dollar goal that we even surpassed.

This was a tremendous accomplishment, which has secured the availability of funding for our deserving PhillySEEDS scholars and honored the memory of Nellie Reynolds, a resident of PHA, an activist, and a champion for resident rights within the housing authority, as well as a member of the Board of Commissioners for many years.

## SCHOLARSHIPS

### Nadara D. Bacon

"I want to thank PhillySeeds for 10 consecutive years of sponsorship, which has shaped my education and my career path, starting with my first scholarship in 2015 and continuing now.



Because of PhillySeeds I was able to obtain my Bachelor's of Science in Biology/ Chemistry, where I later went on to work in clinical trial infusions. I then was able to enroll in the Doctor of Pharmacy program and Philadelphia College of Pharmacy. I am currently in my second year of pharmacy, thanks to PhillySeeds. Also I have the opportunity to intern at John Hopkins Hospital this summer in their pharmacy program.

The consistent scholarship support of PhillySeeds has allowed me to pursue certain achievements I never thought were possible, coming from my background. But, I know that with the support of PhillySeeds and my determination, I can achieve anything I put my mind to.

The scholarship program has made a tremendous change in my life and it has paved the way for many students like myself. Thank you, PhillySEEDS!"

### Cinnaya Demby

Cinnaya Demby was a PhillySEEDS scholarship recipient from 2019-2022. During this time she was attending the First Degree Granting HBCU Lincoln University of Pennsylvania. With the help of PhillySEEDS, she was able to do so much on Lincoln's campus, such as being the Vice President of External Affairs for Student Government and becoming a member of Delta Sigma Theta Sorority Inc. "The PhillySEEDS scholarship was a breath of fresh air for me. I always knew that I was destined to go to college but always worried about how I would afford it. I was fortunate enough to graduate with little to no debt from the illustrious Lincoln University of Pennsylvania with a degree in Mass Communication and dual minor in Black Studies and Pre Law, I cannot thank PhillySEEDS enough." Cinnaya is now a Media Relations Coordinator in PHA's Communications department and has joined the Board of PhillySEEDS, where her perspective and experience are valuable!



## SCHOLARSHIPS AND HOMEOWNERSHIP

### Kia Linder-Bey

With support from PhillySEEDS grants for both scholarships and first-time homeownership, former PHA housing resident Kia Linder-Bey has had many accomplishments in the last two years. She completed the PHA entrepreneurship fellowship program, became a first-time homeowner, and completed an appliance repair technician program. She is most proud of completing a Bachelor's degree program at College Unbound. As a non-traditional college student, this was her 3rd attempt at a college degree and her success is proof to her that "what matters most is not the speed of the journey, but the destination." Ms. Linder-Bey was able to achieve this lifelong goal with the help of PhillySEEDS. In her own words, "I am very thankful for the support of the Philly Seeds scholarship. The impact that scholarships like this one has on our community is immeasurable. Hopefully, more residents will apply for this scholarship and consider going back to school to improve their financial opportunities. It has been a game changer for me and my family! I am extremely grateful."





# REVISIONS TO SCHOLARSHIP PROCEDURES AND INFO SESSIONS

In 2023, working with residents and staff that have been involved in the administration of the scholarships, including some from previous selection committees, revisions were made to the scholarship process.

Information Sessions will be offered to residents, starting in March, to both explain the changes and make sure that our residents and program participants know of the availability of the scholarships and the guidelines.

The biggest change was in the timing – now applications will be accepted and reviewed between March 1 and June 15, with rolling decisions, instead of being due in mid-June and decided on during the summer. This should benefit the awardees by not having to wait for a decision, but being able to apply for a scholarship once they have been accepted to an accredited two-year or four-year college, university, or trade/technical school.

The GED requirements were also highlighted, to be sure that GED holders know that the scholarships are available to them, as well as to those with high

school transcripts. Scoring for areas that are more geared to high school, such as extracurricular activities and academic honors, were also changed to provide more flexibility for GED holders, returning students, and persons with unusually compelling circumstances, who would not otherwise be eligible for points in certain scoring categories.

The eligibility requirements remain the same that applicants are to:

1. Be accepted as a full-time student by an accredited two-year or four-year college, university, or trade/technical school;
2. Have a GPA of at least 2.5 or B- or a corresponding percentage overall GED score; and
3. Be a resident of PHA public housing or a scattered site, a PHA housing choice voucher resident, or receive subsidized rent through a PHA partner household (verified by the lease), such as PAPMC, AME or a RAD site, for at least one (1) year.



## HCV SECURITY DEPOSIT ASSISTANCE IS AN AREA WITH GROWING DEMAND

While HCV participants can use subsidized housing vouchers that allow them to lease from PHA-approved private landlords, which increases affordable housing options and provides for greater flexibility, the initial security deposit amounts required can shut down the possibility of securing a rental.

As one of its three core programs, **PhillySEEDS provides up to \$2,000 as a matching security deposit assistance grant for HCV leased housing voucher holder participants** (formerly known as Section 8) who have secured a lease, but need help to complete the transaction due to the higher amount needed for the security deposit.

The demand for these grants has been rapidly increasing, as families may seek to relocate to different neighborhoods due to factors such as spikes in gun violence over the last several years, a desire to be in safer neighborhood, with perhaps better school opportunities for children, and other desirable features. In 2022, due to the increased demand, PhillySEEDS came close to exhausting the budgeted funds for this grant program, although it was able to re-allocate funds.

### THE RE-OPENED HCV WAITLIST WILL INCREASE THE DEMAND EVEN MORE

On January 23, 2023, PHA re-opened its HCV waitlist, which had been closed for over 12 years, for a two week period, to give thousands of low-income families an opportunity to secure good quality affordable housing. At the end of the period, 10,000 applicants were selected to be placed on the waiting list and **PHA will make 2,000 vouchers available in the spring to qualified applicants within that group!** Therefore, we expect that demand for these PhillySEEDS grants will surge even further in 2023 and beyond.

PhillySEEDS would like to help as many voucher holders as possible be able to use their vouchers to move into good quality housing.

**Our fundraising efforts, through the 10th year anniversary gala, will enable PhillySEEDS to continue to have available funds for this much-needed grant program.**





## SOME HCV SECURITY DEPOSIT RECIPIENT HIGHLIGHTS

**Carla Glover** has been going through severe financial trouble due to currently being on disability and having reduced finances. While she had found a rental home that would be ideal for her situation and a good improvement, she lacked the savings to be able to pay the significant security deposit. She reached out to PhillySEEDS for assistance and was able to get into the home she wanted thanks to the matching grant for half of her security deposit. Reflecting on the experience with PhillySEEDS, Ms. Glover was grateful that such a program exists (as there were few, if any other options) and also noted that the efficient turnaround with the grant relieved a lot of stress from her as well.

**Robyn Wilson** is a single mom with four children, who just started working as a home health aide, but lacked the resources to pay the security deposit for a home that she found to rent, in an area that was what she wanted, and a home that she loved, as good for her and her children. Struggling to

see what could be done before losing out on the lease, she reached out to PhillySEEDS, where she quickly received the needed matching funds – and was able to complete the rental transaction. Talking about her experience with PhillySEEDS, Ms. Wilson expressed great appreciation for the quick and personal help, which was critical to her being able to move into her chosen new home

**Sharnell Davis** had recently started a new job and was looking for a new place to move, which would be better located for her. But when she found a great spot in that location, the security deposit was significantly higher than she expected. She turned to PhillySEEDS for help after trying other resources, where she hadn't been able to get any assistance. PhillySEEDS was able to match the amount Ms. Davis could pay for the security deposit and she was able to get the property. She was thankful to have learned about this great opportunity and grateful for the quick turnaround!

# SAVE THE DATE

**– IT'S GOING  
TO BE GREAT!  
THURSDAY,  
JULY 13, 2023**

## **PhillySEEDS 10th Year Celebration Gala 2023**

We are delighted to celebrate 10 years of initiative and our ability to do so much to serve our deserving population and create life-changing opportunities that enhance personal enrichment and that of our Philadelphia communities.

**We continue to be aspirational –  
and are setting a goal of \$100,000  
for this year's fundraiser!**

This year we will be celebrating at Vie, the beautiful Cescaphe venue at 600 N. Broad St. – with valet parking, a beautiful semi-covered courtyard, elegant indoor spaces, and the same quality of amazing food that we had at another of the Cescaphe venues last year.

This is a bigger-and-better-than-ever venue for us (just a few years ago, we had our gala at the PHA HQ, which was great fun, but this is a big step up!).

***But, it's our 10 year anniversary!***







Please plan to join us for this exceptional event (or simply send a birthday card – with a check!), as we will be celebrating in style with our valued scholars, homeowners, HCV recipients, donors, and friends, on July 13, 2023.

**Tickets:**

\$125 per person

\$100 to sponsor attendance for a Scholarship Awardee or Resident Leader

\$800 for a table of 8

**Location:**

The Vie 600 N. Broad St. Philadelphia, PA 19130 (valet parking is included)

**Time:**

6 p.m. – 10 p.m.

**Featuring:**

An extravagant multi-course dinner, passed hors d'oeuvres, wine and beer, dining and dancing with PhillySEEDS Scholars, dignitaries, luminaries, our favorite entertainer and Master of Ceremonies, BuckWild, and more!

*Thank you!*

**\$25,000 – EVENT SPONSOR**

- Inside front cover full page in the event program
- Reserved table for eight (8)
- Recognition from the podium at the event and on the PhillySEEDS website
- Enduring appreciation from PhillySEEDS!

**\$10,000 – PLATINUM SPONSOR**

- Full page in the event program
- Reserved table for eight (8)
- Recognition from the podium at the event and on the PhillySEEDS website

**\$5,000 – GOLD SPONSOR**

- Half page in the event program
- Seven (7) individual tickets
- Recognition from the podium at the event and on the PhillySEEDS website

**\$3,000 – BRONZE SPONSOR**

- Highlighted in the Event Program
- Three (3) individual tickets
- Recognition on the PhillySEEDS website

*Any and all contributions are welcome and much appreciated!*

**10th Anniversary Celebration Gala** contributions can be sent to PhillySEEDS Chair Andrea Bowman at 2013 Ridge Ave., Philadelphia, PA 19121; for sponsorships, please email [andrea.bowman@pha.phila.gov](mailto:andrea.bowman@pha.phila.gov) or donate via our website: [www.PhilllySEEDS.org](http://www.PhilllySEEDS.org) - many possibilities!



# HOMEOWNERSHIP CLOSING COSTS MATCHING GRANTS

Many PHA residents and program participants dream of owning their own home, for the pride of ownership, the ability to establish a financial legacy, and the independence that comes from such responsibility, instead of having to deal with the intrusion of regular home inspections, income recertifications, lease restrictions, (such as for guests or pets or changes to the unit), and the like.

Owning one's own home also creates a deeper link to a neighborhood, with greater involvement and positive relationships. Such connections deepen community bonds, which in turn results in safer and improved communities.

Over the past ten years, PhillySEEDS is proud to have assisted almost 240 PHA resident or program participants in becoming first-time homeowners, through its matching closing cost assistance program.

Further, this assistance is designed to be for future homeowners who have had the opportunity, through PHA programs, to be truly prepared and ready to assume the responsibility of homeownership.

There is no benefit to having PHA residents/program participants leave their public housing assisted programs only to fail in homeownership, which is why PHA takes great measures to ensure homeownership success.

By leading by example, in terms of success at homeownership, the new homeowners are models to others within the public housing assistance programs to dare to go beyond it – which in turns opens more housing possibilities for the many on PHA's waitlists.



# PHILLYSEEDS HOMEOWNERSHIP HIGHLIGHT

Homeownership is a major step towards financial independence, bringing a new financial status to the homeowner and engagement with the community, as the new homeowner can bring change, ideas and ways to improve the neighborhood.

*“Let me introduce myself my name is Katherine A. I am a single mother of two. I’ve been in the program since 2017 and renting is not fun. The landlords are really hard to find. So when I went to one of PhillySEEDS webinar sessions and heard you can buy a house. At first I was like, ‘yeah right,’ and then in July 2021 I decided to start the process.*

*First I was in contact with [PHA’s homeownership department]. (FYI, its staff is very resourceful). Throughout the process PHA staff will ask you to gather your basic information and go through all the steps needed, including working on having a good credit score, financial literacy, and savings. It’s a big decision to go through this process but it is so worth it because it’s yours. I am so beyond grateful for all of the staff that helped me make my dream come true and PhillySEEDS providing the matching grant! I am so blessed, this program is a great one and I never thought I would be able to buy a home, especially being a single mother. But there are still possibilities, trust me I’m living proof. For anyone thinking it is not possible, it really is, and the PHA homeownership office will guide you and it is a great process. I bought my home in October 2022 and I love and I thank every single person that made it possible from PHA and PhillySEEDS.”*





# VAUX COMMUNITY BUILDING AND THE WORKFORCE DEVELOPMENT CENTER

PHA's transformation of the Vaux building, now PHA's Vaux Community Building ("Vaux"), has been stunning, not only in terms of the physical space but also as a community resource. Vaux, located close to PHA's headquarters in Sharswood, is now staffed by PHA and partners, for a multitude of programs.

One of the first uses began in 2017, for the now well-established Big Picture High School, which PhillySEEDS supports with a per student subsidy, and which offers high quality, engaged, educational opportunities for local high school students.

Then, in 2019, PHA and partners established the Workforce Development Center at Vaux and it was designated by the U.S. Department of Housing and Urban Development as an EnVision Center.

Vaux is a comprehensive community resource, open to all residents, which reflects a commitment by PHA and its partners (some of which are noted hereafter) to providing meaningful and comprehensive training and economic opportunities.

- PowerCorpsPHL/EducationWorks
- Mighty Writers
- Philabundance (provides food on-site food distribution in partnership with Mighty Writers)
- Big Picture Philadelphia/ Vaux Big Picture High School
- Temple University College of Public Health
- CVS Workforce and Innovation Talent Center (WITC)
- RAB Resident Business Incubator
- PHA Workforce Development Center and Homeownership Programs
- PHA Section 3 Resource Center
- PHA Sharswood CNI People Pillar Team
- 100 Black Men
- North Philadelphia Urban Leadership for Sustainability and Entrepreneurship (NPULSE) Initiative
- Trades for a Difference





# PHILLYSEEDS WORKFORCE TRAINING FUND

As a more recent addition to the core programs of PhillySEEDS, we are supporting and developing funding for programs within the Workforce Center, which was established in 2019.

The Workforce Center is open to the community, as well as to PHA residents and program participants and provides a valuable community resource for education and employment, geared towards achieving tangible results. With staffing that includes workforce navigators and homeownership counselors, the role of the Workforce Center is to increase self-sufficiency by providing job placement and training opportunities, skill building workshops, entrepreneurship programs, first time homebuyer programs, and educational advancement.

Career training opportunities include: IT Training, Network Technician, Carpentry, HVAC, Phlebotomy Technician, Nursing Aide Training, Building Maintenance, Medical Billing, Residential and Commercial Electricity, Pharmacy Technician and many more.



Private and public partners have joined with PHA in providing college scholarships, career training, and a job bank that connects residents directly to employers with openings.

This is training and education with a purpose – and a path to success, whether in homeownership, entrepreneurship, or job training that is actually linked to a job.

**PhillySEEDS is looking forward to a successful fundraiser in our 10th year, so that we can provide more support to this workforce training funding program!**





# CVS - A MAJOR PARTNER IN WORKFORCE CENTER PROGRAMS: PROVIDING TRAINING AND JOB OPPORTUNITIES

**CVS** has truly stepped up to the plate in terms of supporting PHA residents and program participants with training for meaningful, well-paying pharmacy jobs – including Pharmacy Technician, Insurance, Phlebotomy Technician Training, and Customer Service.

During the course of 2022, there were 21 participants enrolled in the programs and 11 completed the training by the end of the year.

The training provides the required expertise to be employed and have valuable jobs, but the cost

for the training averages \$1,600 per participant, with the Phlebotomy Technician training costing \$1,950 per participant.

Therefore, PhillySEEDS truly appreciates the ongoing support and partnership of CVS for these training programs, which help ensure that our residents and program participants can enroll, be trained, and get good jobs, and achieve a new level of expertise and financial security!







# TEN YEARS OF ACHIEVEMENT IN PROVIDING UNIQUE AND MEANINGFUL OPPORTUNITIES TO PHA RESIDENTS AND PROGRAM PARTICIPANTS

## PHILLYSEEDS PROGRAM TOTALS, For its 3 Core Programs:

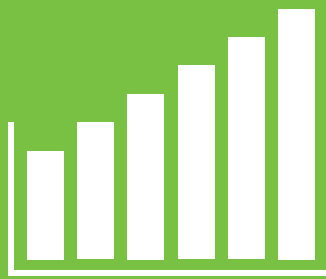
- 1) Scholarships,
- 2) HCV Security Deposit Matching Grants, and
- 3) First Time Homeownership Matching Grants for Closing Costs:

**2013 to 2023**

Grand total = **\$3,255,015.700,**

assisting **1,071 PHA Residents/Program Participants**





# FINANCIAL HIGHLIGHTS

## Statement of Net Position - December 31, 2021

	2021	2020
<b>Assets</b>		
Cash	\$ 868,420	\$424,310
Investments	950,593	900,017
Receivables	-	-
<b>Total Assets</b>	<b>\$1,819,013</b>	<b>1,324,327</b>
<b>Liabilities</b>		
Accrued liabilities	\$7,750	\$7,450
Grant advance	12,722	21,274
<b>Total Liabilities</b>	<b>20,472</b>	<b>28,724</b>
<b>Net Position</b>		
Unrestricted	59,154	204,935
Temporarily restricted	1,739,387	1,090,668
<b>Total Net Position</b>	<b>1,798,541</b>	<b>1,295,603</b>
<b>Total Liabilities and Net Position</b>	<b>\$1,819,013</b>	<b>1,324,327</b>

## Statement of Revenues, Expenses and Change in Net Position - December 31, 2021

	2021	2020
<b>Operating Revenue</b>		
Grants	\$60,000	-
Program income	175,000	223,000
Scholarship income	301,092	345,203
Inkind contributions	68,021	64,698
Donations	578,003	564,159
Investment Income	15,950	6,920
Unrealized gain on investment, net	37,356	11,268
<b>Total Operating Revenue</b>	<b>1,235,422</b>	<b>1,215,248</b>
<b>Expenses</b>		
Program Expenses	653,068	522,267
General Expenses	79,416	76,901
<b>Total Expenses</b>	<b>732,484</b>	<b>599,168</b>
<b>Change in net position</b>	<b>502,938</b>	<b>616,080</b>
<b>Net position, beginning of year</b>	1,295,603	679,523
<b>Net position, end of year</b>	<b>\$1,798,541</b>	<b>1,295,603</b>



# Thank You!

## FUNDERS, SPONSORS & CONTRIBUTORS

### MAJOR FUNDERS

**\$10,000**

Witt-Hoey Foundation

### SIGNIFICANT SPONSORS

**\$5,000 – \$9,999**

CVS

Edgemere Consulting

Hispanic Ventures, Inc.

Higgins & Welch Real Estate, Inc.  
& The Welch-Lucas Foundation

IUPAT District Council 21

Laborers' District Council of  
Philadelphia & Vicinity

Laborers' International Union of  
North America, Local 332

Pennrose

Perryman/Shoemaker

### GENEROUS CONTRIBUTORS

**\$1,000 - \$4,999**

The Michaels Organization

Frankel Enterprises

TN Ward

Enterprise

Ceisler Media

Kelvin Jeremiah

ELT Ventures

### DEDICATED DONORS

**\$250 - \$999**

Lynette Brown-Sow

Mayor Nutter

Rep. Jordan Harris

Iron Workers Local 401

IUEC Local 5

Nan McKay

Blosky & Associates

Duvernay & Brooks, LLP

Sage River Wellness

Dinesh Indala

Larry Redican

Kimberly Woods

**CELEBRATING**  
**10**  
**YEARS**



**Great Accomplishments in Our 10 Years  
of Planting Seeds – and More to Go!**