



***The Better Year Is Here!***  
**& YEAR TWO OF THE 2-YR  
SCHOLARSHIP ENDOWMENT CAMPAIGN**

**8 YEARS OF UNITING:**  
Community, Initiative, & Opportunity



**2021**  
*Annual Update*





# Perseverance, Adaptability, & Optimism!

## 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 Administrative Assistant II

## Message From PhillySEEDS Founder and PHA President & CEO



We are delighted to be in 2021 and, while we still are dealing with the reality of the ongoing pandemic and public health crisis, we are sure that this year will be better than the last.

Our world was an unimaginably different place in 2020, for all of us and certainly for the constituency served by the Philadelphia Housing Authority (PHA)

and PhillySEEDS, which includes many of the most vulnerable population in Philadelphia. The usual challenges to our opening avenues to opportunities were compounded by the health, social, emotional, and economic tolls taken by the pandemic.

But PhillySEEDS persevered in its three core programs (scholarships, homeownership and rental deposit assistance), as well as supporting the Vaux Big Picture High School, located in part of PHA's Vaux Community Building, and distributing free tablets and Internet connectivity as part of our partnership with T-Mobile – and even launched two new initiatives: 1) the PhillySEEDS Workforce Training Fund, a multi-faceted workforce initiative, focused on job attainment and retention, and 2) programs addressing the ravages of gun violence, which escalated to chilling heights in 2020. Both of these new programs address critical issues and focus on moving forward and improving lives.

The new workforce training, along with our ongoing scholarships,

are two PhillySEEDS programs that create sure and significant stepping stones to long-term success. Such measures are needed to avoid dependence on public housing (sometimes for generations) and to create realistic, proven opportunities to make lasting, positive life changes.

Meanwhile, the launch of our new Scholarship Endowment Fund, with a grand kick-off gala, was postponed, but we also saw the dedication of many donors, who supported our new initiative and sent in contributions. We look forward to achieving our endowment fund goal of one million dollars this year, and hope to celebrate that accomplishment in person, with our scholars, friends, and contributors in September, once safe for all of us to do so!

The PHA constituency that we serve, as well as our PhillySEEDS staff and our donors, have demonstrated resiliency and imagination, which got us through the seemingly never-ending challenges and gloom of 2020. We are grateful to be together in 2021, with better and brighter prospects, for all of us. We know that we succeed best when we work together and are immensely thankful for your continuing support.

Thank you.



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



# PhillySEEDS Workforce Training Fund



*PhillySEEDS focused on making meaningful workforce development opportunities available in 2020, for effective workforce training that results in sustained, well-paying employment*

PhillySEEDS created its fourth program (in addition to its three core programs: scholarships, homeownership and rental deposit assistance), the PhillySEEDS Workforce Training Fund, to provide funding for additional opportunities and assistance to PHA residents/program participants for meaningful job training.

The Workforce Training program began receiving applications in the spring of 2020, for its new program that includes employment-g geared job training as well as 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.

However, with the cost of specific workforce training and education classes at an all-time high, potential program participants have had to be turned away, which is why the PhillySEEDS fund was created.

The PhillySEEDS Workforce Training Fund allows both for greater program participation and for residents to select and enroll into a particular job training program, which might not otherwise be available through the program, and accomplish their job aspirations.

## Components of the Program

Eligible PHA residents are required to enter in PHA's Family Self-Sufficiency Program and to complete PHA's Workforce Orientation; PHA's Workforce Center Enrollment Process; and a one on one Assessment with a designated Workforce Navigator.

Once this is completed, 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.

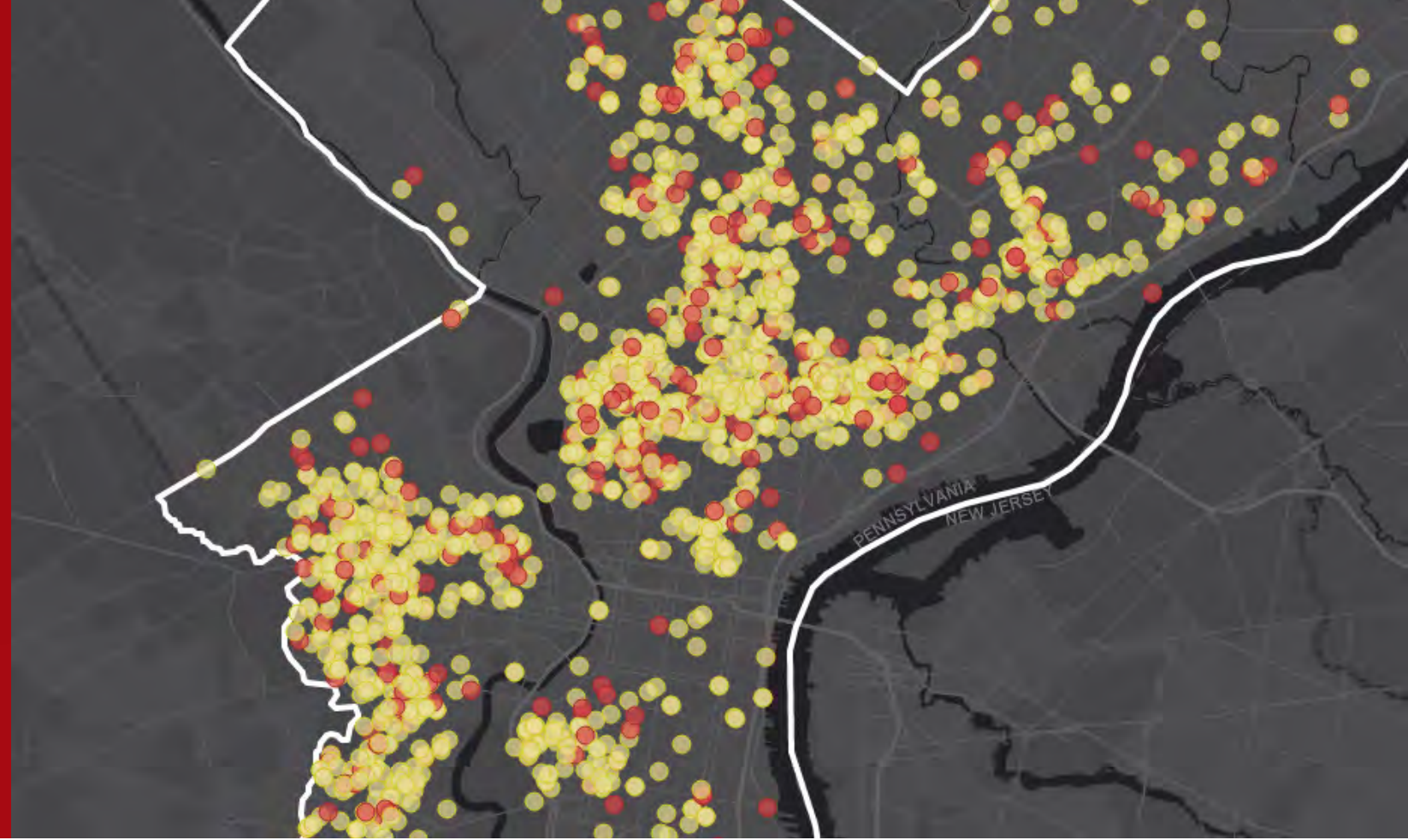
For the job training opportunities, PHA's Workforce Navigators review various job training programs, either as sponsored by PHA or through a registered and certified job training provider, and verify that there is an employer connection post training graduation. Usually, there is an employer connection for a job opportunity, but if not, the Workforce Navigator will verify that the job training and its certifications are in high demand with a livable wage.

Upon completion of 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. The proposed job opportunity will be full time, with benefits, at a starting hourly rate of \$16.00/hr.





# Gun Violence Programming



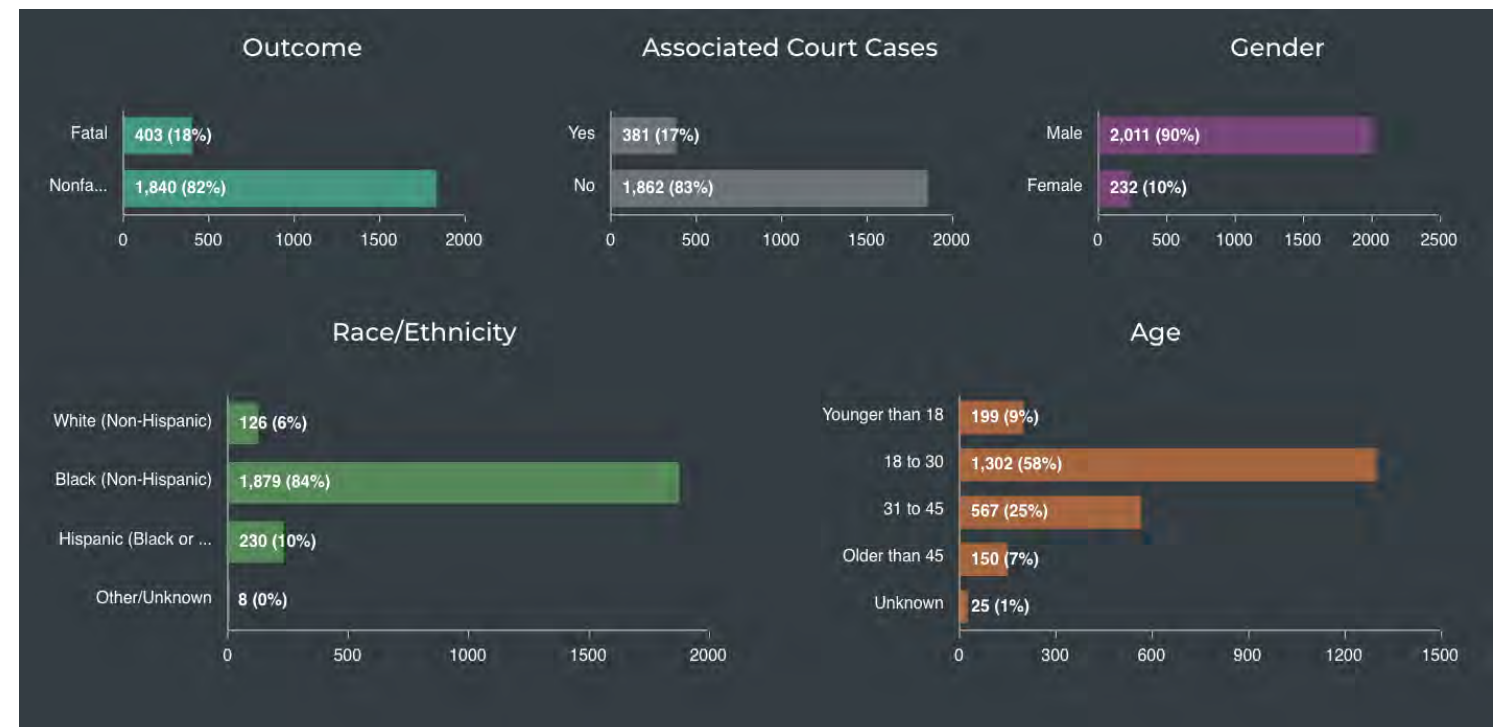
In another initiative that is critical to moving forward and improving lives, PhillySEEDS used grant donations to address the scourge of gun violence, with its mental and physical costs for many of our population and which wreaks lasting devastation. PHA's population bore the brunt of much of the recent surge in violence, almost 500 gun deaths in 2020 in Philadelphia, as it did for the ravages of the pandemic. The health crisis, as well as the turbulent and frightening political, social, and economic situations in the last year, escalated gun violence. PhillySEEDS developed new programs to help PHA's population deal with what has become a traumatizing, if not deadly, part of many everyday lives for PHA residents.

## Components of the Program

In conjunction with PHA's Resident Programs and Partnerships (RPP) Department, PhillySEEDS coordinated fall programming to support resident engagement around violence prevention, trauma, and healing, in partnership with North Central Division Victim Services (NCDVS).

Programming included gun violence awareness and prevention, trauma, and counseling services, and creating a community network among the residents of Raymond Rosen. Workshops, available to residents in person (small gatherings) and virtually, included presentations on domestic violence, unsolved murders, gunshot wound first aid, self defense, and calming space.

Also, RPP's Jobs Plus Staff and Community Coaches were available to assist residents with technical support to participate in virtual programming.



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2020 Statistics





## *PhillySEEDS Distribution Of T-Mobile Tablets Was Critical In 2020*

For years, PhillySEEDS has been partnering with one of its best sponsors, T-Mobile, to distribute tablets for free, with PhillySEEDS paying for Internet connectivity for two years.

This year, the coordination of that effort was especially critical, as many were relying on Internet connections in these remote, pandemic times, for essential health and education resources.

### **Assisting our most vulnerable communities for education on COVID prevention**

During the height of the COVID Pandemic in 2020, it was evident that Black and Brown communities were being affected by COVID at an alarming rate.

With various misconceptions of what COVID is and how it can or cannot be transmitted, it showed the importance of how to immediately educate these communities.

In collaboration with PHA's Resident Programs and Partnerships Department and Temple University, School of Public Health, PhillySEEDS was able to distribute T-Mobile tablets directly to PHA residents living in Senior housing and to advertise Temple University's weekly COVID Prevention Virtual workshops. These workshops helped PHA residents understand what COVID is, how to prevent it, dispel myths around it, and learn how to maintain healthy wellness during the pandemic.

## *Vaux Big Picture High School Students gained technology access during the shutdown*

With the School District of Philadelphia's COVID shutdown orders in place, many students at the Vaux Big Picture High School, located in part of PHA's Vaux Community Building, faced academic risk, as they had no Internet access at home for continuing their studies remotely.

Before the confinement, many of the students used local libraries and free WiFi hotspots for Internet access; but with the lockdown, these students were

unable to complete their virtual academics with Big Picture Philadelphia teachers.

PhillySEEDS heard about the need and immediately stepped in and responded by donating 200 T-Mobile tablets, with 10 months of free WiFi. Students received their new tablets so they were able to complete the 2019-2020 school year without any academic deficiencies that would have been due to lack of Internet access.



*This may  
be the year!*

# WHY DOES PHILLYSEEDS NEED A *Scholarship Endowment Fund?*

## *September 23, 2021*

Our rescheduled “kickoff” gala will now be the “celebration” gala, as we wrap up our 2-year challenge to establish a one million dollar PhillySEEDS Endowment Fund Scholarship and plan to gather, in person, with our scholars, donors, and friends, on September 23, 2021. Please consider making a \$5,000 or more contribution to the Endowment Scholarship Fund to be recognized as a Founding Donor for this critical and long-lasting initiative.

### **Tickets:**

\$125 per person  
\$100 to sponsor attendance for  
a Scholarship Awardee or Resident Leader

### **Location:**

The Cescaphe Ballroom  
923 N. 2d St.  
Philadelphia, PA 19123  
(valet parking is included)

### **Time:**

6 p.m. – 10 p.m.

### **Featuring:**

An extravagant multi-course dinner following passed hors d’oeuvres, wine and beer, mingling with PhillySEEDS Scholars, dignitaries, luminaries, and more!


### **Sponsorship Information:**

Available on the PhillySEEDS.org website, with sponsorship levels at \$25,000, \$10,000, \$7,500, \$5,000 and \$3,000

Every year, scholarships are awarded based on merit and achievement, but also based on limited funds.

PhillySEEDS and PHA recognize that a sustained funding basis, such as a Scholarship Endowment Fund, is essential to be able to ensure that the potential of PHA’s residents is not limited by unpredictable funding. We want our achievers to be able to keep achieving, so that their striving for improvement and excellence is not blocked by erratic funding.

We believe in the potential and ability of our PhillySEEDS scholars and their dreams have helped us create one for us: to establish a million dollar PhillySEEDS Scholarship Endowment Fund in two years.



Donations to the Scholarship Fund can be made online at [PhillySEEDS.org](https://PhillySEEDS.org), by mailing to PhillySEEDS at the address on the back of this Report, or by contacting the Business Manager Marco Ferreira, at [info@PhillySEEDS.org](mailto:info@PhillySEEDS.org)





# The Year of Virtual Scholarship Awards!

In 2020, PhillySEEDS awarded scholarships to 77 recipients, for a total of \$291,000 – with a virtual awards ceremony in July as part of the PHA Board meeting.

This was an increase from previous years, as we continue to work to provide more scholarship opportunities for our PhillySEEDS Scholar applicants and have been increasing those opportunities a little, year after year.

\$291,000 in Scholarships awarded to 77 PHA Residents

45 residents received \$5,000 scholarships

17 residents received \$3,000 scholarships

15 residents received \$1,000 scholarships

Once we have the Scholarship Endowment Fund in place, which we hope to do at one million dollars by the end of 2021, we should have a secure foundation for maintaining and increasing scholarship opportunities for our deserving applicants.

## 2020

\$291,000 in Scholarships awarded to 77 PHA Residents  
 45 residents received \$5,000 scholarships  
 17 residents received \$3,000 scholarships  
 15 residents received \$1,000 scholarships

## 2018

\$267,000 in Scholarships awarded to 69 PHA Residents  
 41 residents received \$5,000 scholarships  
 17 residents received \$3,000 scholarships  
 11 residents received \$1,000 scholarships

## 2016

\$256,000 in Scholarships awarded to 62 PHA Residents  
 41 residents received \$5,000 scholarships  
 15 residents received \$3,000 scholarships  
 6 residents received \$1,000 scholarships

## 2014

\$199,000 in Scholarships awarded to 53 PHA Residents  
 28 residents received \$5,000 scholarships  
 17 residents received \$3,000 scholarships  
 8 residents received \$1,000 scholarships

## 2019

\$258,000 in Scholarships awarded to 70 PHA Residents  
 35 residents received \$5,000 scholarships  
 24 residents received \$3,000 scholarships  
 11 residents received \$1,000 scholarships

## 2017

\$258,000 in Scholarships awarded to 66 PHA Residents  
 40 residents received \$5,000 scholarships  
 16 residents received \$3,000 scholarships  
 10 residents received \$1,000 scholarships

## 2015

\$219,000 in Scholarships awarded to 55 PHA Residents  
 34 residents received \$5,000 scholarships  
 14 residents received \$3,000 scholarships  
 7 residents received \$1,000 scholarships



# Homeownership & Rental Deposit Assistance

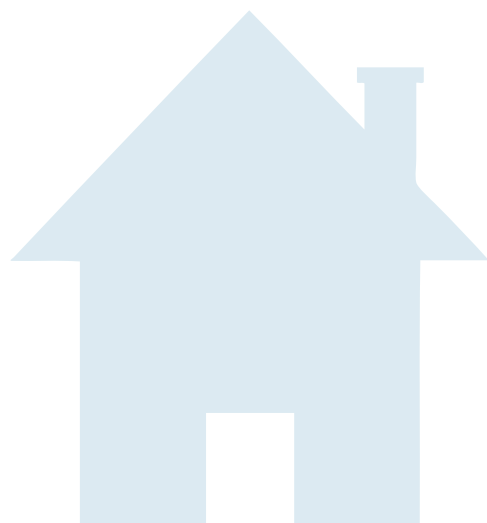
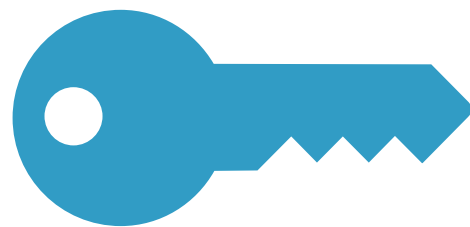


**Homeownership Assistance** - Despite insecurity looming on so many levels in the past year, for a multitude of reasons, many relating to the pandemic, PhillySEEDS was able to assist thirty-three first-time home owners, who were formerly PHA residents, become established as owners in their own homes.

The PhillySEEDS Homeownership Closing Cost Assistance program helps PHA residents purchase their first home. The program offers a dollar-to-dollar match of residents' savings to be applied toward the closing costs for the home. The maximum match amount is \$2,000.

**Security Deposit Assistance** - The PhillySEEDS Affordable Rental Security Deposit Assistance Program also provided a matching amount to twenty-four PHA residents in 2020, with this being for those who wish to move into housing via private landlords, with a PHA subsidy (via the Housing Choice Voucher program), but who then have to face a standard security deposit that equals two months of rent. This can be a very substantial sum that is daunting for most PHA program renters, who have very low to low incomes. This is especially true when the rentals may be in more desirable neighborhoods with higher rents.

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.





# Support And Significance to the Community



On April 19, 2019, PHA opened the Vaux Community Building, designated by the U.S. Department of Housing and Urban Development (HUD) as an EnVision Center. The purpose of the Vaux Community Building is to provide job training and placement opportunities, educational advancement, health and wellness resources, and to promote homeownership programs and supportive services through public, private, and non-profit partnerships. To date, approximately 3,600 residents, both PHA and non-PHA residents, have inquired about and received services from the PHA's Vaux Community Building.

PhillySEEDS, Inc. provides educational advancement opportunities to PHA residents

through the Vaux Community Building. One of its partners, Big Picture Philadelphia, is an active partner within Vaux Community Building where the partnership has flourished throughout the years. In 2020, PhillySEEDS was able to donate over 200 T-Mobile tablets to the school's high school students at Vaux, to use for their virtual education during the time of closures due to COVID-19. Also, PhillySEEDS was able to educate its current junior class about the organization's yearly Scholarship opportunity, how to enroll, and best practices to be successfully awarded. Those juniors will be seniors in the school year of 2020-2021 when they can apply for the PhillySEEDS 2021 Scholarship round.

Temple University's Health Clinic, located in the EnVision Center, is another partner of PhillySEEDS, where our donations of T-Mobile tablets to PHA seniors provided a great health and wellness benefit. During the height of the COVID-19 pandemic, there was a lot of misinformation on COVID-19 spreading within Black and Brown communities where PHA residents lived. With our donation of tablets, Temple University nurses were able to educate, virtually, about what COVID-19 really is, how to prevent the spread of the virus, best ways to protect one's self and continue to have a weekly check in with Temple University nurses.

The programming at the Vaux Community Building will continue to be developed in the areas of Educational Advancement, Health and Wellness, Economic Opportunities, and Character and Leadership. PhillySEEDS will continue to proactively promote and support participation in these opportunities, to its current and future public, private, and non-profit partners, so that the functioning of the EnVision Center in the Vaux Community Building can be maximized for the benefit of the entire community.



# Funders, Sponsors & In-Kind Partners

## Financial Highlights

### Statement of Net Position - December 31, 2019

	2019	2018
<b>Assets</b>		
Cash	\$726,343	\$408,224
Receivables	86,466	175,000
<b>Total Assets</b>	<b>\$812,809</b>	<b>\$583,224</b>
<b>Liabilities</b>		
Accrued liabilities	\$83,286	\$62,341
Grant advance	50,000	-
<b>Total Liabilities</b>	<b>83,286</b>	<b>62,341</b>
<b>Net Position</b>		
Unrestricted	228,246	221,297
Temporarily restricted	451,277	299,586
<b>Total Net Position</b>	<b>679,523</b>	<b>520,883</b>
<b>Total Liabilities and Net Position</b>	<b>\$762,809</b>	<b>\$583,224</b>

### Statement of Revenues, Expenses and Change in Net Position - December 31, 2019

	2019	2018
<b>Operating Revenue</b>		
Grants	\$40,000	-
Program income	75,000	175,000
Scholarship income	457,414	381,400
Inkind contributions	62,697	23,490
Donations	14,775	32,843
<b>Total Operating Revenue</b>	<b>749,886</b>	<b>612,733</b>
<b>Expenses</b>		
Program Expenses	506,479	448,208
General Expenses	84,767	57,049
<b>Total Expenses</b>	<b>591,246</b>	<b>505,257</b>
Change in net position	158,640	107,476
Net position, beginning of year	520,883	413,407
<b>Net position, end of year</b>	<b>\$679,523</b>	<b>\$520,883</b>

### SCHOLARSHIP ENDOWMENT FUND FOUNDING SPONSORS

Edgemere Consulting Corporation  
 Hispanic Ventures, Inc.  
 IBEW Local Union 98  
 IUPAT DC21 Ralph Williams Scholarship Fund  
 Laborers District Council of Phila. & Vicinity LIUNA  
 TN Ward Company  
 Witt-Hoey Foundation

### SCHOLARSHIP ENDOWMENT FUND DONORS

A.P. Construction, Inc.  
 IUEC Local 5 General Fund  
 JES Enterprises Inc  
 Kolber & Randazzo P.C.  
 Synterra Partners LP

### FUNDERS

Enterprise Holdings  
 Fox & Roach/Trident Charities  
 JLK Law PLLC  
 Network for Good (Facebook)  
 The First Presbyterian Church in Philadelphia

### IN-KIND

Temple University-College of Public Health  
 T-Mobile





215.684.4327  
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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.