

2020-2021

**A N N U A L
R E P O R T**



**PROJECT
HOPE
ALLIANCE**

NOTE FROM A FRIEND & BOARD CHAIR



James Lane Allen said, “Adversity does not build character; it reveals it.” I’ve read these words often from a sticky note on my computer while leading through this pandemic with all of its uncertainty and great need it presented in the lives of our kids experiencing homelessness. Those words remind me that in these moments of hardship, our true character is magnified and our “why” revealed in its purest form. This season made beautifully apparent the character of every member of the Project Hope Alliance team. We are in this work for the kids leading with integrity, transparency, and a zealous love and commitment to ending the cycle of homelessness, one child at a time.

Throughout this Annual Report, you’ll see how we were able to show up in real-time for our children and youth with the support of our community. We showed up with what they needed to access their education, bring hope and joy into their lives during dark times, and partner with our schools, businesses, and nonprofit colleagues to activate and share resources serving more children, youth, and families than ever before. In fact, in just this past year, we’ve gone from serving 481 children and youth to reaching 2,648 students experiencing homelessness, an increase of 451%. We also tripled our placed-based work and expanded into new school districts.

Despite the unprecedented challenges this year, over 80% of our youth graduated high school (almost 20% above the state average for students experiencing homelessness), with 76% enrolling in college or trade school post-graduation, making them nearly 400% less likely to be homeless as adults.

We have decided, together, to activate like never before for the kids. Because of you, our resources are building, our waitlists are shrinking, and our kids are thriving. Your character, our community’s character, has been revealed, and it is one of hope, generosity, and action.

Jennifer Friend *CEO*

Project Hope Alliance

“It is such an honor to watch the PHA team be such a fierce network of support for kids experiencing homelessness in our community. In a time when uncertainty has ruled, this team has never wavered from their mission. Over the following pages of this report, you will see just how deep their commitment is to ending the cycle of homelessness.”



Lynn Heman *Board Chair*

Vice President, Consumer Intelligence & Strategy, The Hershey Company

TABLE OF CONTENTS

MILESTONES IN 2020/2021.....	3
OUR WORK	5
PROGRAM REACH	6
HOPE INDEX	7
STUDY SPACE TURNED COMMUNITY SPACE.....	8
ELEMENTARY SCHOOL	9
SANTA ANA PARTNERSHIP	10
UCI CREDENTIAL TEACHERS	10
MIDDLE SCHOOL & HIGH SCHOOL.....	11
OLDER YOUTH	12
PARTNERS IN GOOD FOR THE HOLIDAYS	13
SEASHORE ROAD TO HOPE #KIDSHelpingKids.....	14
CORPORATE AND FOUNDATION DONORS.....	15
INDIVIDUAL DONORS.....	17
OFF THE WALL	19
LEADERSHIP	20
BOXES OF HOPE	21
FINANCIALS.....	22

MILESTONES IN 2020/2021

This last year was not short of curveballs. At Project Hope Alliance, we leveraged these opportunities to activate new partnerships that helped our work expand to new school districts. Read through our timeline for a glimpse into our year. Don't forget to pull out your phone and scan our QR codes to read publications on our mission and our work.

2020



Volunteers from St. Andrews, Mariners Church, and The Ecology Center continued their support of PHA during our Motel Outreach across Orange County.

PHA distributed over 300 backpacks to students across Orange County. A backpack for our students is not just another school supply, it holds some of their most sacred possessions as they move from place to place.



JULY

PHA teamed up with UCI Credential Teachers to provide additional academic support for our students as they navigated distance learning.

Read more on page 10 ►

AUGUST



SEPTEMBER



PHA opened up a study space for our students needing support in distance learning.

OCTOBER

The City of Santa Ana looked to partner with PHA to serve youth experiencing homelessness in their city.

Get the scoop on page 10 ►

FEBRUARY



Homeless Students Lack Basic Needs, Support During COVID-19 Pandemic. Check out our feature in Teen Vogue.

APRIL

OC Register Article- PHA on Heninger campus in Santa Ana.



2021

PHA distributed Thanksgiving food bags to hundreds of families.



NOVEMBER

PHA teams up with Goodwill, Bracken's Kitchen, and Second Harvest Food Bank to ensure Santa Ana students experiencing homelessness would have access to food during the holiday season.

Get inspired on page 13 ►



Brothers Nick and Chad from CASA Real Estate made a \$50,000 donation during our Hope for the Holidays campaign.

DECEMBER

PHA Boxes of Hope connected volunteers with our students.

Learn more on page 21 ►



MARCH

Seashore Academy raised over \$25,000 in peer-to-peer fundraising.

Here is how on page 14 ►



MAY

OUR WORK

Project Hope Alliance deploys a long-term model of care for kids and youth experiencing homelessness. We have full-time case managers who work on public school campuses alongside kids and youth to eliminate barriers brought on by homelessness that could impede their ability to learn and succeed in school. Our team builds trusting relationships with students and offers individualized support in the form of transportation, technology, basic needs, and social-emotional mentorship from kindergarten to age 24.

We provide hope so that kids can visualize and realize a future without homelessness.



ELEMENTARY

(KINDERGARTEN–6TH GRADE)



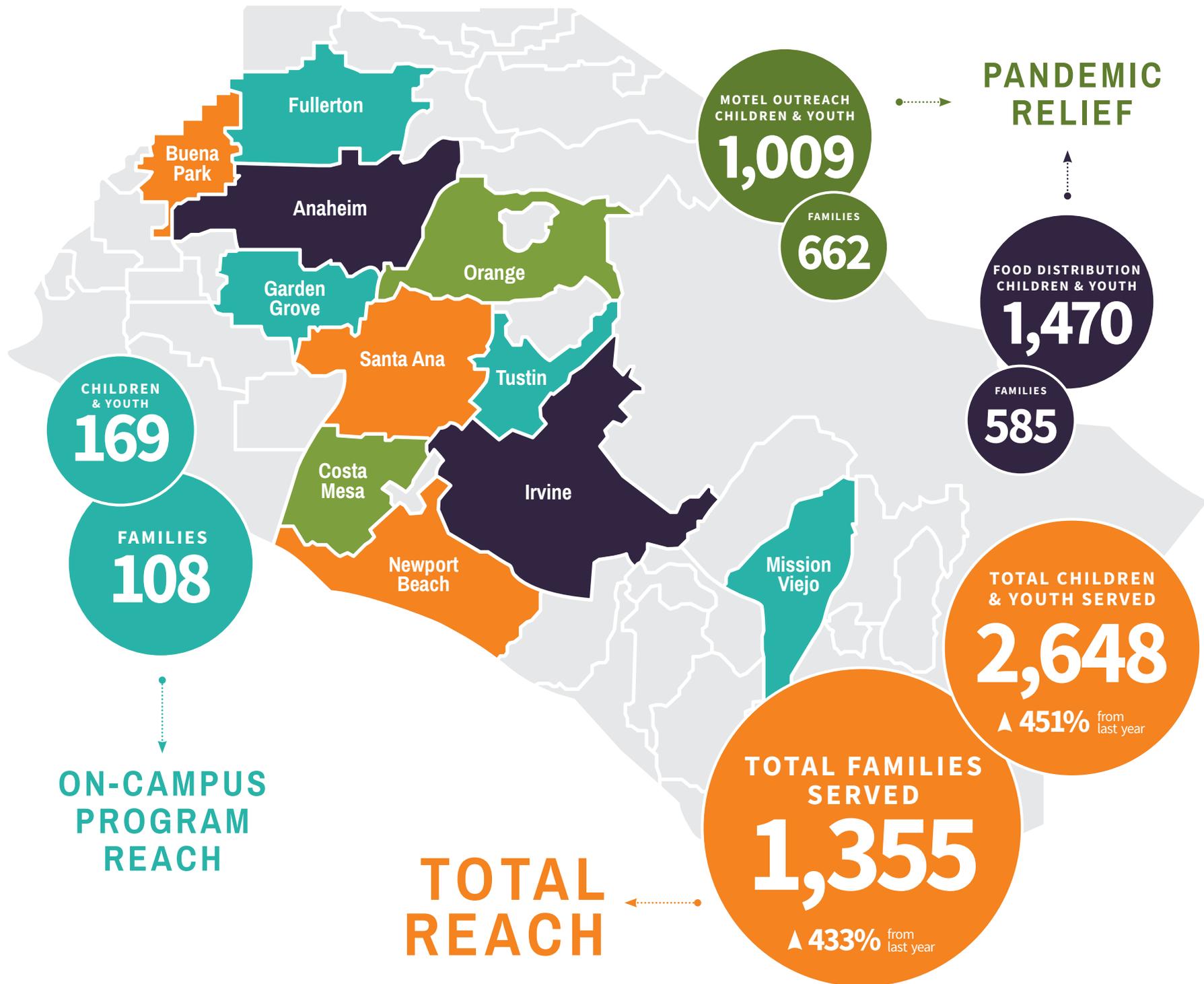
MIDDLE/HIGH SCHOOL

(7TH–12TH GRADE)



OLDER YOUTH

(AGE 18–24)



HOPE INDEX

Project Hope Alliance designed the Hope Index (HI) so that case managers could assess and reflect upon how our kids and youth are doing. It uses research-based measures to successfully transition a child into adulthood. This tool centers the team on the most crucial factors that contribute to progress, while giving them the flexibility to individualize their approach based on the needs and readiness of each student. Most importantly, it provides confidence that our students are on the right track to adulthood without homelessness.

Be on the lookout for the HI icons to see how our work ties back to the Hope Index.



SOCIAL & EMOTIONAL WELLNESS



EDUCATION



PARENTAL FAMILY SUPPORT



HOUSING



FINANCIAL STABILITY



BASIC NEEDS



HEALTH & SAFETY



STABLE TRUSTED ADULT



LIFE EXPERIENCES & PASSIONS



FUTURE VISION & DIRECTION

STUDY SPACE TURNED COMMUNITY SPACE FOR KIDS

Last year, we opened the doors to our Distance Learning and Resource Center in order for our students to have a safe and quiet place to complete their school work. When schools reopened in May, Canopy Church volunteers transformed the center into a beautiful community space for our students, volunteers, donors and team members. The space is flexible, fun, and a huge asset in supporting our kids' learning and connections with their case managers and community.



ELEMENTARY SCHOOL

(K – 6TH GRADE)

DEVELOPMENTAL ASSETS PROFILE (DAP)

The DAP assesses young people’s strengths, supports, and other noncognitive factors critical for success in life. In 2020-2021, the highest needs of our students in K-6th grade were:

Sense of Community

Young people need to be surrounded by people who love, care for, appreciate, and accept them.

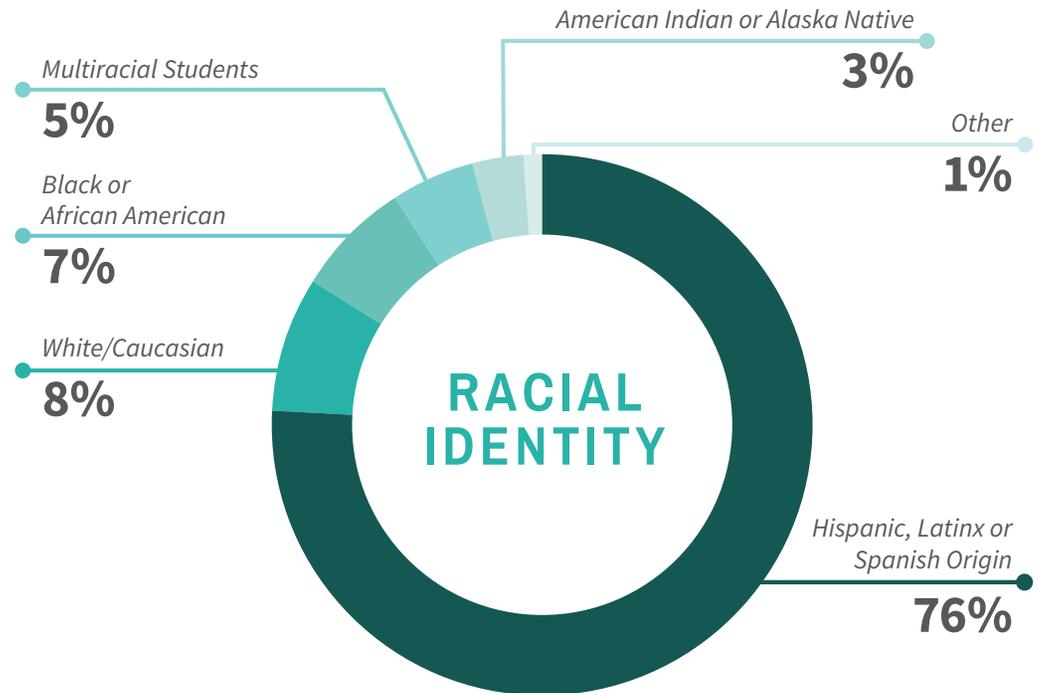
Constructive Use Of Time

Young people need opportunities—outside of school—to learn and develop new skills and interests with other youth and adults.

Despite a global pandemic keeping our students from attending schools, our case managers got creative in the ways they could keep in contact with our students. And the effort did not go unnoticed by our kids:

100% of students feel they have support from adults other than their parent(s)

70% feel good about themselves



SANTA ANA PARTNERSHIP

One out of every nine kids in Santa Ana has insecure housing, and over 5,000 are identified by the school district as homeless. As a result of funding from the City of Santa Ana, and in partnership with the Santa Ana Unified School District, PHA now has a permanent office at Henninger Elementary, ensuring that students have direct access to one of our 24/7 Case Managers. “Eradicating the cycle of poverty involves addressing the underlying issues of homelessness. We are hopeful that through this partnership with Project Hope Alliance, we can expand our efforts to provide a multi-tiered system of support for our students,” says SAUSD Superintendent Jerry Almendarez.

A former SAUSD student herself, this work is special for Liz. Learn more about her own journey here.



UCI CREDENTIAL TEACHERS

Many of our students were struggling academically due to school closures and needed some additional one on one tutoring. Thanks to the expertise and guidance of PHA supporter, Professor Kristine Houston at UC Irvine, we were able to secure tutors for our kids. Students in the UCI teacher credentialing program met with our students weekly via zoom and helped them with their specific academic needs. Many of our kids were able to improve their grades, and also gain the confidence to persist during a challenging school year of both remote and in-person learning.



MIDDLE SCHOOL & HIGH SCHOOL (7TH – 12TH GRADE)

DEVELOPMENTAL ASSETS PROFILE (DAP)

The DAP assesses young people's strengths, supports, and other noncognitive factors critical for success in life. In 2020-2021, the highest needs of our students in 7th to 12th grade were:

Constructive Use Of Time

Young people need opportunities—outside of school—to learn and develop new skills and interests with other youth and adults.

Positive Identity

Young people need to believe in their own self-worth and to feel that they have control over the things that happen to them.

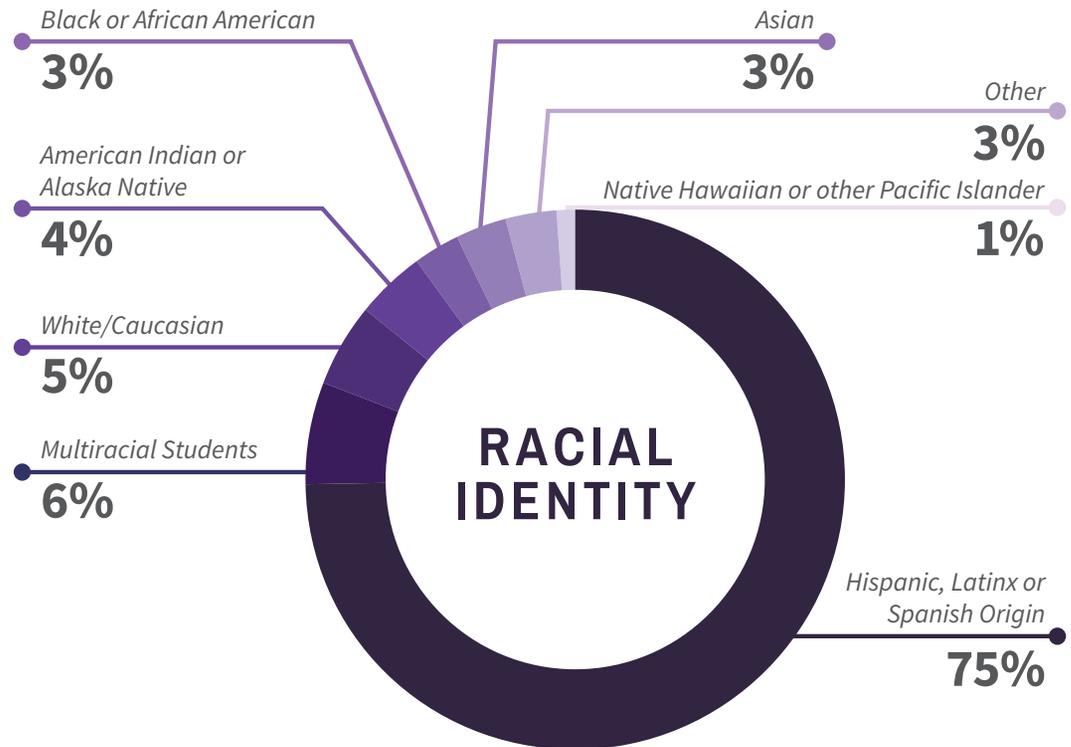


80%

PHA Student Graduation Rate

compared to

69.7% CA Youth Experiencing Homelessness Graduation Rate



OLDER YOUTH

(AGES 18 – 24)

COVID IMPACT

Just as the rest of our nation experienced, our students also encountered the same challenges in finding or maintaining a job during the pandemic and many put a hold on post-secondary education to work and help support their families.



2020 **35%** | 2021 **45%**

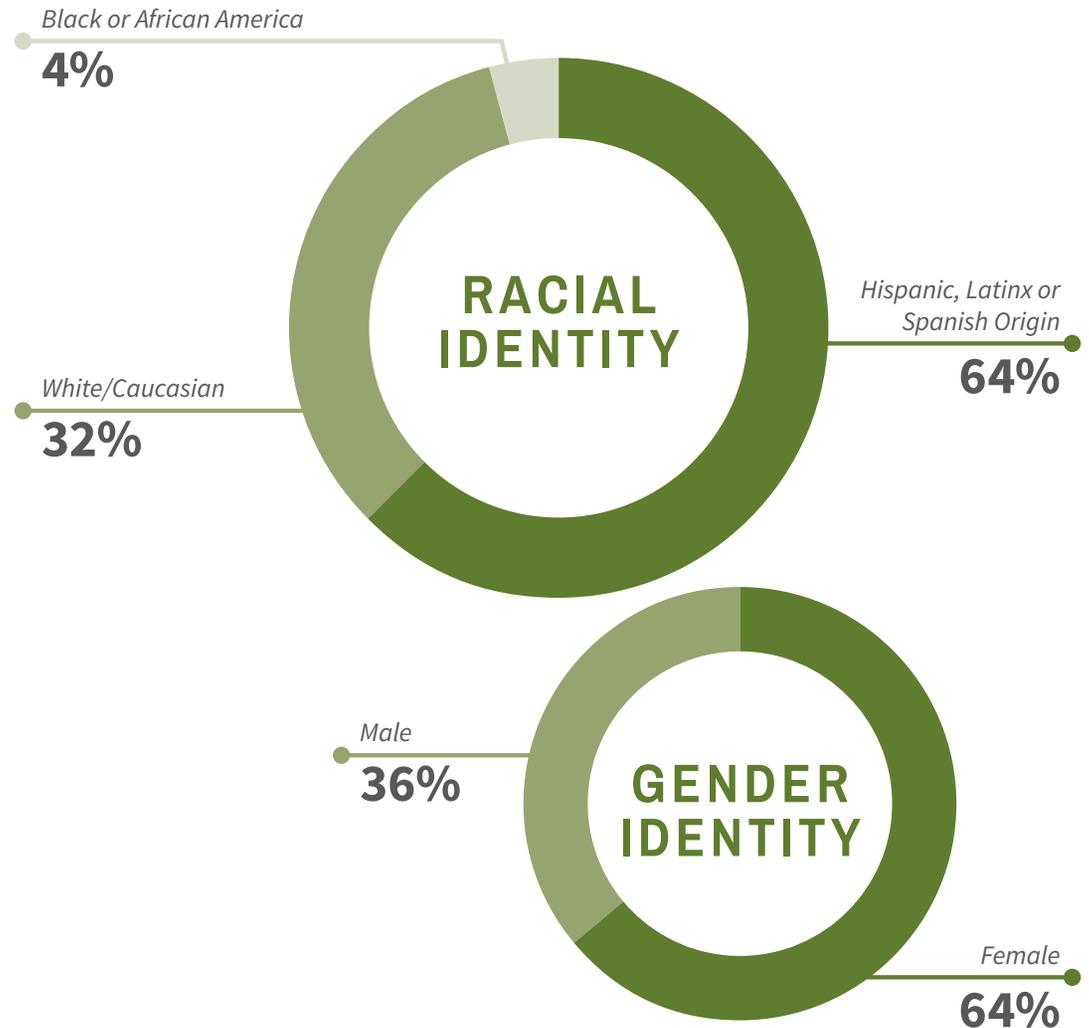
of our students are enrolled in higher education (university, community college, trade school)



2020 **48%** | 2021 **95%**

of our students are working full-time, part time or in an internship

OUR STUDENTS ARE ATTENDING:
**ORANGE COAST COLLEGE, CAL STATE FULLERTON,
 SANTA ANA COLLEGE, AND SADDLEBACK COLLEGE.**



PARTNERS IN GOOD FOR THE HOLIDAYS

When we learned that kids experiencing homelessness in Santa Ana would not have access to federally funded meals during the holiday break, we rallied our friends and fellow community organizations to solve for this. Within 24 hours, the Goodwill of Orange County had a distribution team and location. Second Harvest Food Bank stepped in shortly after with food. Bracken's Kitchen joined in to provide warm holiday meals. Combine this with PHA's supply of holiday gifts, and we were able to produce two drive-thru events that provided over 600 cars with nutritious food, gifts, and hope. We are beyond grateful for our community partners who did not hesitate to make this happen #forthekids.





SEASHORE ROAD TO HOPE #KIDSHelpingKIDS

PHA Youth Ambassador, Sydnie Beidleman, has been a champion and advocate for PHA for the last 4 years. In May, she led her biggest project for PHA yet, a school wide fundraiser for our Road to Hope campaign. She formed the Seashore Academy Community Service Club, made up of 17 elementary and middle school students. Each student launched their own digital fundraiser and collectively raised over \$25,000!



CORPORATE AND FOUNDATION SUPPORT

\$100,000 – \$499,999



DAVID R. CLARE & MARGARET C.
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\$50,000 – \$99,999



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HOAG FOUNDATION



\$25,000 – \$49,999



CALIFORNIA SMALL BUSINESS
COVID-19 RELIEF GRANT PROGRAM



THE JAMES &
GLENYS SLAVIK
FAMILY FOUNDATION

CORPORATE AND FOUNDATION SUPPORT

\$10,000 – \$24,999



Bank of America
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OFF THE WALL SUPPORT!

When schools reopened for in-person learning, Vans stepped up to ensure our kids had new shoes for school. They donated over 500 pairs of shoes in a variety of sizes and styles, so that all of our students felt confident returning to school.

VANS
"OFF THE WALL"

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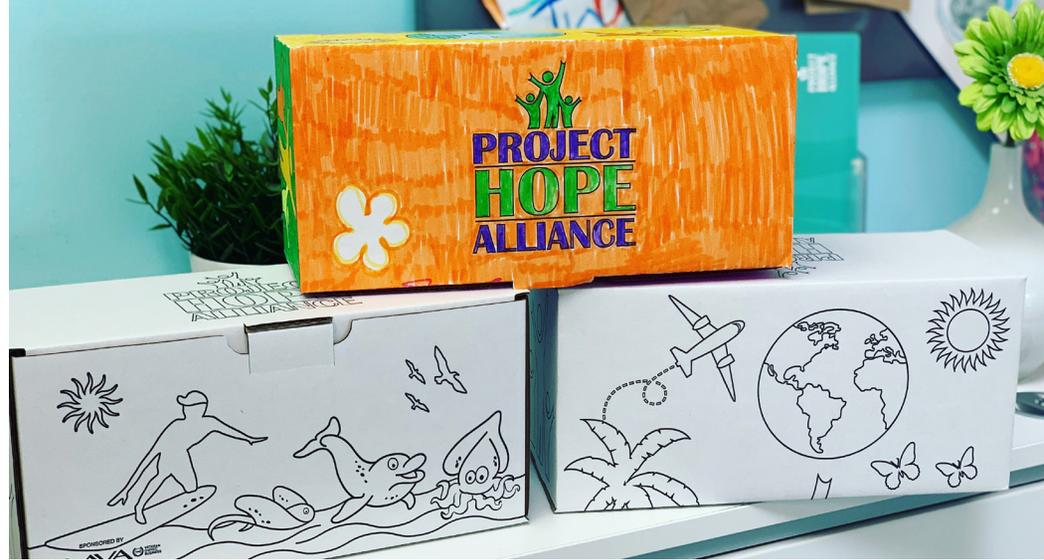
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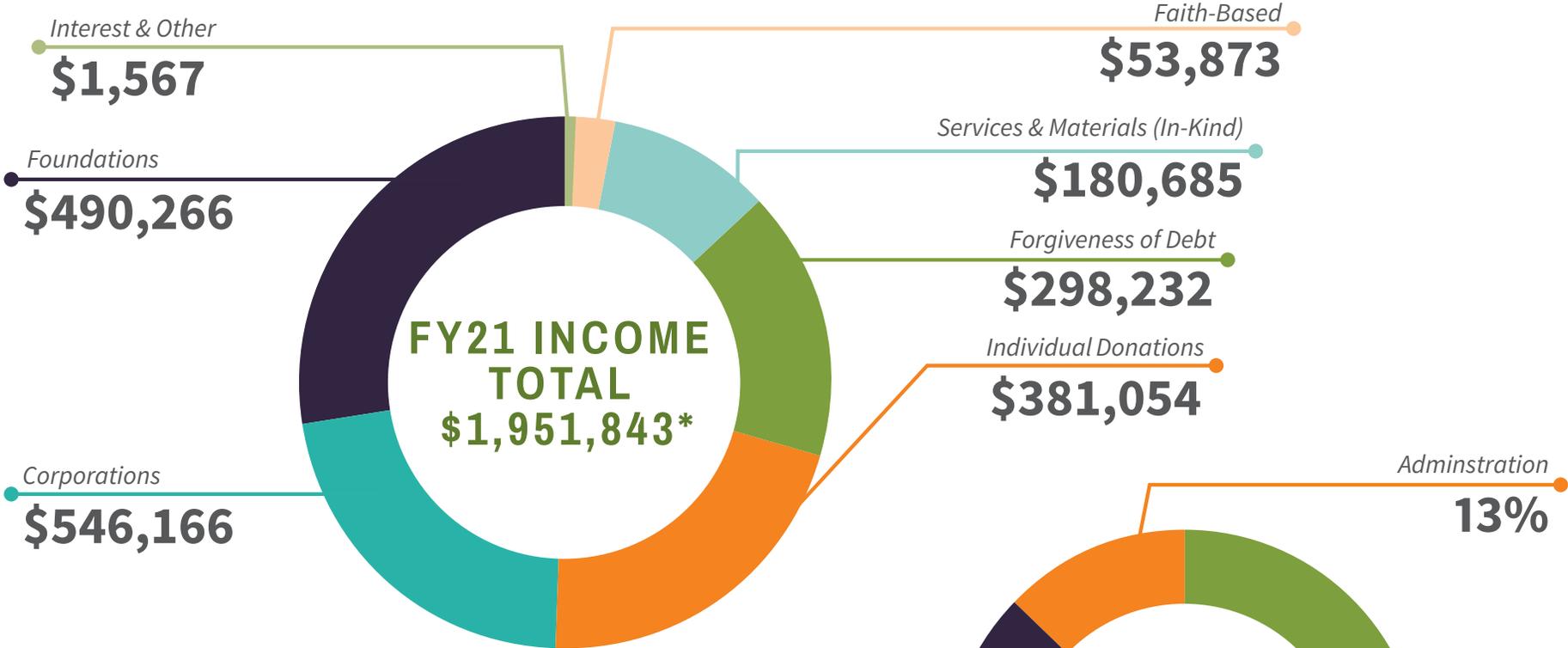


BOXES OF HOPE

In partnership with The Buddy Group and Lava Partners, we launched Boxes of Hope, a fun and unique way for our community to volunteer from home. Our at-home volunteers can fill these boxes with seasonal essential and amusing items that have brought so much joy to our kids over the last year.

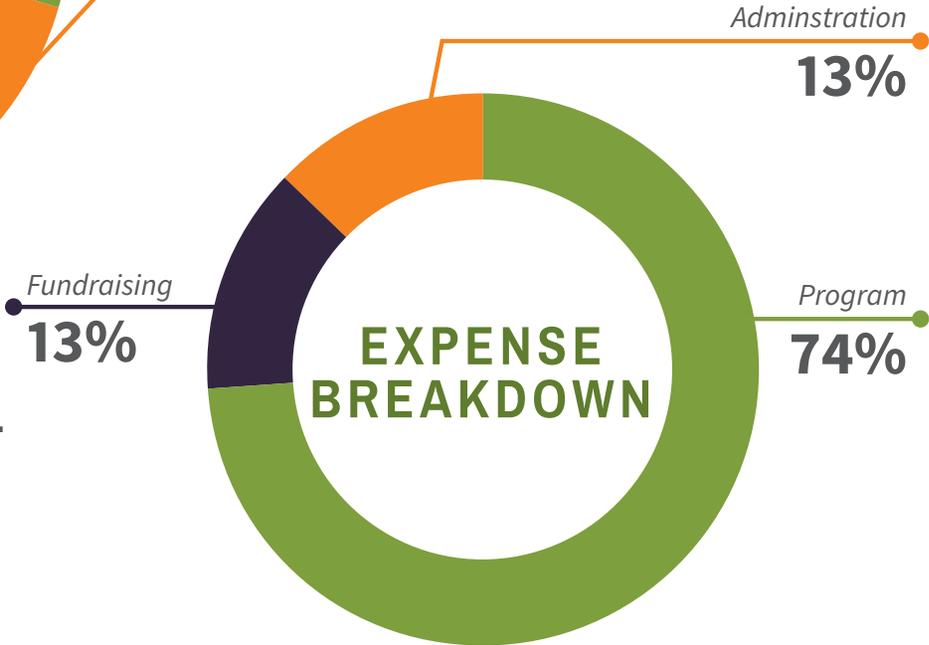


FINANCIALS



FY21 EXPENSE TOTAL

\$2,230,736*



*The FY21 difference between income and expenses reflects 1) the inability to include 2021's Payroll Protection Loan sums in the current fiscal year (to be reflected in FY22 Financials) and 2) the delayed distribution of an FY21 estate gift.



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projecthopealliance.org

ENDING THE CYCLE
OF HOMELESSNESS,
**ONE CHILD AT
A TIME.**