Everything we do at Project Hope Alliance is for the kids. As you can see from our Model of Care (page 4), our kids are at the center of our circle.

The tremendous impact set out in this report demonstrates that together we truly are “ending the cycle of homelessness, one child at a time.” And, I would offer, the best has yet to come for our kids, our organization and our community as we set out this next year to scale. Of course, we need you on our team to make this possible and thank you for all you’ve already made possible in the lives of the thousands of children that we have journeyed through homelessness to hope thus far.

Our news cycle is wrought with conversation about homelessness, and each of us see it as we drive through our communities and walk on our streets each day. What’s not often seen are the over 28,000 children in Orange County’s public school system experiencing homelessness or the over 1.3 million children and youth nationwide that are hidden in plain sight. You see them though. We at Project Hope Alliance see them. **Together we are making the invisible visible, and disrupting the generational cycle of homelessness by housing, educating, advocating and journeying through life with our kids.**

We believe that we must start with our children experiencing homelessness today to ensure that their futures do not include homelessness. We must be upstream, proactive not reactive, pour into our kids ensuring that they have an educational foundation that provides them the springboard into financial stability that breaks the chains of generational poverty. The data supports this approach. Did you know that a youth without a high school diploma is 346% more likely to be a homeless adult? The great news is that 100% of our high school seniors engaged in our Promotor Pathway Program are graduating high school and going into employment and post secondary education and training that will end the cycle of homelessness with them (page 16).

Having experienced homelessness myself as a kid and teen and been evicted from countless homes I’ve often said “you can’t be evicted from your education.” That statement is equally true and powerful. To make real, sustainable change our kids need a real shot at not only getting to school but participating and excelling inside and outside of the classroom. That’s what we provide and the pages of this annual report show that it’s not only working, but working well, and our kids are going from surviving to thriving.

For the kids,
Jennifer Friend, CEO
The mission of Project Hope Alliance (PHA) is to end the cycle of homelessness, one child at a time; our motto is “children first.” Lack of housing negatively affects a child’s performance in school, their health, their self-confidence, and their emotional and behavioral health and well-being – leading today’s homeless children to become tomorrow’s homeless adults. Our interventions break this progression by addressing the root causes of the inequity. We provide children and youth intensive support throughout their education that meets their individual, academic and psychosocial needs and rapidly re-house their families into safe, stable and permanent homes. Our programs create permanent change.

Our programming development and implementation is based upon the premise that the futures of homeless children should not be limited by their parents’ economic circumstances. Our work eliminates the barriers—including homelessness itself—to academic success and cognitive development created by the circumstances of childhood homelessness, and strengthens families.

We have three main programs to achieve those goals— our Family Stability Program, Bright Start Program, and our Promotor Pathway Program. Since 2013, we have been preparing the next generation to avoid homelessness by helping them succeed academically, thereby building a solid foundation for future self-sufficiency.
OUR MODEL OF CARE

OUR STRATEGIC INTENT
To be the Solution in the communities we serve and a Model for the nation

OUR MISSION
Ending the Cycle of Homelessness, One Child at a Time

OUR CHILDREN
HOPE - BECAUSE ALL THINGS ARE POSSIBLE

OUR THEORY OF CHANGE
Accessibility
Individualized Support
Positive Relationships
Focus on Holistic Needs of Child
Long-Term Commitment (0-24)

OUR PARTNERS
Schools & Universities
Philanthropy
The Community
Government Entities & Non-Profits
Faith-Based Organizations
Landlords
Corporations
The Arts & Media
Change Agents/Systems Reformers

OUR FOCUS
Social & Emotional Support
Education
Life Experience & Passions
Stable Trusted Adult
Parental Support
Housing & Financial Stability
Basic Necessities

TM
Our Theory of Change framework communicates how PHA assists children and families who are experiencing homelessness. Over the past few years, we have worked to develop, pilot, and refine our core programs—Family Stability, Bright Start, and Promotor Pathway—to best align with our framework and our overall mission. We work collaboratively within our programs and with partners in our community to deliver on this model, and to walk alongside the children and families we support to end the cycle of homelessness.

In our day to day work, we take a child-centered approach utilizing the interventions listed above, to address the four pillars central to PHA’s model of care:

1) Family Stability and Housing
2) Educational Support
3) Social and Emotional Support
4) Access to Opportunities
OUR IMPACT

THIS FISCAL YEAR, WE’VE HOUSED

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<td>27</td>
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<tr>
<td>FAMILIES</td>
<td>INDIVIDUALS</td>
<td>CHILDREN</td>
<td>ADULTS</td>
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ACROSS ALL PROGRAMS, WE’VE SERVED

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<tr>
<td>FAMILIES</td>
<td>INDIVIDUALS</td>
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<td>ADULTS</td>
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Our long-term goal is to end the cycle of homelessness, one child at a time. Reducing the number of homeless and impoverished individuals can translate to higher high school graduation rates, improved mental health and well-being, and more adults actively engaged in the workforce. This work takes time, which is why PHA approaches our goal of ending generational homelessness with a long-term view. Thus far, we have provided various services such as housing, academic, and social support to 1,170 individuals.

For the next 3-5 years, we plan to deepen and grow PHA's impact while simultaneously developing a model that other cities and states can adopt. This vision focuses our efforts on three goals: 1) serving more children and youth in Orange County, 2) expanding our programs into new territories, 3) building an impact model based on systems development and advocacy.
FAMILY STABILITY PROGRAM
In the Family Stability Program, we move working poor families directly out of homelessness into safe and permanent homes and equip them with the support and resources needed to become self-sufficient. Case managers work intensely alongside the families for two years, guided by a case plan designed in partnership with our families that address the holistic needs of the family as they work towards long-term housing and financial stability. In FY18, we housed the majority of our families (88%) within 3 months of program entry.

As part of this program, families received:
- Two years of case management (bi-weekly check-ins with families)
- Housing support
- Educational support for children and parents
- Financial literacy and supplemental assistance
- Access to basic needs

85% of families moved out of homelessness have maintained permanent, independent housing and financial stability for at least 12 months.

DETAILS OF FAMILIES SERVED

- 73 families were served through the Family Stability Program throughout the course of FY18
- 33 families (124 individuals, 73 children and 51 adults) were newly enrolled within the fiscal year
- Majority of families served entered under doubled/tripled up circumstances (40%)
  - 26% of families were moving from motel to motel prior to program entry
  - 11% of families came from transitional shelters
  - 8% of families entered while living in their cars
  - 6% through transitional housing
  - The remaining 9% entered while couch-surfing or were imminently losing housing within a week’s time
- Most frequent reasons for homelessness for families who reached out for services in FY18 were largely due to job loss (22%) or a change in family composition (separation or divorce, 17%), sometimes co-occurring with domestic violence
- Most frequent barriers to housing were a combination of low credit scores or lack of credit, paired with difficulty finding affordable housing
The Family Stability Program serves both homeless children, youth, and adults by working to re-house families into safe, stable homes in different areas of Orange County. Additionally, we equip them with the support and resources needed to become financially self-sufficient.
Through the Bright Start Program, we provide educational support to homeless children, grades K-6, who require additional assistance in literacy and math. PHA utilizes Imagine Learning, an innovative, multilingual online curriculum that is highly adaptive and personalized to each child's unique needs and levels of understanding. The Bright Start Program also pairs a child with a supportive volunteer mentor, who is trained by Project Hope Alliance, to help foster strong relationships and promote healthy social emotional development.

As part of this program, children received:
- Individualized academic support & materials
- Weekly mentoring
- Teacher coordination
- Parent involvement

67% of our Bright Start students demonstrated sustained academic progress year-round.

**Details of Children Served**

- 49 children were served during the course of FY18 in the Bright Start Program
- 27 were newly enrolled within the fiscal year
  - 12 through our partnership with Families Forward
  - 15 in-house
- Students served attend 17 different schools across 10 school districts in Orange County
- Since the start of the fiscal year, 40,727 minutes were logged in the literacy curriculum across a total of 46 students
- Average child’s usage in Imagine Learning literacy: 885.37 minutes (14.4 hours)

**Details of Children Served**

- 30 mentors were active throughout the fiscal year
  - Of the 30 mentors, 7 have been serving as a mentor for more than 1 year
- 10 new mentors were enrolled within FY18
- 25,130 minutes logged in mentoring sessions
**Bright Start** provides a research-based learning curriculum and supportive mentorship to youth between kindergarten and seventh grade.

### RACE
- Hispanic/Latinx: 16%
- White: 10%
- Multiracial: 10%
- Black or African American: 10%
- Other: 4%
- Total: 59%

### GENDER IDENTITY
- Male: 35%
- Female: 65%

### HOUSEHOLD STRUCTURE
- Double-Parent: 45%
- Single-Parent: 55%

<table>
<thead>
<tr>
<th>Grades</th>
<th>Number of Bright Start Youth</th>
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<tr>
<td>K</td>
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### AGES OF YOUTH SERVED (BRIGHT START)

**PROGRAM FEEDBACK**

- **86%** of teachers report that their students showed growth in positive self-esteem.
- **100%** of mentors report that mentoring has affected their lives positively.
- **92%** of mentors would recommend this program to a family member or friend.
PROMOTOR PATHWAY
The Promotor Pathway Program aims to eliminate as many barriers to success in a youth’s life as possible. Born of the belief that a strong relationship with a caring adult is critical to a youth’s ability to succeed, the Promotor Pathway Program focuses on cultivating and maintaining a lasting, trusting relationship with youth, ages 13-24, to help them achieve success in education, employment and overall healthy behaviors.

The Promotores are professional, intensive case managers that are placed by PHA on public junior high and high school campuses and act as a combination of youth development workers, advocates and mentors for our homeless youth. They are available 24 hours a day, 7 days a week, to provide one on-one intensive support, referrals, and follow-up over an extended period of time.

As part of the Promotor Pathway Program, youth received:
- Case management and mentorship
- Home visits
- Weekly check-ins
- School/McKinney Vento coordination
- 24/7 support
- Connections to needed resources

The Promotor Pathway Program
52 YOUTH SERVED
22 YOUTH NEWLY ENROLLED IN FY18
58 YOUTH TOTAL ENROLLED OVER PROGRAM LIFETIME
100% GRADUATION RATE AMONGST ELIGIBLE HIGH SCHOOL SENIORS
19 YOUTH CURRENTLY EMPLOYED (48% OF ACTIVE STUDENTS)

Details of Children Served

- 52 youth were served by the Promotor Pathway Program throughout the course of the fiscal year
  - 39 enrolled in the Newport Harbor High School; 13 at Ensign Intermediate School
- 22 youth were newly enrolled during FY18
- Majority of students served entered in while doubled/tripled up (73%)
  - 10% were moving from motel to motel prior to program entry; 8% couch-surfing; 6% imminently losing housing
  - Remaining 3% were literally homeless, or living out of their cars
- Youth served during FY18 have reported the following at program entry:
  - 28% have slept outside, in a shelter, or couch-surfed on any night within the two weeks prior to program entry
  - 21% do not regularly sleep in the same home
  - 74% of youth report that they believe they will attend college/vocational school in the future
  - 62% of youth report having failed one or more classes during the semester prior to entry
  - 53% have been referred to see a counselor or therapist; however, 21% of youth are currently receiving mental health services
Knowing that a youth without a high school diploma is 346% more likely to become a homeless adult, we support our Promotor Pathway youth from junior high through high school graduation onto college or technical training.

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<thead>
<tr>
<th>Grades</th>
<th>Number of Promotor Youth</th>
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<td>12</td>
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<td>College</td>
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<tr>
<td>Out of School</td>
<td>6</td>
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<tr>
<td>Alternative School</td>
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**Ages of Youth Served (Promotor Pathway)**

- 96% of youth report feeling like their case manager understands their needs.
- 85% of youth report feeling encouraged by their case manager.
- 92% of youth feel they often learn skills they can use in a future job.
- 93% of youth feel they often learn skills like teamwork, leadership, or conflict resolution.
Abby, age 17, is the oldest of eight children, all of whom are being raised by their single working mother. Last year, Abby's mother lost her job and could no longer afford paying the rent of their apartment. The entire family was forced to split up and sleep on the couches of family friends or acquaintances. The sudden disruption to their family routine severely impacted Abby and the children. Abby who was once energetic and used to help raise her siblings while excelling in school, began engaging in risky behaviors which challenged her mental and physical well-being.

As a result, her grades began to suffer to the point where she was at risk of not graduating from high school. Her self-esteem was also affected, she was more reserved and kept to herself. Thankfully, Abby found Project Hope Alliance (PHA) in the fall of 2017.

PHA intervened and after a thorough assessment was able to provide the tools and strategies that led the family to a new home. PHA secured housing for Abby’s family, and her siblings were enrolled in PHA’s education programs with individualized plans for each child in order to get back on track in school. With the support and guidance from Project Hope Alliance’s case managers, Abby was able to overcome significant physical and emotional challenges with her schooling, housing, and her overall family structure.

This past spring, Abby was able to graduate from high school with honors - a huge accomplishment! She has enrolled in her first semester of college and is eager to begin her new journey. Her family is financially stable and is still maintaining their current housing.

Your partnership has helped this family in their journey to self-sufficiency, offering support, guidance, and especially HOPE!

We are grateful for your support in “ending the cycle of homelessness one child at a time.”
Our Impact Report is a snapshot of family homelessness for a subgroup of homeless children and their families in Orange County. Without a holistic solution, families will find themselves unable to maintain stable housing and find themselves homeless once again, thereby generating future cycles of family homelessness and poverty for the foreseeable future. In order to develop effective programs that create lasting change, it is imperative that we understand the families and children we serve and identify the factors contributing to their homelessness. We have leveraged partnerships with the University of California, Irvine Department of Psychological Science, the Search Institute, Latin American Youth Center, The Urban Institute, Civic Enterprise, and Imagine Learning to develop research-based assessments that focus on addressing the holistic needs of our families:

- Housing
- Finances
- Education
- Mental & Behavioral Health
- Social Emotional Development

The data gathered from these tools are used to create individualized case plans, goals, and to drive programming based on the current needs of those we serve. We utilize Salesforce, a robust data management platform, to embed evaluation into our day-to-day activities and to drive a continuous feedback loop of insight into the effectiveness of our interventions.
Oftentimes, families are forced to choose between food and other basic necessities such as rent, utilities and gas to get to school or work. Providing our families with basic needs assistance allows us to support them in establishing a foundation of health, well-being and long-term stability for their children.

**TRANSPORTATION**
- 84% of our families own their own vehicle, but 23% report that they cannot afford gas
- On average, our families spend $197 on gas per month
- On average, our families spend $272 on car payments per month

**FOOD ACCESS**
- 47% of our families report severe food insecurity upon program entry
- On average, our families spend $345 on groceries and eating out per month (does not include CalFresh)

**COMMUNITY RESOURCES**
- The largest majority of in-house referrals for enrolled parents and youth were made towards mental health, educational support, and other financial services

**ASSISTANCE**
- Total cost of assistance for FY18:
  - 88% of funds went to housing support (76% of which covered initial rapid rehousing costs; 16% to rental assistance; 5% to furniture); next largest category was transportation (6%); then enrichment and gift cards
- Most frequent form of assistance given in FY18:
  - 44% of assistance given were basic needs/pantry drops; next, enrichment (22%); transportation (16%)

**IN FY18, WE ASSISTED WITH:**
- **430 PANTRY DROPS**
- **154 BUS PASSES**
- **7,282 LBS OF FOOD**
- **56 GAS CARDS**
- **1,815 LBS OF HYGIENE**

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**ASSISTANCE MOST FREQUENTLY REQUESTED PER PROGRAM**
Families are the fastest growing segment of the homeless population, accounting for almost 40-50% of the nation’s homeless. Lack of affordable housing is a primary reason families remain in homelessness; often one or both parents are working, but not making a livable wage. Additionally, immigration status and events such as illness, unemployment, accidents and violence limit the ability to secure stable housing and affordable housing.

Orange County is the 6th largest county in the U.S. and the 3rd largest county in CA. The median household income is $92,700 (Housing and Urban Development (HUD), 2018) and over 11% of OC residents live below the poverty line (U.S. Census Bureau, 2017).

At Project Hope Alliance, we strive to house families in affordable units, eliminate employment barriers, and support them in developing the skills they need to increase their earned income - all with a focus on ensuring that children and youth experiencing homelessness today do not experience homelessness as adults.

82% of our families report that their housing situation has improved over the past 12 months.

END OF YEAR ONE
OF FAMILIES HOUSED,
80% MAINTAINED FINANCIAL STABILITY
60% MAINTAINED STABLE HOUSING

END OF YEAR TWO
OF FAMILIES HOUSED,
88% MAINTAINED FINANCIAL STABILITY
88% MAINTAINED STABLE HOUSING

FINANCES
- 80% of families who completed one year of the Family Stability Program (FSP) maintained financial stability
- 88% of families who completed two years of FSP were financially stable
- On average, our families spend $597 on payments toward debt (credit cards, personal and/or student loans) per month
- On average, our families make $263 in utility payments per month
- Average family income upon program entry: $39,223
- Average family income upon program exit: $38,027
- 65% of adults reported full-time employment upon program entry

HOUSING
- 60% of families who completed one year of FSP maintained stable housing
- 88% of families who completed two years of FSP maintained stable housing
- 20% of adults in FSP report experiencing homelessness as a child
  - 52% of these adults reported being homeless as a child for episode(s) of over 1+ years
- 88% of families housed in FY18 were housed within 3 months
- Average housing cost in FY18: $3,125
- Of the 27 families housed in FY18, 78% were housed in fair market housing; 19% were housed with a Housing Choice Voucher; and 4% were housed in affordable housing
According to the Orange County Department of Education, Orange County has more than 28,000 homeless school-aged children – 5.8% of total school enrollment. Nationally, high school graduation rates are less than 25% for homeless children, and not graduating from high school makes a youth 346% more likely to be homeless as an adult (Voices of Youth Count, University of Chicago, 2017). We are committed to providing homeless children and youth from kindergarten through age 24 with the tools and opportunities that they need to learn their way to a hope-filled tomorrow that does not include homelessness.

Research shows that students who are chronically absent or tardy have lower reading and math scores; difficulty in adjusting to routine and attending to work; and struggle with creating social emotional connections with their peers and teachers. Our educational interventions specifically target literacy and math, which have an overall positive impact on academic progress and performance.

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**OUR FSP PARENTS SAY**

- 82% of parents report they have received very good education support for their children
- 53% of parents feel that their children are doing better in school since program entry

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**OUR BRIGHT START TEACHERS SAY**

- 86% of teachers report that their students have demonstrated an improvement in literacy
- 79% of teachers report that their students have demonstrated an improvement in math

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**BRIGHT START**

- 67% of our Bright Start students demonstrated sustained academic progress year-round

**ATTENDANCE**

- 50% of teachers reported that students demonstrated a decrease in number of tardies & absences since the beginning of the school year

**ACADEMIC PROGRESS**

- 64% of teachers reported that students demonstrated growth in the ability to complete assignments on time
- 79% of teachers report that students have demonstrated growth in their motivation to do well in school

**SCHOOL ENGAGEMENT**

- 87% of teachers reported that students demonstrated growth in the level at which they care about their school experience
- 80% of teachers reported that students demonstrated growth in their motivation to do well in school
Chronic absenteeism in even a single year between 8th and 12th grade is associated with a seven-fold increase in the likelihood of dropping out before high school graduation — which has been linked to poor outcomes later in life, from poverty and diminished health, to involvement in the criminal justice system. Homelessness creates barriers to school participation and academic success that PHA strategically eliminates.

**PROMOTOR PATHWAY PROGRAM**

- 100% graduation rate amongst our Promotor Pathway eligible high school seniors

**ATTENDANCE**

- 50% of students experienced a decrease in the number of tardies from beginning of school year to end of school year
  - On average, number of tardies decreased by 69%
- 59% of students experienced a decrease in number of unexcused absences from beginning to school year to end of school year
  - On average, number of absences decreased by 89%

**ACADEMIC PROGRESS**

- 40% of students exhibited an improvement in academic effort (measured by GPA), since the start of the school year — 1.8x improved from last year

**SCHOOL ENGAGEMENT**

- 93% of students maintained or improved their commitment to learning

**OUR PROMOTOR PATHWAY STUDENTS SAY**

- 81% of students report that they do better in schoolwork after program entry
- 100% of our high school graduates are employed or are on the path towards postsecondary education
Homelessness affects virtually every aspect of healthy development — physical, emotional, behavioral and psychological. We recognize that our children, youth and families may have many different traumatic experiences that intersect in their lives. We seek to understand their experiences by utilizing a trauma-informed approach that emphasizes understanding and compassion in responding to the effects of all types of trauma.

Social-emotional development affects how children experience the world, express themselves, manage their emotions, and establish relationships with others. Roughly half of homeless school-aged children (47%) and 26% of homeless children under age five experience delays in social emotional development (America’s Youngest Outcasts, National Center on Family Homelessness, 2014). Our team of highly skilled & trained case managers and mentors work to support healthy social emotional development in our children and youth through building trust and open communication, strengthening family relationships and creating opportunities in their community to build social competencies.

**GROWTH IN INTERNAL & EXTERNAL STRENGTHS**

- 40% percent of Promotor Pathway youth experienced growth in internal assets (commitment to learning, positive values, social competencies, positive identity)
- 60% percent of Promotor Pathway youth experienced growth in external assets (support, empowerment, boundaries and expectations, constructive use of time)

**FUTURE OUTLOOK & POSITIVE SUPPORTS**

- 100% of mentors reported that their Bright Start mentees demonstrated positive growth in their optimism towards the future
- 92% of mentors surveyed reported that their mentees demonstrated positive growth in their belief that they have control over things that happen to them
- 92% of mentors surveyed reported that their students demonstrated growth in their level of positive self-esteem

**UPON RECEIVING SUPPORT,**

- 64% of adults report feeling more effective in knowing how to meet their needs
- 59% of adults report being better able to deal effectively with daily problems
- 53% of adults report feeling more in control of their lives
- 68% of adults report an improvement in self-esteem
- 88% of youth report getting along better with their family
- 74% of youth report being better able to deal with crises
- 85% of youth report feeling more independent
- 81% of youth report feeling more effective in getting their needs met

* Outcomes derived from the Developmental Assets Profile (DAP): a widely used, reliable and valid assessment developed by the Search Institute to measure the strengths (internal assets), supports (external assets), and non-cognitive factors essential to young people’s success in school and life
This year our Board of Directors elected to strategically make a one-time large investment in building out our Salesforce data tracking and analytics system as well as build out Project Hope Alliance's Development & Communications Department.
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