

2019-2020

ANNUAL REPORT



NOTE FROM A FRIEND & BOARD CHAIR



This year has left our heads and hearts spinning, and I have no idea how the world will have changed for our kids by the time you receive this Annual Report. We have always known that our work is critical, yet this pandemic has proved us to be essential.

Your partnership in hope allowed us to powerfully show up and serve our kids in the most uncertain of times.

I have seen the fear and desperation firsthand in recent months while I worked alongside our team distributing food and technology at motels throughout the county. The impact of your support was all around me; whether it is a student being the first in their family to graduate from high school or the 164% return on investment that your donations make - together we are building a world where anything is possible for **all** of our kids. Thank you for joining us on this journey.

In these pages, you will see what hope looks like in action.

Jennifer Friend *CEO*
Project Hope Alliance



When the COVID-19 pandemic hit, schools pivoted to distance learning, posing a nearly impossible challenge for our kids experiencing homelessness. Our kids live in motels, shelters, and cars and do not have access to reliable Internet, let alone mobile learning devices. PHA wasted no time in the first week of the stay-at-home order, actively working with school principals to ensure our kids received Chromebooks and Wi-Fi hotspots. We view education as essential, and so we took our services to meet the kids where they physically were. As both a mother and the Board Chair of PHA, it is an honor to be part of such a nimble and passionate team who truly put the kids at the center of their mission.”

Lynn Hemans *Board Chair*
Vice President, Consumer Intelligence & Strategy, The Hershey Company

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2020: FROM SCHOOLS TO MOTELS

With schools closing in response to COVID-19, we adapted our approach to serving kids since we know many of them to reside in motels, cars and shelters. Our Case Managers reached out to our students ensuring they each had Chromebooks and Wi-Fi hotspots to make sure learning was not interrupted by school closures. With local faith partners and The Ecology Center, we initiated a weekly Motel Outreach Program reaching new motel families in Anaheim, Garden

Grove, Santa Ana, and Tustin. We supplied technology and Internet access, non-perishable food items, and farm-fresh fruits and vegetables to students and their families. This critical outreach could not have been possible without every one of our supporters who donated goods and funds, as well as our partners who stepped up to meet the needs of our students experiencing homelessness in these unprecedented times.

PARTNERS IN MOTEL OUTREACH

- Mariners Church
- St. Andrews Presbyterian Church
- The Ecology Center
- Project Dignity
- IKEA
- The Power of One Foundation and Anais Tangie
- Delivering with Dignity OC
- Operation Warm Wishes



CHILDREN SERVED

262



FAMILIES

141



CHROMEBOOKS

118



WI-FI HOTSPOTS

104



CARNIVAL OF HOPE

From Home

The annual Anti Gala has always been the perfect blend of inspiration and generosity, with 250 of our dearest supporters coming together to raise funds to help us end the cycle of homelessness. No tuxedos, no pretense- just a night of education and fun! As you can imagine, we had to get creative this year. Our incredible technology sponsor Ytel turned our tradition of a one-time, in-person Carnival of Hope into a 30-day digital campaign that included text-to-donate features, opportunity drawings, prizes, and personal connections via social media.



“Attending my first Anti Gala years ago was eye-opening. Project Hope Alliance definitely knew how to execute the perfect fundraising event. With COVID-19 changing how businesses operate, I was sad to lose my favorite in-person giving event but my team and I were delighted that we could use our software to provide a turn-key solution to virtual giving. I was of course in attendance, from my phone.”

Nick Newsom,
CEO of Ytel

LIST OF SPONSORS

- Ytel
- Darrin Ginsberg & Family
- Mobilitie LLC
- Peterson Family
- Lisa Argyros and The Argyros Family Foundation
- UCI Foundation
- UCI School of Social Ecology
- Ernst & Young
- The Los Angeles Chargers

OPPORTUNITY DRAWING PRIZES

- Shopping Spree at South Coast Plaza
- Catalina Island Adventure
- Staples Center Suite
- Week-long Beach House in Newport Beach

TOTAL RAISED \$450,000

12:45 Speaker View



Sean Dailey



Stephanie Albuquerque



Vanessa Sher



KatelynTranchida

Mute

Stop Video

Security

Participants 4

Chat

Share Screen

Record

Reactions

End

The always cheery Ytel team worked closely with PHA to build solutions for our Anti Gala from Home fundraiser.

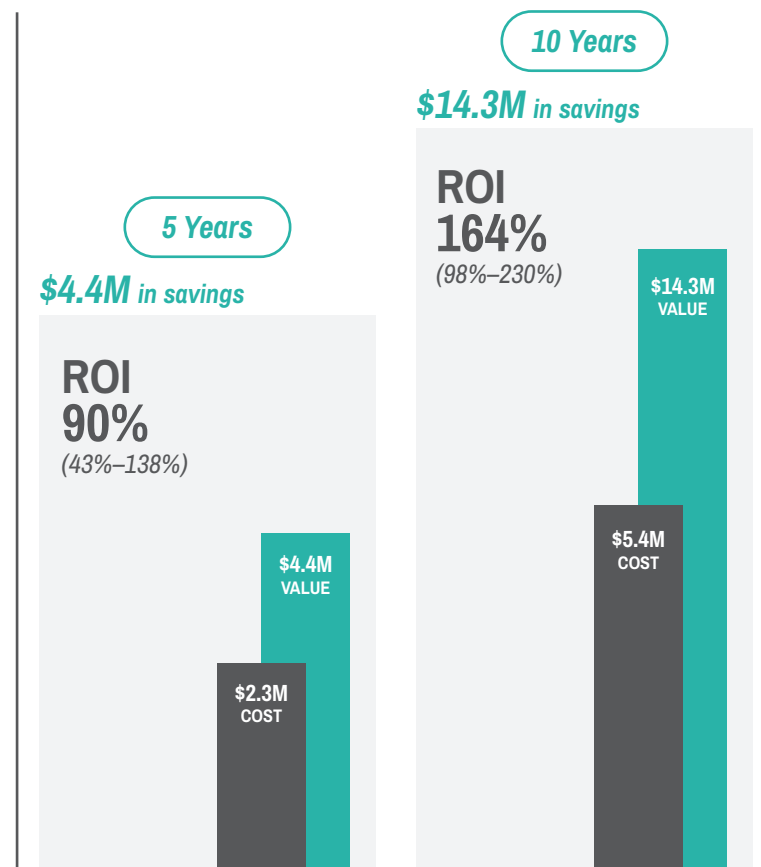


**HIGH SCHOOL GRADUATION RATES
FOR STUDENTS EXPERIENCING HOMELESSNESS:**
CALIFORNIA 69%
PROJECT HOPE ALLIANCE 84%

*Graduating youth contribute an additional
\$75,000 per year to society.*

**\$100 INVESTED IN PHA'S PREVENTION PROGRAM
GENERATES \$264 IN VALUE
FOR OUR COMMUNITY**

**PROJECT HOPE ALLIANCE
WILL SAVE ORANGE COUNTY
\$14.3M by 2030**



Note: Range of value estimates at ± 25%

HOW DOES OUR PREVENTION WORK CONTRIBUTE TO THE ECONOMY?

Our friends at Edwards Lifesciences set out to help us answer this question. Three talented researchers donated their time and expertise to analyze our program records and supplemental published data to estimate the societal value generated by PHA when a youth experiencing homelessness graduates high school and enters college or a career that allows them to be financially independent adults.



We know that Orange County invests close to \$300M a year in services for homeless adults, and we also know that high school graduation makes a youth 400% less likely to become homeless adults. Our partners at Edwards Lifesciences confirmed that we are not only changing the lives of youth experiencing homelessness in Orange County but also contributing to the economic strength and vitality of the community.”

Tracy L. Carmichael, PhD
President and Chief Strategy Officer

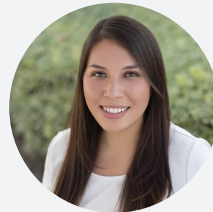


Edwards

EDWARDS
LIFESCIENCES
FOUNDATION



Shannon Murphy, MA, is a biostatistician with over 20 years of experience in health economics and outcomes research with a focus on program evaluation.



Joanna Van Houten, PhD, is an epidemiologist with a passion for big data analytics. She applies this expertise in her role as Manager in Global Health Economics and Reimbursement at Edwards Lifesciences.



Christin Thompson, PhD, is a passionate health economics and outcomes research professional with experience in the medical technology, biotechnology, and pharmaceutical industries.

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 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)



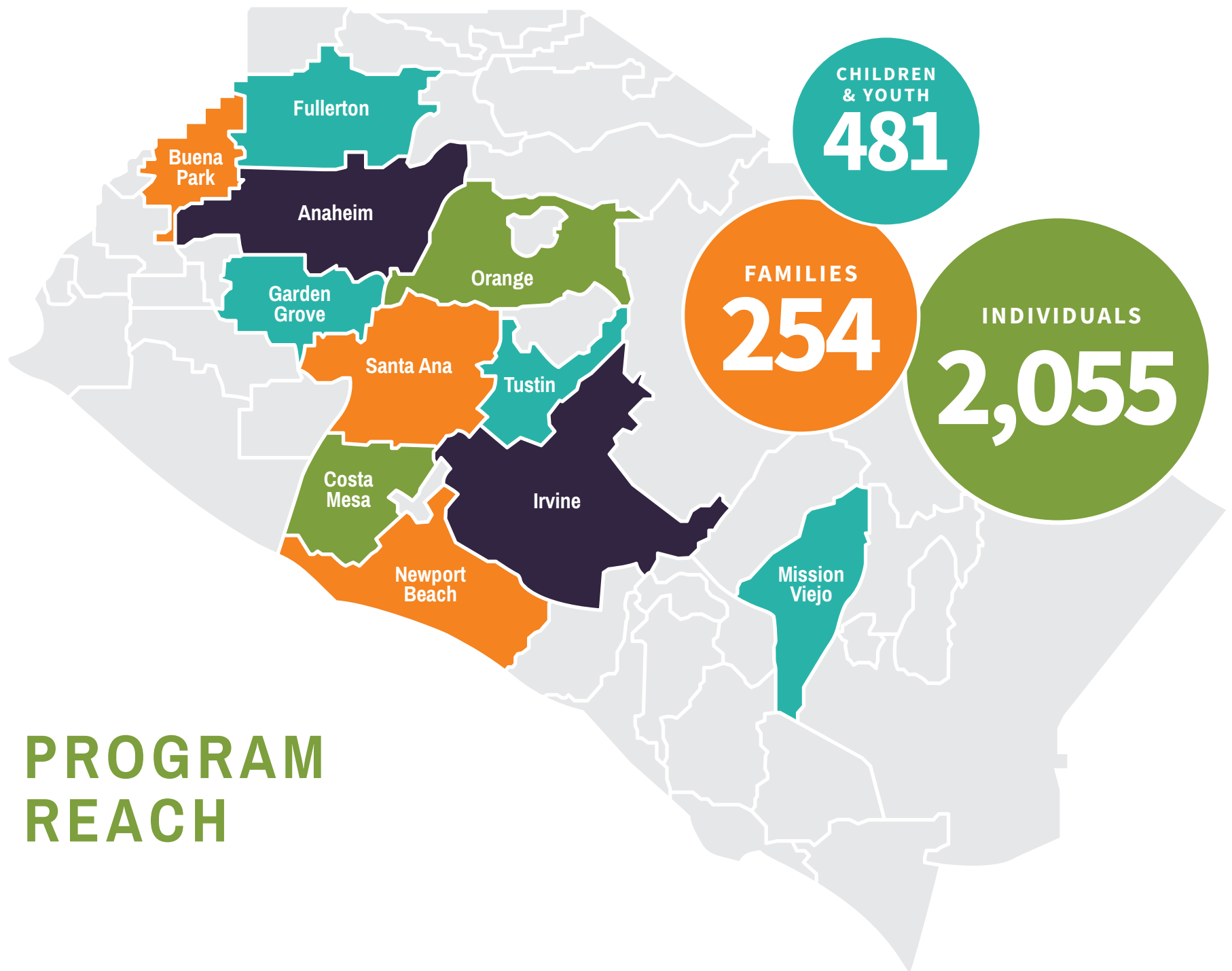
MIDDLE/HIGH SCHOOL

(7TH–12TH GRADE)



OLDER YOUTH

(AGE 18–24)



PROGRAM REACH

HOPEINDEX

The Hope Index was designed so Project Hope Alliance could assess and gauge the progress of our kids & youth. It uses research-based measures to guide and predict the success of a child into adulthood. This tool focuses the team on all of the proven factors that contribute to progress while giving them the ability to tailor their approach based on the individualized needs and readiness of the kids. Most importantly, it gives them confidence that they are meeting their mission of ending the cycle of homelessness. The full implementation of this tool starts in 2021!



Volunteer and 2019 Catalyst of Hope awardee Margaret Marcus donated her time and expertise to PHA in the development of the Hope Index. Margaret is a consultant who works with organizations to design and implement care models for vulnerable populations. She has over 25 years of experience in healthcare and worked for a large healthcare system, serving seniors and Medicaid recipients, that is nationally renowned for innovating and achieving transformational outcomes.



SOCIAL & EMOTIONAL WELLNESS

YOUTH CAN EASILY INTERACT WITH ALL TYPES OF GROUPS AND INDIVIDUALS AND EXPRESS SELF CLEARLY AND RESPECTFULLY.



PARENTAL FAMILY SUPPORT

PARENT/FAMILY IS INVOLVED IN THE LIFE OF THE CHILD AND PROVIDES CONSISTENT CARE FOR THEIR PHYSICAL, EMOTIONAL, AND MENTAL HEALTH.



FINANCIAL STABILITY

YOUTH'S FAMILY HAS FINANCIAL RESOURCES NECESSARY TO MEET THEIR NEEDS.



HEALTH & SAFETY

STUDENT IS IN GOOD HEALTH AND MANAGES SUBSTANCE OR PHYSICAL ABUSE IF THERE IS A HISTORY IN STUDENT OR FAMILY.



LIFE EXPERIENCES & PASSIONS

YOUTH CONSISTENTLY SEEKS OUT AND PARTICIPATES IN NEW OPPORTUNITIES AND EXPERIENCES.



EDUCATION

STUDENT IS MAKING GOOD AND CONSISTENT ACADEMIC PROGRESS AND MEETING OR EXCEEDING EDUCATIONAL EXPECTATIONS.



HOUSING

STUDENT IS PERMANENTLY AND STABLY HOUSED. HOUSING CONDITIONS ARE SAFE AND CLEAN.



BASIC NEEDS

CHILD HAS ADEQUATE FOOD, CLOTHING, HOUSEHOLD ITEMS, SCHOOL SUPPLIES, ETC.



STABLE TRUSTED ADULT

POSITIVE RELATIONSHIP WITH STABLE, TRUSTED ADULT/ CONFIDANT FIRMLY ESTABLISHED AND EXPECTED TO CONTINUE.



FUTURE VISION & DIRECTION

CHILD CONSISTENTLY HAS HOPE, OPTIMISM, AND A VISION ABOUT THE FUTURE.



ELEMENTARY SCHOOL

(KINDERGARTEN – 6TH GRADE)

DEVELOPMENTAL ASSETS PROFILE (DAP)

The DAP assesses young people's strengths, supports, and other non-cognitive factors critical for success in life. In 2019-2020, 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.

93% think it is important to help others

93% feel they have support from adults other than their parent(s)

80% feel good about themselves





KINDNESS #FORTHEKIDS BY THE KIDS

In February, students at Davis Magnet School chose Project Hope Alliance as the organization they wanted to support during their Kindness Week. With the support of Principal Christy Flores and teachers, Davis Peer Assistance Leaders (PALs) organized a fundraiser selling kindness bracelets. Students were able to purchase bracelets throughout the week, and by Friday, had raised over \$1,000 for PHA! At the end of Kindness Week, PHA CEO Jennifer Friend and Director of Education Jennifer Marin presented an assembly at Davis Magnet School to thank all the students for their kindness and empathy. We are so honored to have the Davis Ducks join our team in ending the cycle of homelessness, one child at a time.

SUPPORTING OUR DISTRICTS



PHA Director of Education, Jennifer Marin, has given virtual presentations to the Karen Kendall Welcome Center of Newport Mesa Unified School District and UCI's Department of Education Masters Students. The virtual training focused on the McKinney Vento definition of homelessness and the importance of identifying these students within their districts. In addition, the training included virtual activities that delved into barriers these students may face and how to use an empathy-first approach. After the training, 92% of the attendees reported high rates of satisfaction and usefulness from the training. Key takeaways for the participants included a better understanding of the challenges faced by students experiencing homelessness and the relevance of the training for all education staff.

DID YOU KNOW?

The McKinney-Vento Act defines homeless children and youths as "individuals who lack a fixed, regular, and adequate nighttime residence." Lacking any one of these three conditions would make a child eligible. In other words, if a child's residence is not fixed, regular, or adequate, it is considered a homeless situation.



MIDDLE & HIGH SCHOOL

(7TH – 12TH GRADE)

DEVELOPMENTAL ASSETS PROFILE (DAP)

The DAP assesses young people's strengths, supports, and other non-cognitive factors critical for success in life. In 2019-2020, 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 self-worth and to feel that they have control over the things that happen to them.

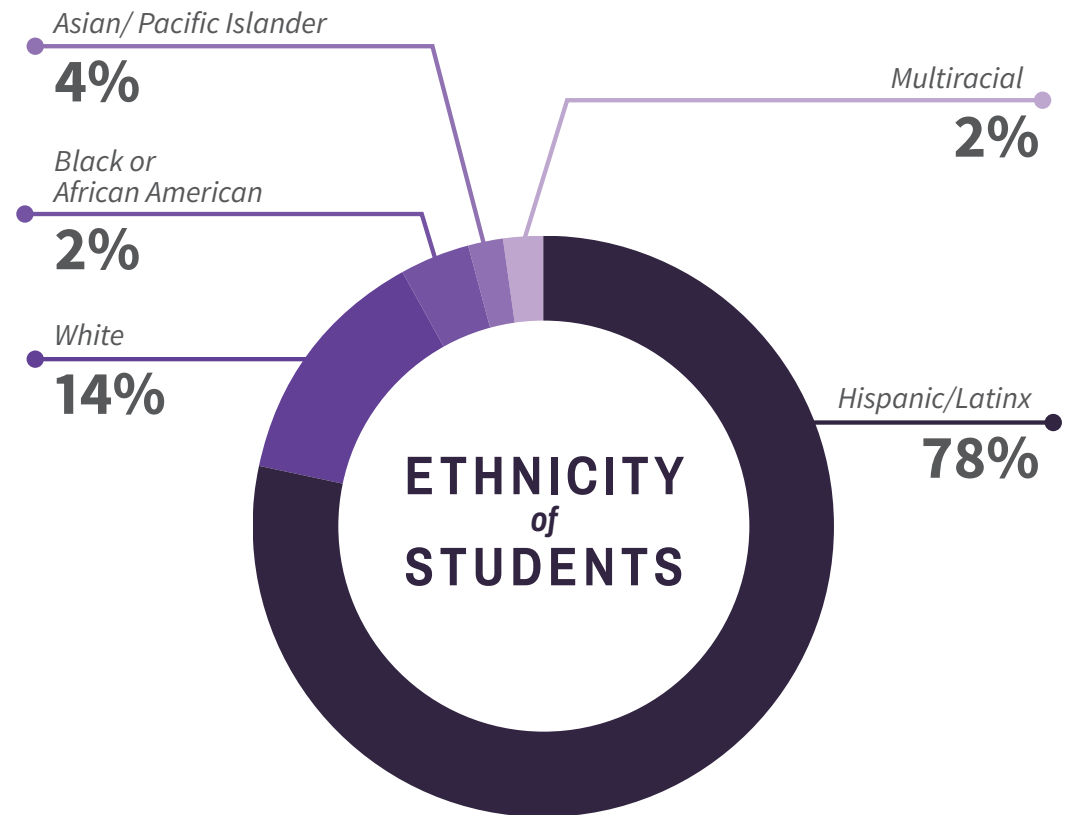
87%

are eager to do well
in school and
other activities

88%

feel they have adults
who are good role
models for them

**Despite a global pandemic, 78%
of our high school youth were
able to graduate.**



STUDENT SUCCESS STORY:

Two years ago, Neil (16) and Natasha (14) moved to the United States with their parents from India. After fleeing from their emotionally and physically abusive father, they lost all financial support and quickly faced homelessness. With the support of their PHA case manager, Neil and Natasha were able to overcome barriers and continue to persevere in school. Each morning, they woke up at 4 AM to catch a bus to school, and arrive on time. Both students successfully completed college-level and Advanced Placement courses. Neil finished his junior year with a 4.0 GPA, and the school selected him into a program that will allow him to travel to Hawaii next year to study history. Natasha finished her freshman year strong, with plans to graduate on-time in three years. She also was chosen to be part of the LifeVest program at UC Irvine; providing her an opportunity to stay overnight on a college campus and learn about financial literacy.

We are so pleased to report that Neil and Natasha now have permanent housing, living in an apartment with their mom as she runs a business from home to financially support the family.

Thanks to your continued generosity, Project Hope Alliance is able to help kids & youth realize a future of hope that does not include homelessness. Together, we are breaking the cycle.

OLDER YOUTH

(AGE 18 – 24)

COVID IMPACT

Just as the rest of our nation experienced, our students encountered challenges in finding or maintaining a job during the pandemic.



2019
66%

2020
35%

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



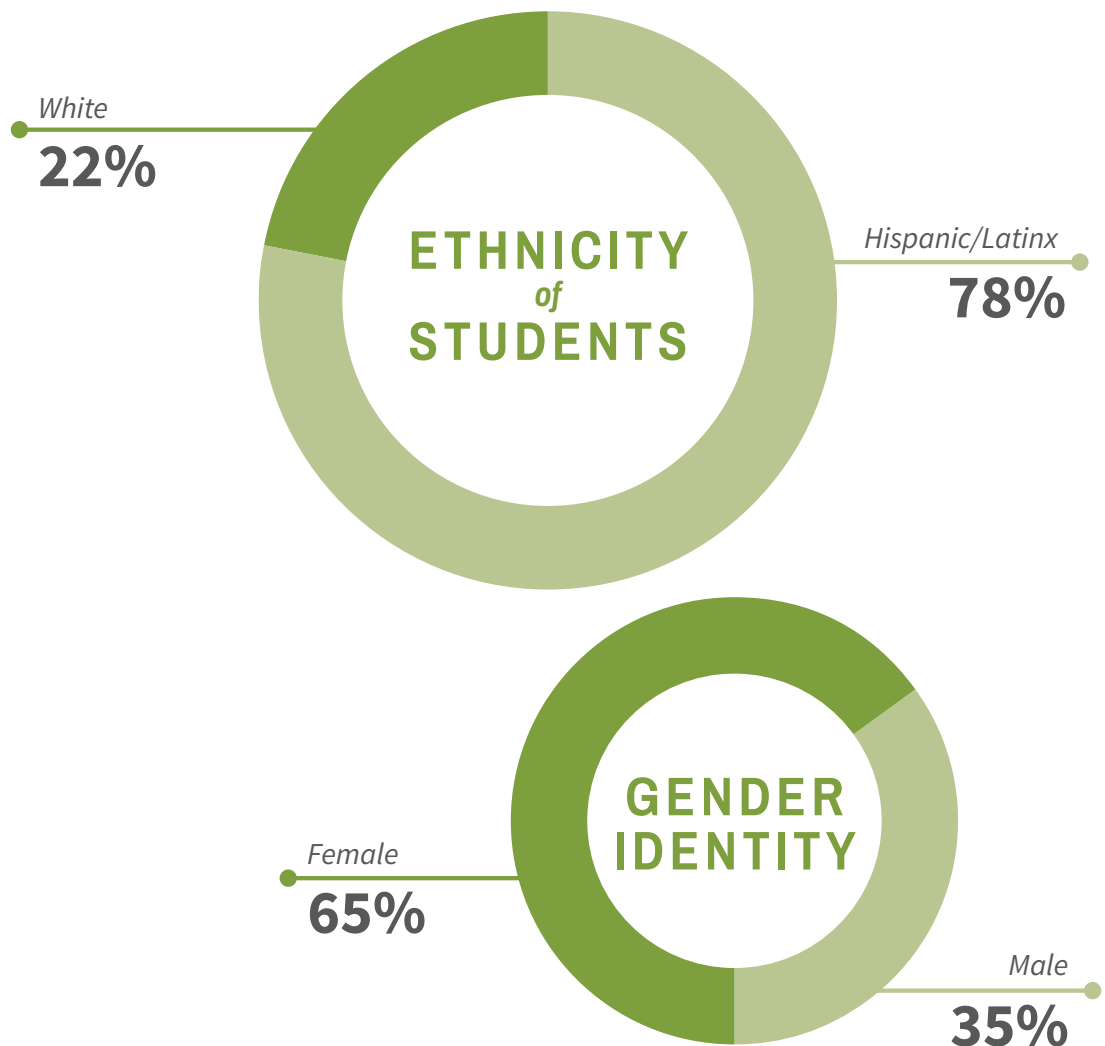
2019
75%

2020
48%

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.*





“

When we had to pivot and close schools this March due to the pandemic, we were totally unprepared to meet the needs of our most exposed students. Project Hope Alliance stepped in and provided the basic essentials like Wi-Fi, technology, food, and safe places for our students to not only stay connected to school, but to thrive as well.”

Sean Boulton,
High School Principal



HOPE FOR THE HOLIDAYS 2019

THE GIFT OF DIGNITY

There is no greater source of dignity for parents than the ability to provide joy for their children during the holiday season. Last year, we invited the community to share that joy with our families. With some help, hard work, and a little holiday magic from SMTD law firm, we turned our community space into Santa's Workshop.

Through our Amazon Wish List, toy drives, and financial donations, we were able to stock the shelves of Santa's Workshop with the season's most wanted gifts. We opened our workshop doors to our parents where they experienced the power of choosing gifts for their kids. Once gifts were picked, volunteers wrapped and labeled each present, giving each family real VIP treatment. The holiday spirit grew stronger when an anonymous donor gifted each parent with a \$100 gift card to fulfill their own holiday wish list. We could not have imagined the incredible response to our campaign or the support from donors and volunteers, like you. More meaningful than the gifts themselves was the dignity that our wonderful community provided for our families.

Thank you.



CORPORATE AND FOUNDATION SUPPORT

\$500,000+

LIVING LEGACY FOUNDATION

\$100,000 – \$499,999



DAVID R. CLARE & MARGARET C.
CLARE FOUNDATION

\$25,000 – \$49,999



\$50,000 – \$99,999



THE JAMES & GLENYS SLAVIK
FAMILY FOUNDATION

ARGYROS FAMILY FOUNDATION

CORPORATE AND FOUNDATION SUPPORT

\$10,000 – \$24,999



LEWIS A. KINGSLEY FOUNDATION

LON V. SMITH FOUNDATION



THE KNIGHT AND DAY FAMILY FOUNDATION

TSAO FAMILY FOUNDATION

\$100 – \$9,999

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Anand and Pramila Gupta Charity Fund
Applied Materials
Charity Golf International
City of Anaheim
Costa Mesa Community Foundation
Costco Wholesale
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Davis Magnet School
Disneyland Resort
Eastside Christian Church
Eberhard Foundation
Edwards Lifesciences
Ernst & Young
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Evening Star Foundation
Glen and Dorothy Stillwell Charitable Trust
Good Today
Gorski Family Foundation

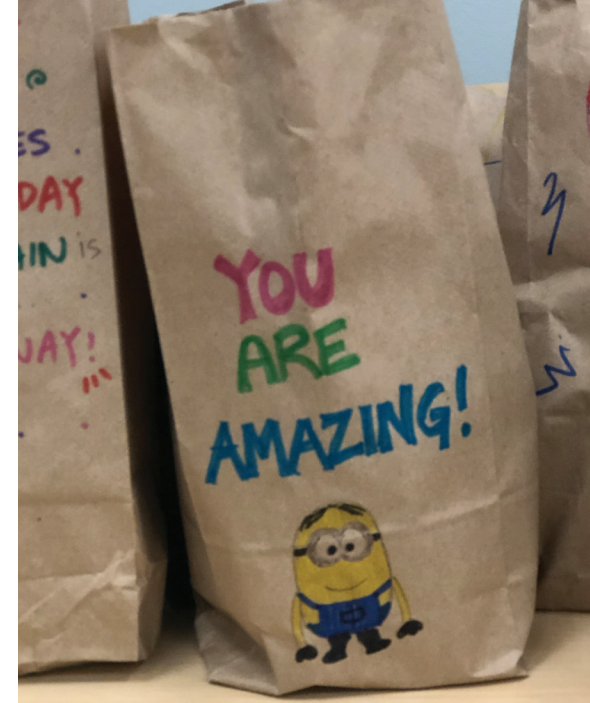
Harbor Christian Church
Hope at Harbor
IKEA Costa Mesa
In-N-Out Burger Foundation
Informa Markets
Insellerate
Krank It Hole
Kroger
Larry and Helen Hoag Foundation
Learning In Motion
Livingston Family Foundation
Los Angeles Chargers
Michelman & Robinson, LLP
Mission Lutheran Church
National Charity League
National League of Young Men
Network For Good
OC Healthy Smiles
Office Furniture Concepts

One Hope Wine
Online Trading Academy
Orange County Poor People's Campaign
Orange County Women's Council of Realtors
Rettig Chiropractic
Reynolds Family Fund
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United Way of Greater Kansas City
United Way of Los Angeles
United Way of the Battle Creek and Kalamazoo
Young Women of Vision
Yum! Brands Foundation, Inc.
Zillow Group

KIDS FOR KIDS

When the COVID-19 crisis hit, our families faced food insecurity like never before. Our stock of pantry items was quickly depleting, and we needed our community's help to ensure we could continue feeding those we serve. A young man named Ryan decided he wanted to celebrate his 13th birthday by collecting donations for PHA. What started with taking a wagon around his neighborhood, quickly turned into needing an SUV to haul 1,700 food and hygiene items for our kids and families to our office. Ryan, along with his classmates at Harbor Day School and his older sister Claire exemplify that it doesn't matter how old you are, there are always ways to make a difference. As our CEO Jennifer Friend says, "When Project Hope Alliance came up with our mission to end the cycle of homelessness we envisioned not only ending homeless **for** children, but **with** children." We couldn't be more grateful for Ryan and all of the incredible kids helping kids across our community. Together, kids are making our mission possible!



INDIVIDUAL DONORS

\$20,000 AND ABOVE

Sheila & James Peterson

\$10,000–\$19,999

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Max & Artyn Gardner

Darrin Ginsberg & Family

\$1,000–\$9,999

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Julianna Brazil

John Bristol

Todd Cadwell

France & Richard Campbell

Marcos Cardenas

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Jeanie & Doug Carmichael

David Carmichael

Tracy & Matt Carmichael

Cindy Carroll

Heather Carter

Mariam Carter

Sandra Chao

Michael Chapman

Deirdre Chapman

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Albert & Candice Valencia
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Donna Wicks
Elizabeth Wiley
Baohan Wu
Heather Young

“



“During difficult times, it is easy to only see what is pushed in front of us daily by the news, by updates from friends, family, and social media. Good deeds and good news don’t always make headlines, so we have to remember to look for the light in the darkness ourselves and turn our attention to the organizations and people that are making other’s burdens a little lighter. Project Hope is truly a bright light in dark times, and we are proud to support them as they continue their mission to uplift the homeless and offer hope to those who are going through a rough time in life.”

James and Sheila Peterson
Advisory Council Member

“



“Peter Drucker said that ‘The product of philanthropy is a changed life.’ To give someone hope is to give them a vision to hold on to, for a changed life. Project Hope Alliance gives children that vision, and that inspiration, that life CAN be better, and the belief that there IS a bridge to a different life. Project Hope breaks the cycle of homelessness, one child at a time.”

Julie Hill
Advisory Council Member

“



“Like many in our community, I’ve witnessed homelessness in OC grow over the years, and even though its effects are in close proximity, I was removed—seeing, feeling but not acting. That changed when I was introduced to Project Hope Alliance.

I’ve migrated over the years from a volunteer to a committee member to a Board member in large part because of this team and even more so because of my love of PHA’s mission—helping the children in our community who need it most.

It’s my honor to share PHA’s message; I feel privileged to work alongside PHA who does the good work day-in and day-out.”

April Negrete
Board Member

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JULIE HILL

KELLY KANNWISCHER

ERIC MORGAN

VICKI PERRY

SUSI ECKELMANN KIZER

EXECUTIVE LEADERSHIP

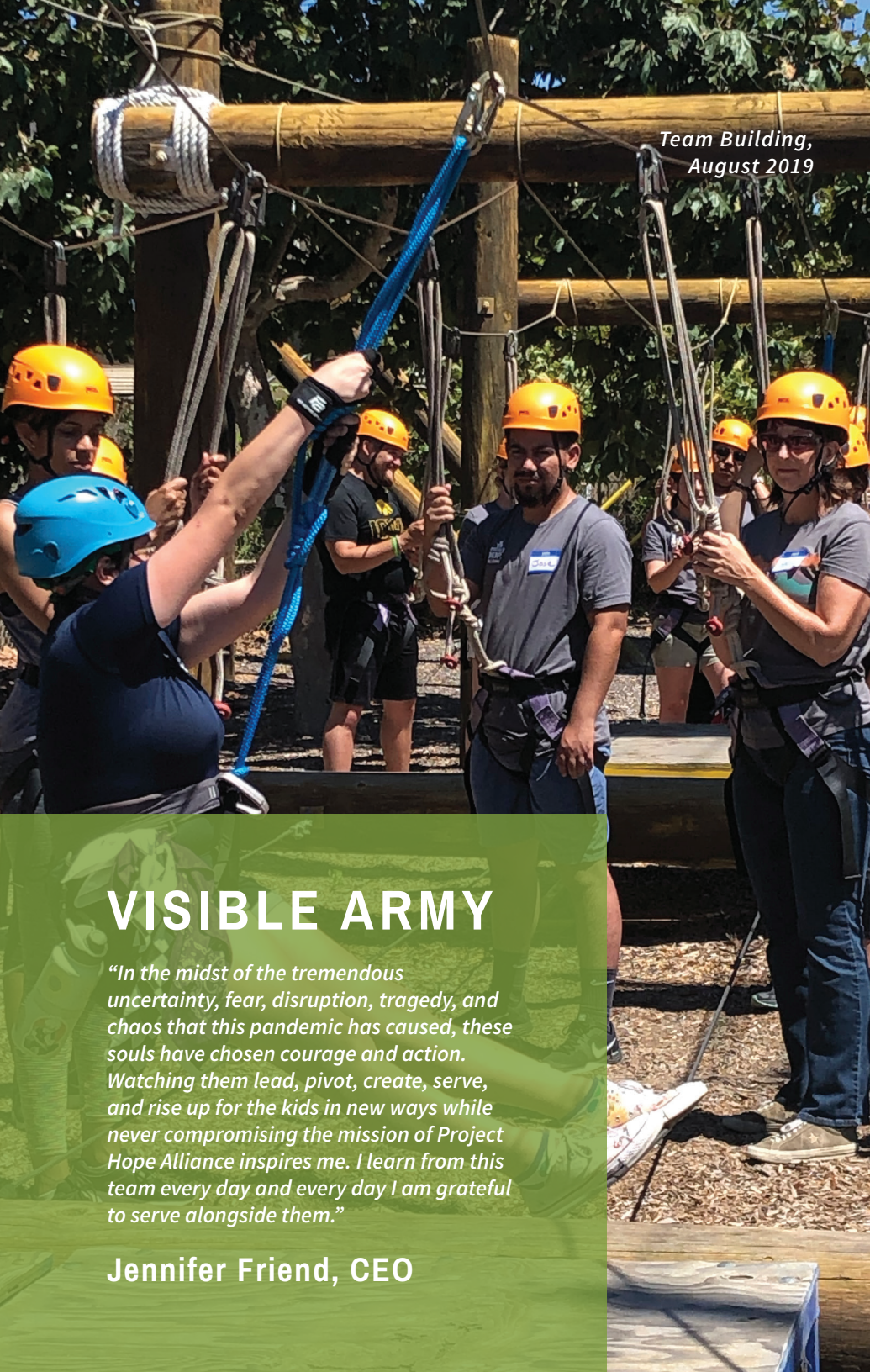
JENNIFER FRIEND, J.D.
Chief Executive Officer

TRACY L. CARMICHAEL, PhD
President and Chief Strategy Officer

Rachel Cardenas, Psy.D.
Director of Behavioral Health

JENNIFER MARIN, M.A.
Director of Education

SHELLY SENNIKOFF
Director of Finance & Administration



Team Building,
August 2019



All Team Meeting,
June 2020

VISIBLE ARMY

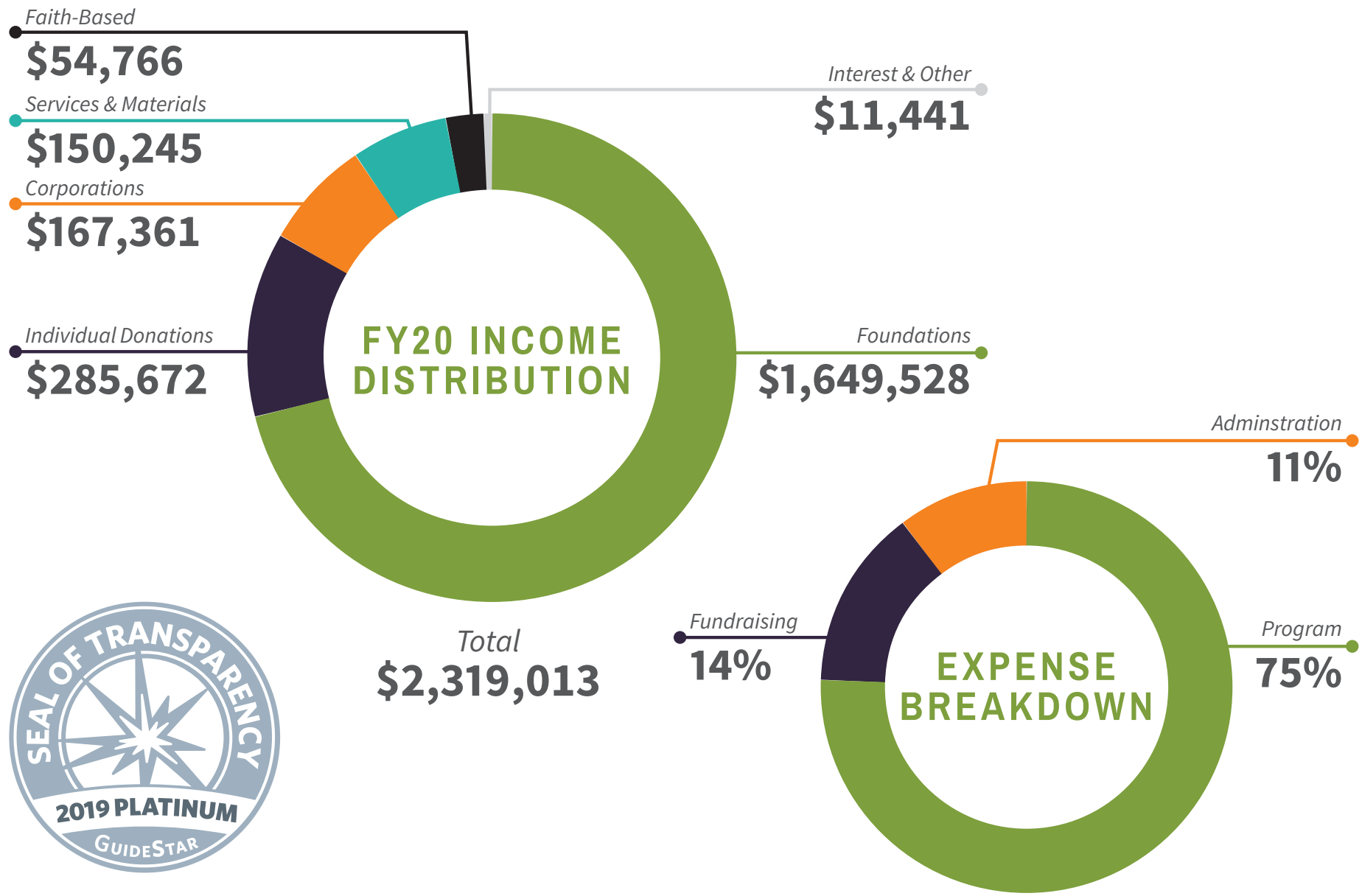
"In the midst of the tremendous uncertainty, fear, disruption, tragedy, and chaos that this pandemic has caused, these souls have chosen courage and action. Watching them lead, pivot, create, serve, and rise up for the kids in new ways while never compromising the mission of Project Hope Alliance inspires me. I learn from this team every day and every day I am grateful to serve alongside them."

Jennifer Friend, CEO



Family Holiday Party,
December 2019

FINANCIALS





1954 PLACENTIA AVE. #202
COSTA MESA, CA 92627

projecthopealliance.org

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