

{ Jan. - Mar. 2006 }

Project for Pride in Living  
NEWSLETTER

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- Steve Cramer  
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PPL plans to help more people than ever overcome challenges and move toward self sufficiency

# Family Stability, Economic Stability, Housing Stability, Community Connections



PPL is prepared to serve more 8,800 people in 2006. Of these, more than half will receive help setting goals, finding resources and building skills.

Services include:

- Youth Development Programs
- Housing Advocacy
- Employment Assistance and Job Training
- Tenant Education Workshops
- Resident/Neighborhood Involvement
- Economic Literacy Programs
- Services to Immigrant Populations
- Transitional Emergency Assistance



## Pictured:

1. Zeinab, a Somali/English speaking service coordinator, provides walk-in assistance and information sessions at the PPL Service Center.



2. Youth Development mentor and child involved in one of a variety of programs that emphasize one-to-one relationships and academic achievement.



3. Family living in a PPL building where services and community resources are made available.

4. PPL staff (with friends and volunteers) who work on site in PPL housing to build trusting relationships with residents.

### If measuring success always comes down to numbers, the people who need help the most may be refused for service.

A common thread running through PPL programs is the direct connection created with people. Resulting relationships are at once exhilarating, frustrating, exhausting and ultimately fulfilling. These relationships are at the heart of what we do.

As reported in this newsletter we expect to foster over 8,800 such relationships in 2006, an all-time high. I take my hat off to our staff and volunteers, and the program participants, all of whom give to these relationships so much of themselves. The bottom line result is improved lives.

But how does an agency like PPL measure and quantify an “improved” life? We and other community organizations are increasingly challenged to do just that by supporters who expect their resources, whether financial or personal time, to make a real difference.

This expectation is understandable. Who wants to feel their support, in the end, goes for naught? At PPL there is a commitment to systematically gauge our community impact. We draw on an agency-wide participant database, careful evaluation of program results and an evolving set of indicators of positive change to ensure the resources entrusted to us are used well.

I want to sound a note of caution, however. Taken too far, the push for measurable results and quantifiable impacts could lead the community away from the problems that are hardest to solve and the individuals and families whose personal barriers to success defy easy, quick, “cost-effective” solutions. I will mourn the day when organizations consider

turning aside people they could successfully serve because it would be too hard to do so in light of pressures to produce certain pre-determined results.

Picture the conversation. “We’re sorry. You were right to come to us; we could help. But working with you (or your family, or your children) will take too long and absorb too many resources. We won’t hit our outcome goals as a result.

But good luck anyway.” Let’s hope that day doesn’t arrive.

Community organizations should not be excused for sub-par practices and programs because of the difficulty of their challenges. By the same token supporters shouldn’t force effective organizations to “cherry-pick” in search of compelling results.

The argument is not that community organizations should be excused for sub-par practices and programs because of the difficulty of their challenges. By the same token supporters shouldn’t force effective organizations to “cherry-pick” in search of compelling results. It’s hard work for agencies and their backers alike to discern what really works under the most challenging circumstances. But it is work that must be done to ensure the understandable desire for evidence of success doesn’t

end up creating perverse incentives.

Somewhere there is a balance to be achieved so that all in our community who want to move forward, no matter how long and difficult their path, can do so with support that will make a difference. And organizations and those who invest in their work can provide the needed support confident that lives are being improved, even if our hardest, most entrenched challenges don’t disappear on schedule.



Division News

## Human Services

### Partnership Academy (PA) celebrates signing it's 100th Lunch Buddy for the school year

The Lunch Buddy program at PPL-sponsored charter school Partnership Academy pairs an adult volunteer with a child for lunch once a week. It is a popular program, with numbers typically ranging in the 60s. But the legions grew this year. Thanks to the interest of a neighboring business, GMAC Residential Funding Corporation, and the participation of 34 of their employees, 100 children will have a buddy at lunch. The company donates to organizations where employees volunteer. PA plans to purchase new books for the school library with that grant.

### Forty residents attend potluck "Meet and Greet"

PPL staff organized an open house for the tenants of the newly built Linden Place apartments in New Hope. But, they give credit for the large turnout to the kids in the building who made flyers and posters announcing the event.



Kids enjoy themselves at a "Meet and Greet" open house for residents of Linden Place apartments in New Hope.



An AmeriCorps Member at the Lab offers a visitor help with using a computer.

## Affordable Housing

### Construction has begun on Midtown Exchange Condos on the Greenway

PPL has launched construction on the 57-unit condominium project that is part of the over-arching Midtown Exchange campus, located at the former Sears building on Lake Street and Chicago avenues in south Minneapolis.

Twelve of the units will be sold at 60 percent or less of Area Median Income. Two two will be built by Habitat for Humanity volunteers. Sixty-five percent of the units are reserved.

The Midtown Exchange campus is designed to be transit-oriented with a concentrated mix of uses. the Global Marketplace will be located on lower floors and there is easy access to public transportation and the Midtown Greenway biking and walking paths.

A campus-wide celebration is planned for early summer, 2006. The grand opening of PPL's condo project is slated for fall of this year.

## Employment and Job Training

### The community access lab sees high demand

Located just two blocks from the PPL Service Center, the community access lab offers free access to computers,

resources and classes in technology in order to help area residents increase their employability. It is run largely by PPL AmeriCorps Members and volunteers who serve as job search coaches and teach basic computer skills, both one-on-one and through group workshops. The community access lab has been serving 80 individuals a month for the past half year. It will relocate upstairs later this year when renovations are complete on the Emma B. Howe Learning Center. For more information on the programs or how to volunteer, call 612-455-5300



PPL project managers Mary Novak and Margaret Dondelinger at the Midtown Exchange Condos on the Greenway construction site.

### PPL working as a broker for employers and colleges to help low-income workers enter health care careers

PPL has begun routinely gathering information from 18 health care employers to learn of benefits-eligible job openings, and from a number of colleges to track health care training available in the area. The goal of sharing this information with all parties is to see health care employers identify shared needs, and colleges use the information to tailor classes to fill job shortages. This collaborative effort is funded, in part, by the City of Minneapolis.

Photos on this page and cover by Sabina Beg, Shannon McCarthy and Lili Korbuly

Your financial gift is critical as PPL helps low-income individuals and families secure a self-sufficient future. Please consider a donation Thank you!

## DONATE ONLINE NOW

Email us for more information



ABOVE: Minneapolis Mayor RT Rybak and Hennepin County Commissioner Gail Dorfman hold a check for over \$8 million, the local portion of \$21.5 million from HUD, for the State.

RIGHT: former owner of the Camden Motel (on the right) with Chris Dettling, project manager of Camden Apartments, where PPL is developing 23 units of permanent supportive housing for homeless dads.



## HUD grant to help end homelessness

Camden Motel, an old motor lodge in north Minneapolis, was chosen as the site for state and local officials to receive a grant from the Department of Housing and Urban Development (HUD), for programs and project designed to end long term homelessness. A total of \$21.5 million was given to the States. Eight million dollars of that goes to Hennepin County.

The motel is one such project. At this site, PPL and Pillsbury United Communities will develop supportive housing for homeless men. The building will be razed to make way for the Camden Apartments — 23 units of permanent housing that will provide the men an opportunity to build relationships with their children while they get help overcoming the barriers that make it hard to escape poverty.

## Mission Moments

Staff and participant experiences of success in daily life

### From a staff member at the community access lab

Gregory used the community access lab to search for employment and apply for jobs on-line, which included sending his resume through E-mail. Once he was hired as an Assistant Manager at a new coffee shop downtown, he used the lab to research the coffee industry and communicate via E-mail with his new employer. He says the lab is quiet, he can get work done, and staff and volunteers are available to help.

### From a Lab user:

My name is William. I found out about the lab shortly after I lost my job. After I had been coming in almost daily to search for employment, I thought about using the downtime of being out of work to improve my job prospects. I thought I would get training in the area of electronic technology and computer repair. A volunteer in the Lab referred me to Dunwoody College and gave me information about financial aid. I applied, took a test, and was accepted.

### From an 11-year-old PPL Scholar

I am in 6th grade at a school in St. Louis Park where I have a PPL Scholars tutor named Jennifer. Words can not even explain how astonishing she is. She taught me how to relax in front of a crowd and I ran for President of Kids Connection. I was elected. Every week PPL Scholars discusses a new country or new countries.... Jennifer teaches me a lot about the history of those subjects. This made me want to make history — especially since women rarely make history. When I grow up I want to be the first black woman president. If that doesn't work, I want to be just like Jennifer.

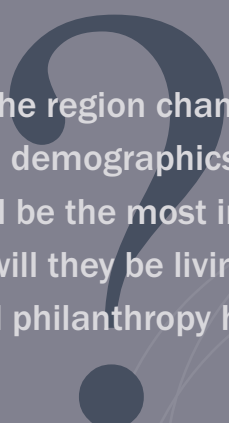
# PPL

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How is the region changing  
How are demographics changing  
Who will be the most in need  
Where will they be living  
How will philanthropy help

## A Future for All Community Trends Forum

Thursday, April 6

PPL's Board hosts the following panel members in a forum about future trends affecting the Twin Cities community and the families PPL serves:

**Emmett Carson**, The Minneapolis Foundation's President and CEO

**Lynn Casey**, an Itasca Project member and CEO of Padilla Spear Beardsley

**Tom Gillaspay**, the state's Demographer

**Art Harkins**, a futurist from the University of Minnesota

Moderated by **George Latimer**, former St. Paul Mayor

For more information call 612-455-5192  
or E-mail michelle.seets@ppl-inc.org

Sponsored by **US BANK** and **Allina Hospitals & Clinics**,  
**Marquette Funding**, **Ryan Companies**, and **Wells Fargo & Company**

### PPL Results

PPL's mission is to assist lower-income individuals and families to work toward self-sufficiency by providing housing, jobs and training.

**In 2005:**

**PPL directly served nearly 7,700 people through our interconnected programs.**

**Affordable Housing & Community Development:**

*Served 2,965 people.*

PPL owns or manages more than 730 units of affordable rental housing offering on-site human services, and creates affordable housing through both new construction and renovation of existing homes.

**Employment & Job Training:**

*Served 553 people.*

PPL operates paid training programs through businesses and classroom instruction for adults dealing with multiple barriers to successful employment.

**Human Services:**

*Served 4,165 adults and youth*

Families, adults and children are assisted on a flexible, individualized basis in setting goals, finding resources and building skills necessary to be self-sufficient.

**923 volunteers contributed 38,878 hours, valued at \$682,309.**