

Issue one
2007
PPL celebrates
35 years of service
to the community

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PPL Notes

Steve Cramer,
PPL executive director

Thirty-five years of meeting the community's needs has accomplished much, but more is required.

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2006 results in housing, employment training and support services

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Last year, more than **10,750** people used PPL services



Plans are in place for additional impact in 2007

← ①



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← ③ ④ ↑

2006 Highlights:

In the classroom

① Train to Work classes reached a wider range of people. Soft skills were taught with both a banking and a clerical focus, while immigrants reviewed new customs and work cultures and some of PPL's hardest to employ residents learned about overcoming their barriers.

A new community resource

② The PPL Emma B. Howe Learning Center opened for area residents seeking to improve their employability. Located at the corner of Chicago and Franklin avenues in Minneapolis, it features a Community Access Lab, classrooms for Train to Work, and the Health Career Partnership offices.



Youth programs

③ PPL upped the frequency and volume of both academic and enrichment opportunities for youth and teens, drawing on recent research and demonstrated best practices.

Supportive housing

④ A 23-unit apartment under construction in north Minneapolis will house formerly homeless, custodial fathers involved in a program to help them build relationships with their children.

Look for more details in the 2006 PPL Annual Report, due out this summer.

Thirty-five years of meeting the community's needs has accomplished much, but more is required.

PPL will turn 35 in 2007. So it's fitting that results for 2006, and plans for our anniversary year, reflect a record level of activity. Several factors lead to growing numbers and increased impact.

Our programs are operating out of greatly improved facilities made possible by PPL's capital campaign. One result has been a dramatic increase in the number of people seeking help. Through staffing changes at PPL's Service Center and activities of the Computer Access Lab at the Emma B. Howe Learning Center, we are finding ways to make a meaningful difference, even when folks walking in the front door don't immediately end up in our housing, employment or human service programs.

There are hints that the capacity and will of the public sector to address key community issues is growing.

Many of the people finding our front door — or *doors*, to be more accurate — are new Americans from across the world. Observing that the Twin Cities is becoming more diverse at an accelerating pace isn't "new" news, but the challenges and opportunities created by the community's rapidly changing demographics feel new every day.

Finally, it is simply true that lots of people in the Twin Cities aren't doing very well. Low "official" unemployment masks the impact of economic trends, which drive skill requirements past the capabilities of a growing number of willing workers, for even entry level jobs. For many facing this prospect, the educational system as currently constituted is not an answer. And a momentary slackening of the spiraling housing market doesn't erase the increased costs of owning or renting a home created over the past decade.

So, our work is cut out for us. I am particularly pleased that as 2007 gets underway, PPL has in place new initiatives responsive to many of the greatest challenges we see emerging in the community.

For instance we are:

- ⇒ Beefing up our ability to work across agency job and human service programs to find work for participants facing the most significant employment barriers.
- ⇒ Adding licensed teachers to the mix in our AmeriCorps and volunteer-based tutoring programs, and increasing hours of contact with participating kids, to improve academic outcomes.
- ⇒ Developing and managing additional supportive housing, and providing intensive support services to address the life challenges residents of these projects face.

By paying increased attention to policy advocacy we will do our part to fan this "spark" apparent in Saint Paul and Washington.

Most exciting of all is the addition this year of a full-time public policy coordinator. There are hints that the capacity and will of the public sector to address key community issues are growing. By paying increased attention to policy advocacy we will do our part to fan this spark apparent in Saint Paul and Washington.

Thirty-five years is a long time, but I can say with confidence that PPL is just getting started! Thanks for the help along the way, and for your support yet to come.



Employment and Job Training

Classroom work-readiness training continues to reach wide range of job seekers

- A recent grant from Wells Fargo Foundation is helping PPL launch a new employment and job training program designed to help prepare Somali residents for the American workplace.
- US Bank and PPL staff designed a job-training program to fit the unique hiring requirements for entry-level employment positions in local bank branches.
- A class was designed for individuals receiving public assistance covers improving attendance, increasing social networks, enhancing job preparedness, and improving employability.

Human Services

Healthy start to 2007

Healthy lifestyles and diets are being promoted among residents. For example, Simply Good Eating, nutrition classes are held at Elliot Park Commons in Minneapolis and, in New Hope, residents can view Somali informational videos — Breast and Cervical Cancer & Healthy Moms and Healthy Babies.



Residents learn more about staying safe

Approximately 15 safety meetings have been mounted in PPL properties in recent months with Minneapolis Police Department SAFE officers and police representatives from Saint Louis Park and New Hope.



See Midtown Exchange Condos on the Greenway
OPEN HOUSE: March 14 from 3 - 6 p.m.!

Affordable Housing

Midtown Exchange completed!

Construction is complete on Midtown Exchange Condos on the Greenway, housing 57 for-sale condominium and townhome units. Located behind the old Sears building and next to the Greenway on 11th Avenue and 29th Street, the condos were developed for mixed-income residents. All ranges are selling well, with about 20 still available.

Visit: sandygreenrealty.com/midtownexchange.html

Developments begin to take shape

- Rehab at Louisiana Court is completed and nine of 14 homes at Lowell Curve are nearly finished. Two of the properties have sold.
[Visit: ppl-inc.org/housing/forsale.html](http://ppl-inc.org/housing/forsale.html)
- Construction is underway at Linden Park Condominiums with “hard hat” tours beginning in April. Completion is expected in September. Units are for sale now.
[Visit: lindenparkcondominiums.com](http://lindenparkcondominiums.com)

Pictured left: Top: Representatives of Wells Fargo Foundation present PPL staff with funds for a Somali training program. Bottom: Graduates of the first US Bank class; three more planned for 2007. US Bank is providing financial support

New in 2007

Public Policy Coordinator

PPL will sharpen its focus on civic engagement thanks to a newly created position made possible by the Otto Bremer Foundation.

Health care, education and training programs, support for affordable housing, immigrant rights and daycare availability are crucial areas for our participants. PPL hopes to draw out the stories of our participants, link them to the political process and, in doing so, connect legislators to the real people affected by their decisions.

PICTURED: A recurring brown bag series at PPL brings together participants, staff and colleagues to hear from leaders and learn how to get more involved in the lawmaking process. Featured guests have included US Representative Keith Ellison, of Minnesota's 5th Congressional District, and State Representative Neva Walker, of District 61B.



Extra Help

PPL occasionally encounters individuals whose barriers to securing sustainable jobs are so numerous and/or so severe that our current programs aren't enough help. The new Extra Help program, funded by the Bush Foundation, will provide special assistance to these folks.

New Expertise

A Supportive Housing Specialist staff position was added recently to deepen PPL's service expertise in this area. A variety of abilities are needed, including knowledge of how individuals can manage their mental health issues. Funding was provided by Phillips Family Foundation.

Mission Moments

Staff and participant experiences of success in daily life

"I recently closed a condo unit at Midtown Exchange to a woman in her mid-fifties who had never owned her own home. She was very excited and said over and over 'this is a dream come true.' When it was time to hand her the keys for her new unit, she asked everyone to stop what they were doing to get in the picture being taken of the moment."

—Mary, PPL Project Manager

"Twelve PPL residents graduated from an eight-week session of nutrition classes held at PPL Service Center. An exciting outcome of the class is that a student was told by her doctor that the health of her children was greatly improved and that they no longer needed to take a supplement. In addition, the mother says that she feels much more energetic and healthy since she changed her diet. She is also saving money by making better food choices."

—Zeinab, Immigrant Services Coordinator

"Election day was an important day for our residents at Elliot Park Commons. Not all 21 residents were eligible to vote, but of those that were, 15 went to the polls. Some, I gave a ride but most walked or biked. One had recently become a citizen and this was his first time voting! Another, who has lived in the building for years, had never known where to vote. This was her first year too."

— Emily, Self Sufficiency Program Services Coordinator

PPL

Project for Pride in Living

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PPL

celebrates
35 years
of service to the
community

Hold the date!

June 6, 2007

Lunch, Hyatt Regency

— Nicollet Mall

Featured guest: Rev. Dr. Calvin Butts, Pastor
of the renowned Abyssinian Baptist Church in
New York City and founder of the Abyssinian
Development Corporation.

Join us: Friday April 27

**Jonathan Reckford, Habitat for
Humanity International CEO**

Luncheon - Minneapolis Club (\$25)

PPL is a co-sponsor of the event. For more
information, contact Gen: 612-455-5202

PPL Results

PPL's mission is to work with lower-income individuals and families to achieve greater self-sufficiency through housing, training, and support services.

In 2006:

PPL directly served nearly 10,760 people through our interconnected programs.

Affordable Housing & Community Development:

Served 2,751 people

PPL owns or manages more than 747 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 3,407 people

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

Human Services:

Served 4,602 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.

903 volunteers contributed more than 39,300 hours, valued at \$697,945 .