

Spring Impact Report

See What You Helped
Achieve in 2023



PROJECT FOR
PRIDE IN
LIVING

168
New Homeowners



See More Results Inside



Start your day in a
meaningful way at the
2024 PPL Annual Breakfast.

Tuesday, June 4, 2024

7:00 am: Coffee & Networking

7:30 am: Program

The Depot, Downtown Minneapolis

225 3rd Ave S. Minneapolis, MN 55404

The Annual Breakfast is our most important fundraiser of the year. Please join us to hear how PPL is delivering real results to communities and creating equitable development. The event is free. Guests are invited to make a meaningful contribution to PPL's mission.



ANNUAL BREAKFAST



Scan Code to
Register

STRONGER



**with
community**

99%

Graduation Rate at
PPL Alternative
High Schools



PROJECT FOR
PRIDE IN
LIVING



91%

12-Month
Employment
Retention



\$22⁰⁴

Average Hourly Rate



98%

24-Month
Housing Stability



78%

New Homeowners
Identifying as BIPOC

New Homeowner

PROJECT FOR PRIDE IN LIVING
*Bridging the homeownership gap
one homeowner at a time*



110

Units Financed



President's Letter



The nonprofit sector, particularly its housing-related nonprofits, is facing what might be its biggest set of challenges in many years. Dramatically increased needs in the community, workforce transformation and changing workplace practices, declines in historic COVID-related funding, and broken governmental systems have all intersected to create a very challenging environment.

It is a testament to PPL's staff and broad supporters that we have been able to navigate these challenges—financially, organizationally and on a human scale.

PPL had a strong finish to 2023 and produced incredible results for our community. Hundreds have been stably housed and have taken the next steps toward self-reliance. Hundreds more have gained new job skills to find living wage employment on new paths to real careers, including students graduating from our alternative schools, now more prepared for a changing work world.

In these pages, we show how PPL is tackling these challenges head on while investing and growing in smart, strategic ways. Our 2023 data bears this out. We exceeded our goals in many key areas of performance.

PPL is also strong financially. Substantial, new one-time philanthropic investments put PPL on a path to effectively face economic headwinds and enduring challenges. Credit our holistic model, focus on racial equity, and track record of delivering results for people for garnering such reaffirming support.

Our pipeline of new housing development is robust, and years of work are coming to fruition. Two new developments got underway last year to bring 110 new units online, and two more are moving toward construction in early 2024. Our emphasis on equitable development—how we work with communities—is spot-on with this region's priorities.

Last year, we also saw incredible growth in our home ownership work with 168 new home buyers achieving ownership through PPL—with three-quarters of whom are BIPOC households.

I am optimistic about PPL's path forward and bullish on our strategies. If not us, then who? At PPL, we don't ask that question blindly, and we don't walk this road foolishly. We do so with courage, critical partnerships, a sharp pencil, and a vision for creating more safe, resilient and equitable communities across the Twin Cities. Thank you for joining us along this journey.

Paul Williams, *PPL President and CEO*



\$42.7M

In Long-term Wealth for
New Homeowners



81%

PPL Residents Maintained
or Increased income



\$813,705

Improvements to PPL Properties



Strategic Investments

In 2023, PPL received three unprecedented, one-time private philanthropic gifts to complement public investments to advance our 2023-25 vision. These investments come at a critical time.

We are making “big bets” in several key areas over the next 3-4 years to strengthen our housing work, catalyze the impact of PPL’s holistic model, and fuel our 10-year vision to create safe, resilient, and equitable communities across the Twin Cities.



Accelerating Equitable Development: Advancing larger-scale development such as Opportunity Crossing at Lake and Nicollet, boosting our work in homeownership, and partnering with BIPOC developers to create wealth building opportunities.



Improving Resident and Housing Stability: Stabilizing PPL’s affordable housing portfolio and residents is paramount. Prioritization of quality of life improvements, more deeply connecting residents with PPL’s Career Readiness programming and community resources, and enhancing property management practices.



Driving Innovation in Employment: Furthering PPL’s partnerships with private and public employers to create apprenticeships where job seekers and PPL students earn and learn their way to new careers and livable wages.



Supporting People: Strengthening talent, equity, and culture to enhance PPL’s capacity, increase retention, and augment productivity.



Sustaining PPL’s Operations and Impact: Launching PPL’s Sustainability Fund to ensure long-term support for programs and operations.

Home Ownership

Henrean Vinson began her homeownership journey at the start of 2023. Henrean purchased her first home in 2000, but that property was eventually condemned. PPL Homeownership Manager Melissa Pugh recommended that Henrean attend a Home Stretch class. Melissa helped Henrean ensure that she had a strong financial base, including down payment support.

“It was great! You get a lot of understanding out of the class. It really helped me. [PPL] is easy to talk to and they give you every helpful hint they can.”

Henrean will have been in her home for one year in July, 2024. Henrean says that she also inspired a few friends with her journey. She recommends homebuying to everyone.

“I say just do it,” Henrean said. “It feels good.”

