

Spring Impact Report

See What You Helped
Achieve in 2022



**PROJECT FOR
PRIDE IN
LIVING**

Start your day in a
meaningful way at the
2023 PPL Annual Breakfast.



7,000

Total People Served through
Housing and Career Readiness



\$21.⁰⁷

Average Wage Upon Hire
for Program Graduates



114

New Homeowners Assisted

See More Results Inside



Wednesday, May 10, 2023

7:00-7:30am: Coffee & Networking

7:30-8:30am: Program

The Depot, Downtown Minneapolis
225 3rd Ave S. Minneapolis, MN 55404

The Annual Breakfast is our most important fundraiser of the year, bringing together supporters like you to hear firsthand how PPL is building hope and assets in our communities.

The event is free to attend. Guests will be invited to make a contribution in support of PPL's mission.

Thank you to our
**generous supporters,
donors, and volunteers!**

Visit ppl-inc.org/donate
to make a 2023 donation.



Scan here to register
or call 612-455-5210

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PROJECT FOR
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Headwinds Are Strong, Our Community Continues to Grow Stronger

There's no doubt that the last year came with considerable headwinds for Project for Pride in Living and the people in our community. Finances, both personal and organizational, have not yet returned to pre-pandemic levels. Security and safety remain top concerns. Employment has yet to catch up with so many people left behind during the shutdown. Increased challenges have left ongoing trauma for folks. Yet, these challenges show me and our PPL staff that the results in this report are all the more impressive. PPL continued to move forward, and our communities continue to grow stronger.

Even with housing being harder to build and even harder to buy, our commitment to asset building is on display in our homeownership programs, where we're helping a majority of BIPOC clients create wealth. Their new homes amount to almost \$30 million in real equity and community strength.

Community voice matters. We've elevated the voices in communities to go beyond just seats at the table and to also take agency in the work we create together. Those voices continue to point out the systems that are broken and where we can effect change.

Elevating voices has resulted in new supportive housing partnerships opening—with more under construction. It's helped shape our career pathway offerings to ensure we're training the workers of the future, and they're already being placed now. Hiring figures reflect the evolution of work and the economy.

Beyond the numbers you see here, however, is *how* we do our work. This has become more intentional, more people and place-oriented, and more focused with race and race equity front and center. This model that we've termed *equitable development* is based on working with communities and people there. We're committed to engaging people in goals, processes, and ideation to co-create new, community-rooted developments that are seen as assets, not just buildings.

Our data shows benchmarks are being met, and the conversations tell us that the true impact is being felt. Winds swell and wane. What's constant is effective solutions and opportunities always exist with community. Thank you for being part of ours.

Paul Williams, *PPL President and CEO*



2023-25 Strategic Plan

In 2022, PPL engaged The Prouty Project to assist us with deep listening and crafting a new three-year strategic plan. We heard loud and clear that PPL is in the unique position to be a high-profile leader in **centering equity** and **lifting community voice**. PPL's community of residents, participants, partners and other stakeholders challenged us to:

- Continue what we do well
- Identify the next frontier for community development and the future of work for people with low incomes
- Elevate community voices

- Operationalize our racial equity work
- Deepen our policy efforts to address broken systems
- Advance our holistic, equitable development model in more places
- Maximize and nurture the strength and talent of our team

Our mission to build **hope, assets**, and **self-reliance** remains the same as does our core focus to promote **housing stability** and **career readiness**. For more information about our **2023-25 Strategic Direction**, please visit: www.ppl-inc.org/mission-impact

Impact By the Numbers



PPL and Clare Housing cut the ribbon on Bloom Lake Flats with elected leaders of Minneapolis.



42

New Units of Affordable Housing
Opened at Bloom Lake Flats



98%

Households Achieved
24-Month Housing Stability



90%

Credit-Eligible
Students Graduated



135

Units of Affordable
Housing Funded



1,395

STEP-Up Students
Prepared for Careers



90%

Individuals Achieved
12-Month Job Retention



73%

New BIPOC Homeowners Assisted



350%

Income Growth
After Job Placement



\$29.3 Million

Wealth Creation in
Homeowner Equity



PPL and Emma Norton hold a groundbreaking in Highland Bridge.



Kierra Hardaway became PPL's 100th new homeowner assisted in 2022.

Charnele's Story



Working in a hospital as a personal care assistant for 10 years showed Charnele Hair that she wanted to further her career in the health care field. Though she hadn't completed high school, Charnele earned an Associate degree through a program that did not require a high school diploma. She soon learned, however, that most of the jobs she wanted required either a General Educational Development [GED] or high school diploma.

Charnele enrolled in a new PPL Career Center program called **Diploma Connect**, which enables adult scholars not currently enrolled in high school to earn a state issued high school diploma. A GED program is only applicable to those under the age of 25, which means many adult learners are ineligible to enroll.

Life became challenging for Charnele. She lost her housing and her car, but she never gave up. "Now is the time to do something I really loved," she said. "I lost a lot of things and sometimes I wanted to give up, but I worked so hard and I tried my best. Denise [Goldman, PPL Lead Facilitator] had my back the whole time and made sure I stayed focused. Without her, I don't know that I'd have been able to finish."

Charnele is now **Diploma Connect's first graduate**, and she's enrolled in the PPL phlebotomy pathway to become a medical assistant. She's become a role model for her family — her sister is accessing a career pathway and her twin brothers will also be pursuing their high school diplomas. Charnele stated, "I feel like PPL is very supportive. I pushed through, and they helped me. I'm just thankful for PPL."



22

Diploma Connect Enrollees

Donor Profile: Shane Krier



At the age of 18, Shane Krier and her husband moved from South Dakota to Minnesota. Shane cared for her mother, who suffered from Parkinson's Disease, and discovered she had a passion for helping others, including helping people look and feel their best. She took her skills of cutting and styling hair to the streets. She scooped up her dog and began offering haircuts to the people in the St. Anthony Main neighborhood of Minneapolis. She soon became known as "The Redhead with the Dog."

As the cold Minnesota winters crept in, Shane found herself noticing that many of her customers appeared unprepared for the winter. She thought, "My dog is dressed better than some of my customers!" The next week, she purchased 20 winter coats and handed them out to people as she provided haircuts. Twenty coats soon turned into 50, then 100. That was seven years ago. Shane found PPL in 2020 and connected with the mission, especially the number of people impacted. Since that time, Shane has donated over 400 coats and winter gear items (such as hats, gloves, and scarves) through **PPL's Winter Coat Drive**. She continues to partner with PPL in providing much needed (and much appreciated) warm clothing to the people of Twin Cities.



10,000

Volunteer Hours Contributed