



ANNUAL  
IMPACT  
REPORT

2020





3 million children in the U.S. will experience homelessness this year.



“No family ever expects to become homeless. When it happened to us, it was a total shock. But because of Family Promise, we didn’t just overcome that challenge. Family Promise helped our family grow and succeed in ways we never could have imagined.” –*Family Promise graduate*



Family Promise homelessness prevention programs cost up to  
15x less than federal estimates for shelter and re-housing.

## From Our CEO...



Dear Friends,

The North Star helped ancient travelers plot their course. It guided journeys. It led people to freedom. The North Star gave them direction.

If ever there was a year we needed direction, it was 2020, and for Family Promise, our North Star was our core values: *Hospitality, Empathy, Community, Dynamic, Innovative, Empowerment*. Our Affiliates were guided by these principles in the darkest of years, ensuring children and families were safe and could navigate a pathway to sustainable housing and the future every child deserves.

In these pages, we share the many ways our Family Promise community embodied those values and made it possible for us to continue to serve families and engage volunteers amidst a global health pandemic.

Most notable was how Affiliates pivoted their operations. With our traditional shelter model greatly curtailed, and in many communities halted, we innovated to serve the thousands of families who had lost jobs and incomes and were at risk of losing their homes. Fortunately, we had developed a strategic plan that focused on increasing our work in homelessness prevention and shelter diversion. With the support of amazing corporate partners, we accelerated the introduction of impactful

programs that addressed these needs. Affiliates that were focused on shelter and shared meals quickly switched to rental assistance and landlord mediation.

The tremendous support from our donors and partners enabled us not just to guide them, but to create bold original programs that facilitated these new modes. Meanwhile, we shifted volunteerism from in person to virtual. Much had changed, but our core purpose remained the same: Giving families hope, home, and a community that supports them.

We discovered that in the midst of extraordinary challenge, there was remarkable *innovation*. Our *community* took action in *dynamic* new ways that addressed the unique needs and circumstances of every family. Volunteers and donors responded with *empathy* for the eight million households pushed into poverty. Thousands of families were *empowered*. The spirit of *hospitality* remained strong.

Together, Family Promise followed its North Star, and it lit our way.

Very best regards,

Claas Ehlers, CEO



Family Promise has served more than 1 million people since 1988.

# FamilyPromise IMPACT2020

200+  
Affiliates



43  
states

177,474  
served  
in 2020



1 MILLION +  
served since  
founding



81%  
of those served  
find housing



28,398  
episodes of  
homelessness  
avoided or shortened



6,000 Congregations  
and Organizations



250,000+  
PPE  
distributed



200,000  
Volunteers



66 DAYS IN SHELTER  
(average/family)



50%  
Affiliates  
that doubled  
# people served

# HOSPITALITY & EMPATHY



"THAT'S WHAT'S SO GREAT  
ABOUT FAMILY PROMISE—  
THEY GIVE FAMILIES MORE  
THAN SHELTER. THEY  
WELCOME THEM IN AND HELP  
THEM FOCUS ON HEALING  
AND MOVING FORWARD."

*—FAMILY PROMISE VOLUNTEER*

# A FAMILY FOCUSED ON CHANGE

It didn't take long for the Cohen family to fall in love with Family Promise.

Aaron, Deanna, and their three children wanted an opportunity to make a difference in the world as a family. They learned of Family Promise and were drawn to the cause, even though the closest Affiliate was up to an hour from their home in Riverside, CA. After their first time volunteering, they knew they wanted to bring the program to their own community.

They contacted Family Promise and enlisted local support, and, as Aaron says, "Things snowballed from there."

Today, Family Promise of Riverside is months from opening its doors, with the Cohen family playing an active role. They've done significant fundraising, are coordinating shelter sites, and have a growing board of directors. They've even received two donated vehicles to help families who lack transportation.

"We like the way Family Promise is designed," Deanna explains. "It's sustainable in a way volunteers can handle. Lasting changes come from relationships, not just throwing money at problems."

The family has found that the work of developing a new Affiliate unites the community.

"We all have the same goal in mind," says Aaron. "To end homelessness."



**“Every night, Family Promise was there with dinner and games for the kids. They'd ask about our day. They treated us like normal people even while we were going through the hardest time of our lives.”**

—Family Promise graduate



## MOVING ON

Family Promise volunteers play an important role supporting families struggling with homelessness. And some, like Elijah, are Family Promise graduates.

Elijah, his mom, and sisters were facing homelessness when they came to Family Promise Union County in Elizabeth, NJ. He and his mom found work shortly after their arrival. The family saved money and made plans, and before long, were in their own home.

That's when Elijah contemplated starting a business. Family Promise's commitment to microenterprise (defined as small business with

a sole proprietor and six or fewer employees) was key to helping him achieve this dream.

Combining his mechanical skills with his interests in property maintenance and transportation, Elijah decided on a moving and handyman business. He researched everything from market demand to tax laws and purchased a truck for his company. However, he didn't have the funds for the other supplies he'd need. Family Promise helped him acquire the necessary materials to get his business up and running.

"I've always felt more suited to having my own business," Elijah says. "Family Promise and my family have been really supportive."

Work keeps him busy, but Elijah saves time to help move graduating Family Promise families into their own homes. He appreciates Family Promise's mission to empower families to lasting independence and wants to help others facing challenges like he encountered.

"People need a support system," Elijah says. "Family Promise guides people to their financial freedom so they can be successful."

## PLANTING SEEDS OF PROMISE

Dan Bottorff grew up on a farm in Iowa, so his gardening skills are well established. Today, his green thumb ensures families in need have fresh, healthy food on their plates every week.

For nearly ten years, Dan has overseen the gardens at First United Methodist Church in Westfield, NJ, a Family Promise shelter site. He and a team of volunteers cultivate

a community kitchen garden that supplies produce to Family Promise and local food pantries. The garden yields string beans, tomatoes, peppers, and more, and every Monday during growing season, families can stock their kitchens with herbs and produce picked fresh that morning.

Families appreciate the fresh food the garden

provides, and Dan notes he and his fellow gardeners benefit from the project, as well.

"The community garden is a wonderful thing," he says. "It's like Family Promise in that it brings people together, and they get a lot out of it whether they're working in the garden or reaping the harvest."



# COMMUNITY



"I NEVER IMAGINED WE'D BE IN THIS SITUATION, BUT FAMILY PROMISE SHATTERED MY STEREOTYPE OF HOW HOMELESSNESS IS TREATED. IT'S A WHOLE COMMUNITY OF PEOPLE WHO ARE THERE FOR YOU IN ANY WAY YOU NEED, EVEN AFTER YOU GET BACK ON YOUR FEET."

*—FAMILY PROMISE GRADUATE*

## LESSONS IN SUCCESS

Math isn't fun in Zykir's house.

The fourth grader struggles with his lessons, but math is just one of the trials Zykir has confronted. Several years ago, his family faced homelessness before finding Family Promise Union County in Elizabeth, NJ. Now, as graduates, they use stabilization services when needed, such as a new academic tutoring program.

Nearby Summit High School is home to the Family Promise Club, which supports Family Promise families. Recognizing the challenges of remote learning during COVID, the club developed a virtual tutoring program for elementary and middle school students.

Statistics show children battling homelessness may struggle more in school—dropout rates, special needs, and grade repetition are significantly higher than among their peers. For Zykir, the tutoring replaces support he would normally receive in school. His mom, Roneeka, is grateful for the program.

"When I ask him if he understands his work more, he says yes. I can see his grades have improved since tutoring began," she says.

Leah, a Family Promise Club officer and tutor, says, "It's rewarding to work with these students and see them improving. Being

a tutor has helped me appreciate my own education more."

In addition to boosting grades and study habits, the program increases understanding about the crisis of family homelessness.

"A lot of people think homelessness just happens in cities, but it hits home when you realize it can be a lot closer," says Hope, a club officer and tutor.

Club President Josh adds, "It feels good to be part of an organization that's helping people in this way. I'm proud of the tutors and kids for working so hard. We're happy to support families this way."



Top: Zykir is all smiles now that math isn't such a challenge. Bottom: Family Promise Club leaders Hope, Josh, and Leah are helping to bridge the gap of distance learning.

# BUILDING RESILIENCE TO CHANGE THE FUTURE

"Family Promise is a community that connects and cares," says Jeff Armstrong, executive director of Family Promise of the Midlands in Columbia, SC. "Whether it's staff, volunteers, or families, we're a team. Or, as our name says, a *family*."

Jeff is always struck by the organization's power to put a face to the concept of family homelessness and correct any misconceptions about the crisis. To that end, he views 2020 as a turning point.

## THE POWER OF PASSION

A new trustee in 2020, Sherina Smith is passionate about helping communities impacted by poverty and homelessness build a stable foundation, particularly minority communities.

"Communities of color are disproportionately impacted by the crisis of family homelessness," she says, citing how the past year highlighted deep-seated problems like housing insecurity, income disparity, and racial inequality nationwide. Family Promise's commitment to

"We saw so many people totter between security and instability. The health pandemic made people view homelessness through a new lens. It opened their eyes to the importance of our services in the community," he explains.

Jeff adds, "But, experience builds resilience, and that's what Family Promise teaches—that families can get through a crisis and come out stronger and better prepared."



# FAMILY PROMISE NATIONAL COUNCILS

National councils and committees provide valuable input to the organization's programs and operations, enabling Family Promise to better serve families in crisis in the fight against family homelessness.

## AFFILIATE COUNCIL

Affiliate leaders who assist in developing programs, policies, and procedures.

## GUEST ADVISORY COUNCIL

Family Promise graduates who advise on advocacy efforts and Affiliate initiatives and policy.

## NEXT GENERATION COMMITTEE

Emerging leaders who engage younger audiences in the mission to end family homelessness.

## RACIAL JUSTICE COUNCIL

Family Promise's newest committee is comprised of community members who ensure issues of racial equity are addressed at all levels of Family Promise's work.

Racially charged events over the past year have created an opportunity for change. Family Promise leadership embraced the occasion to evaluate its practices as they relate to diversity, equity, inclusion, and access. The Racial Justice Council, comprised primarily of people of color from the Family Promise network, was formed as a first step toward ensuring the organization's culture prioritizes racial equity. The Council's insight helps Family Promise build on its strengths and identify areas for improvement related to inclusion and diversity.

**Nora Ali**, Family Promise of Greater Denver, CO

**Jeff Armstrong**, Family Promise of the Midlands, SC

**Marissa Commey**, Family Promise of Hawaii, HI

**E'tienne Easley**, Family Promise of Greater Chattanooga, TN

**Claas Ehlers**, Family Promise National

**Carolyn Gordon**, Family Promise National

**Nakeshia Hedrick**, Family Promise of Greater Lafayette, IN

**Vera Johnson**, Fort Bend Family Promise, TX

**Armilla Moore**, Family Promise of Pickens County, SC

**Mitchell Petit-Frere**, Family Promise National

**Amber Young**, Family Promise National

**“So many people are afraid to talk about race in the workplace. This can impact relationships between leadership and employees. No matter how difficult the conversation is, we have to talk. When we have the conversations, we can identify the issues and begin to make change.”**

**—Armilla Moore, Racial Justice Council**

# DYNAMIC



"THERE WERE TIMES I DIDN'T EVEN REALIZE I NEEDED HELP UNTIL FAMILY PROMISE HELPED ME. THEY PUSH YOU SOMETIMES. YOU'RE THERE BECAUSE YOUR SITUATION ISN'T IDEAL, BUT FAMILY PROMISE MAKES SURE IT WILL BE BETTER IN THE END."

*—FAMILY PROMISE GRADUATE*

## ADAPTING TO THE TIMES

Neighbors in a small town are there for one another, and in rural Lincoln City, OR, Family Promise of Lincoln County is one such neighbor.

When COVID hit, the local library, the city's only resource for public computers and internet service, closed. Family Promise made its Wi-Fi available to all and arranged safe access to its computers. Family Promise also tapped its

connections and distributed hundreds of food boxes and PPE kits.

Then, when wildfires threatened the region last fall, Family Promise was poised to help yet again.

The fires affected low-income families the most. Family Promise covered fuel expenses for those who found themselves stuck along the evacuation route and collaborated with local groups to create a trailer campground in

a vacant parking lot for people whose homes were destroyed. Family Promise continued to share Wi-Fi and provided critical case management, making life more manageable for dozens of families.

Fire cleanup continues today, and Family Promise is there to ensure families will once again have a place to call home.



**“Family Promise was really there for us. If someone can care that much to help you through such a tough time, you owe it to yourself and to them to do better.**

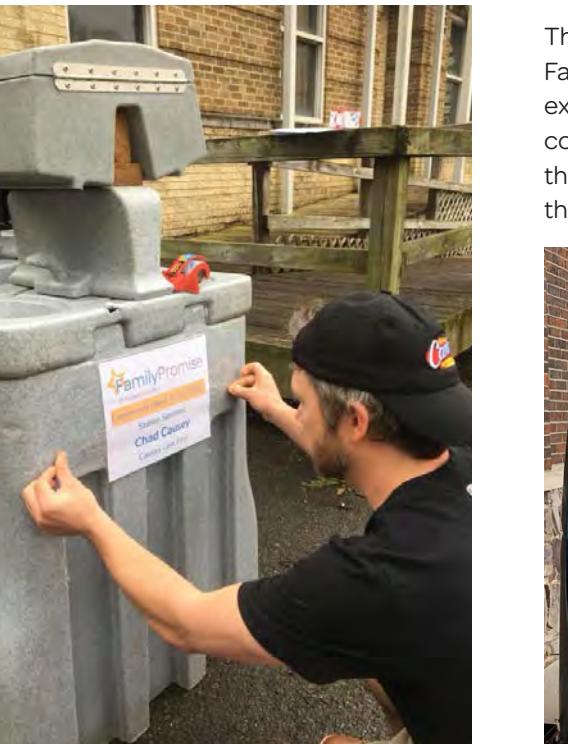
**Family Promise is like family to me now.”**

**—Family Promise graduate**

## KEEPING IT CLEAN

Thanks to a COVID response initiative of Family Promise of Pulaski County in Little Rock, AR, the “hand up” Family Promise lends families in crisis is a clean one.

Proper hygiene is critical to maintaining good health, but the homeless population often lacks access to sanitation facilities, putting



it at greater risk. Family Promise decided to address this concern by securing portable hand washing stations to place throughout the county. Each station is identified with the Family Promise logo, as well as helpful signs with instructions for proper hand washing, a list of coronavirus symptoms, and what to do in case of illness.

The program has been so successful that Family Promise plans to continue offering the existing stations as a permanent service to the community, and local groups are also exploring the possibility of adding more stations across the county.



## FAMILY PROMISE: THE CALM AFTER THE STORM

Last fall, two hurricanes ravaged the Gulf Coast back-to-back. Months later, the region is still recovering.

In the storms' aftermath, Family Promise of Acadiana in Lafayette, LA, was among the first to assist families in the affected communities, their support augmented by Family Promise's national hurricane relief campaign.

They collaborated with local nonprofits to deliver water, hot meals, gas and gas cans,

and tarps for temporary roofing to residents who lost electricity. Family Promise and others also created an outdoor “store” to provide necessities like diapers and cleaning supplies. The support is ongoing as the region slowly recovers.

Executive Director Renee Menard likens the relief efforts to her work with families battling homelessness.

“It’s just like when you volunteer at Family



Promise—you get at least as much out of it as the families in the program do,” she says.

## PROMISE TO LEARN

2020 saw many new challenges, but at Family Promise of Hall County in Oakwood, GA, remote education wasn’t one of them.

The Affiliate implemented Promise to Learn, a temporary virtual school for children whose parents continued to go to work during the health pandemic. Supplied with backpacks, headsets, laptops, and other materials, students from pre-K to high school studied at individual workstations at the Family Promise day center. A nearby school provided meals



and snacks, and Family Promise improvised creative safe spaces for recess breaks and offered academic support as needed, ensuring all homework was completed before pickup time.

Family Promise Program Manager LaCrecia McCree says the program helped children maintain social connections and validated their academic work.

“Seeing that Family Promise cared about their education gave them a sense of ‘You matter,’” she says.

# INNOVATIVE



“WE ALL HAVE A STORY TO TELL, AND EVERYONE’S STORY IS DIFFERENT. FAMILY PROMISE KNOWS HOW TO MEET PEOPLE WHERE THEY ARE AND ADDRESS THEIR NEEDS AS THEY ARISE.”  
—FAMILY PROMISE VOLUNTEER

# BEING THERE FOR FAMILIES IN CRISIS

When Meg Cotter started an online home décor business last spring, she wanted it to have a philanthropic component to help families in need. She discovered Family Promise and connected to its mission.

Her business, Cailíní Coastal, offers home accents with a coastal design aesthetic that echoes the ambiance of the Cotters’ hometown of Palos Verdes, CA. The business was an instant success, and to date, Cailíní Coastal has raised thousands of dollars for Family Promise,

especially helpful given the increased need for housing support due to COVID.

The Cotters also wanted to provide hands-on help and began volunteering at a nearby Affiliate. Meg’s husband Brian offers parents job search assistance, and Meg uses her business platform and reach on social media to promote Family Promise.

“I’m happy to make an impact, and as this business grows, I look forward to being an awareness driver,” Meg says.



**“I thought I just needed shelter and time, but Family Promise saw I needed to rebuild my self-esteem. I didn’t realize it at the time, but they showed me I had value. ”**

**—Family Promise graduate**

# A FUTURE BEGINS AT HOME

One of the most effective solutions for homelessness is prevention. A new initiative at Family Promise, *A Future Begins at Home*, helps families in crisis avoid the trauma of homelessness through comprehensive support that enables them to remain housed and work toward stability. Innovation Grants, facilitated by generous donors, support the

expansion of prevention services. Home donations for transitional or permanent housing are another component of the program, made possible by a partnership with manufactured home builder Clayton. Last year, *A Future Begins at Home* helped 400 families (including 900 children) remain in their homes.



A new comprehensive volunteer certification program at Family Promise of Skagit Valley was made possible by Innovation Grants.

## INNOVATION GRANTS

Low-income families face many roadblocks on the road to independence. Affiliates used Innovation Grants to address their needs, big or small, so they could remain stably housed and forge new paths to success.

For example, when Florida grandmother Davina learned her job was being eliminated, she faced any family's worst nightmare—homelessness. In Indiana, a worried mother wanted to remove her children from an unsafe home situation, but their only alternative was to live in their car. Another Indiana family simply needed temporary rental assistance and food to avoid homelessness.

Affiliates also used these grants to support program development. For instance, Family Promise of Skagit Valley in Sedro-Woolley, WA, built a volunteer training series that addresses logistics, communication, diversity, values, and goal setting to prepare volunteers to become effective family mentors. Other Affiliates are interested in the program, which is now being considered for national implementation.

## FULFILLING DREAMS

Kameron, a graduate of Family Promise of Greater Phoenix in Scottsdale, AZ, was the recipient of one of five Clayton homes last

year. During Kameron's time at Family Promise, she found employment and care for her two young children. She'd always dreamed of home ownership, and once the family graduated to their own apartment, she began saving for the investment. She applied for a home donation in Phoenix through *A Future Begins at Home*, and out of 15 applications, hers was selected.

Now, with their own backyard and room to play, the family is thriving in their new home. Kameron is grateful to Family Promise and Clayton for helping her realize a lifelong dream.

"They showed me there's no shame in trying to provide for your family," she says. "No one wants to be homeless, but because of Family Promise, something great came out of it. It's been a growing experience and the start of something much bigger."



Through *A Future Begins at Home*, Kameron is realizing a lifelong dream.

## CORPORATE PARTNERS

Albertsons Companies

Ashley HomeStore

Avocado Green Mattress

Beiersdorf

Belk

Bristol Myers Squibb

Cabot Creamery

CapGemini

Clayton

Forever 21

Harp

IKEA

JPMorgan Chase & Co.

Kia Motors USA

Kiddie Academy

LinkedIn

Mattress Firm

Moe's Southwest Grill

Saks OFF 5TH

Synchrony

TJX

Woodforest National Bank

*Social media influencers, online retailers, small businesses, and entrepreneurs have made support for Family Promise and families battling homelessness a priority, including:*

Cailin Coastal

DIVERSANT

Kenji Kasahara & Family Album

The Reset Players

New England Small College Athletic Conference

Athletes

The Reset Players

SNIPES USA & DJ Khaled

Stop & Shop



The Reset Players, a collective of California musicians and music industry professionals, recorded a song to raise awareness of the crisis of family homelessness, a situation exacerbated by the COVID pandemic. Proceeds from song sales benefitted Family Promise.

## NONPROFIT PARTNERS & ALLIES

Food Donation Connection

Help Us Move In

HomeAid

Imagine: A Center for Coping with Loss

PetSmart Charities

ProsperityNow

NABC Recycled Rides

The National Center for Missing and Exploited Children

The Summit Foundation

Summit High School Family Promise Club

Worldwide ERC's Foundation for Workforce Mobility

# REGAINING STABILITY ONE BITE AT A TIME

Sometimes it's easiest to learn new things in small steps. Or, in the case of families honing budgeting skills, in bites.

When Jill Harris, a semi-retired CPA and volunteer at Family Promise Union County in Elizabeth, NJ, saw families in crisis overwhelmed by financial planning, she devised a manageable way to help them become fiscally responsible: *Financial Literacy Bites*. Referencing *New Beginnings*, the financial literacy program Family Promise developed with Woodforest National Bank, Jill breaks budgeting concepts into "bite-sized" nuggets of information that are emailed to families weekly. She also offers families individual counseling.



Knowing how to manage finances provides a blueprint for the future, but Jill understands money matters are often traumatic for families battling homelessness because their situation is directly tied to their finances.

She says, "By being sensitive to this and making finances easier to understand, a family can address their situation and get back on track."



**Innovation Summit**  
September 30 – October 1, 2020

mixology class, Cocktails for a Cause, replaced the annual fall gala and raised nearly \$30,000 for families in need.

# INNOVATING FOR SUCCESS

COVID may have changed the way the world works, but it didn't change Family Promise's work to end homelessness. Last year, Family Promise quickly switched gears and adapted to the "new normal" with a series of innovative events.

A virtual Innovation Summit gathered 2,000 members of the Family Promise network to address homelessness prevention, fundraising, remote team management, race and equity, and more. Two online Donor Town Halls invited the public to examine the ripple effect of COVID on low-income families and outlined Family Promise's response to the crisis. A virtual press conference assembled leaders from Family Promise and nonprofit partners for an update on the state of homelessness in the U.S. Finally, a virtual

mixology class, Cocktails for a Cause, replaced the annual fall gala and raised nearly \$30,000 for families in need.

# FAMILY PROMISE UNION COUNTY

Family Promise Union County, better known as FPUC, in Elizabeth, NJ, is Family Promise's flagship program overseen by the national office. Like all our Affiliates, FPUC tackles the crisis of family homelessness through comprehensive services that address homelessness prevention and shelter diversion, emergency shelter, and stabilization support.

With COVID disrupting normal operations in 2020, FPUC innovated ways to effectively meet families' needs remotely. Over the course of the year, a total of 14 families in the shelter program (including 22 children) were transitioned into apartments to ensure safe and separate living quarters. Various web-based instructional workshops, an online academic tutoring program, and virtual fitness classes provided families with critical supports and social interaction, and volunteer

engagement increased due to the accessibility of online training.

In addition to shelter, FPUC worked with more than 400 families to offer case management and counseling, job search support, childcare, rental assistance, shelter diversion, educational workshops, a flu vaccine clinic, donations of food, clothing, and furniture (and seven car donations!), and more. All the families who exited the shelter program remain in permanent housing.

Homelessness prevention was a major focus for FPUC last year, and 65 families avoided the trauma of homelessness through prevention and diversion programs. Relationships with approximately 100 local landlords facilitated housing opportunities, and FPUC collaborated with more than 20 national and community partners to augment the services provided to families.



A COVID-19 Hardship Fund targeted expenses for apartments used as temporary shelter, emergency rent, utility assistance, and other costs. Other significant financial support came from a \$30,000 New Jersey Pandemic Relief Fund grant, and FPUC was one of four Union County entities selected to administer \$450,000 in CARES Act funding.



# EMPOWERMENT



"FAMILY PROMISE SHOWED ME THAT YOU DECIDE WHAT YOU ALLOW TO DEFINE YOU AND THAT FAITH AND HARD WORK CAN TURN A BAD SITUATION INTO SOMETHING BEAUTIFUL. WHEN I WAS AT FAMILY PROMISE, I LEARNED TO LOOK WITHIN MYSELF, TO HAVE CONFIDENCE AND SET GOALS, AND THAT HAS MADE ALL THE DIFFERENCE."

*—FAMILY PROMISE GRADUATE*

# A NEW BEGINNING

Bruce never imagined his journey would lead to homelessness, but as a single father, when circumstances left him without an income or a home, he felt lost.

Family Promise of North Idaho in Coeur d'Alene helped him find his way.

Bruce and his son entered the shelter program. With Family Promise's encouragement and support, the father who never finished high school earned his GED, enrolled in trade school, and applied to college. He graduated

with honors, and last spring, he received his master's degree in education. Bruce found temporary work and was quickly promoted twice while he seeks a teaching position.

Along the way, Family Promise helped Bruce with school supplies and critical auto repairs, empowering him to keep moving forward.

"I can't believe where we were and where we are," he says. "Being homeless was actually a new beginning. Family Promise made all the difference."



# A STORY OF FAITH AND HOPE

Orphaned at age 16, Faith has always managed to make her own way; even years later, after she became a mother, she maintained her independence.

But last year, when she lost her job and, subsequently, her apartment, Faith and her son, Messiah, found themselves bouncing between shelters, hotels, and rented rooms. They discovered Family Promise of Union County in Elizabeth, NJ, just as COVID hit.

Despite the unique challenges presented by a global health pandemic, the family



is well on the road to success. With help from Family Promise, Faith found steady employment, enrolled Messiah in preschool and childcare, honed her budgeting skills, and even established a fitness routine. The family moved into their own apartment just in time for the holidays, and Family Promise facilitated a car donation to free them from a public transportation system that had become unreliable during the health crisis.

*(continued on p. 26)*

## A STORY OF FAITH AND HOPE

(continued from p. 25)

Now, Faith is in college. She was accepted into a workforce development program that teaches technical and professional skills, provides valuable internship opportunities, and also includes a financial stipend.

Although life feels more secure, Faith continues to work with Family Promise to maintain stability. She notes that the comprehensive and genuine care she has received is one of the things that differentiates Family Promise from traditional shelters.

"I feel able to take on my situation, to plan and think things through," she says. "Family Promise has given me hope."



## ADVOCATING FOR FAMILIES IN NEED

Family Promise, SchoolHouse Connection, and other nonprofits co-hosted a virtual Congressional Briefing Series on the state of youth and family homelessness.

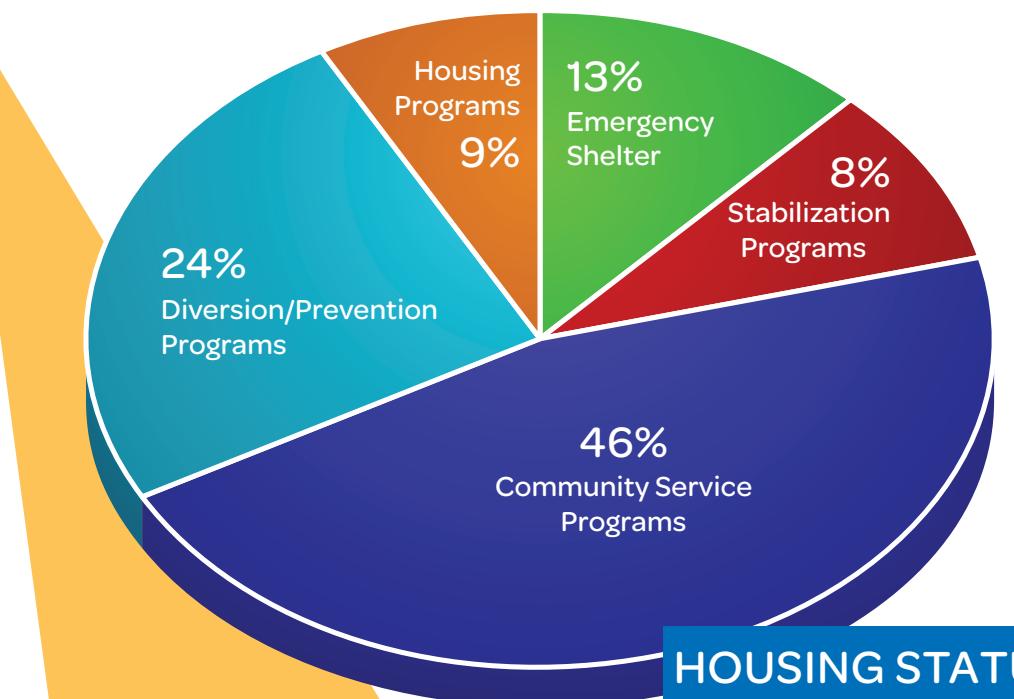
Family Promise guest April Goode, who was also featured in a *New York Times* article on homelessness during COVID, shared her experiences in the "Parent Voices" segment presented to U.S. Representatives Steve Stivers (R-OH) and Danny K. Davis (D-IL). April didn't have a history of homelessness or other troubles, which worked against her when she sought assistance.

"I couldn't get help because I'm not on drugs, wasn't beaten or battered," she explained. "All the things I'd think would take me further... were held against me. I was denied benefits."

Prior to the COVID outbreak, public schools and early childhood programs reported the highest number of children and youth experiencing homelessness on record. Those numbers rose in 2020. The series brought the impact of COVID, long-standing racial disparities and equity challenges, and gaps in current policies to the attention of congressional representatives.



# 2020 PROGRAM SERVICES REPORT



### HOUSING STATUS AT EXIT

Percent of Families Securing Permanent Housing	62%
Percent of Families Securing Transitional Housing	7%
Percent of Families Securing Shared Housing	12%

### PERCENT OF FAMILIES HOUSED

81%

### SERVICE BREAKDOWN

Served in Emergency Shelter	15,794
Served in Housing Programs	10,469
Served in Community Service Programs	54,669
Served in Diversion/Prevention Programs	28,398
Served in Stabilization Programs	9,111
<b>TOTAL SERVED IN PROGRAMS</b>	<b>118,441</b>
<b>SERVED THROUGH REFERRALS</b>	<b>59,033</b>
<b>TOTAL NUMBER SERVED</b>	<b>177,474</b>

### SHELTER PROGRAM W/ CASE MANAGEMENT

Families Served	4,101
Number of Children	7,772
Percent of Total Who are Children	58%
Number of Children Age 5 or Under	3,101
Percent of Total Children Age 5 or Under	40%
Average Length of Stay (days)	66

## SUPPORT AND REVENUE

Corporations, Foundations, and Civic Organizations	\$4,067,930
Individuals	\$1,748,077
Congregations	\$99,833
Fundraising Events	\$15,565
Government	\$754,789
Sales and Affiliates	\$588,526
Contributed Services	\$798,803
Investment and Other Income	\$181,792
<b>TOTAL SUPPORT AND REVENUES</b>	<b>\$8,255,315</b>

## EXPENSES

Program Services	\$4,613,815
Management and General	\$300,871
Fundraising	\$268,326
<b>TOTAL EXPENSES</b>	<b>\$5,183,012</b>

## NON-CASH REDUCTIONS

Depreciation and Amortization	\$16,619
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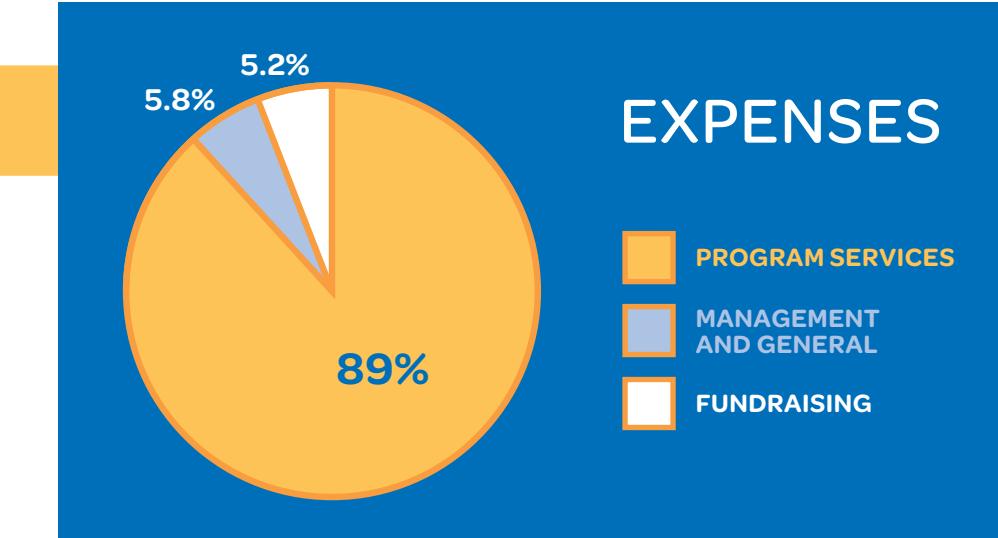


## TOTALS

Total Increase (Decrease) in Net Assets	\$3,072,303
Net Assets—Beginning of Year	\$4,080,653
Net Assets—End of Year	\$7,152,956

Net assets include approximately \$1.88MM in a board restricted account reserved for emergency use as recommended by leading charity evaluators.

Unprecedented levels of support in 2020 prompted by the COVID pandemic have allowed Family Promise to deliver additional financial support to Affiliates in 2021 to accommodate increased need across the country.



For the eighth consecutive year, Family Promise has been rated a Four Star Charity by Charity Navigator, a distinction given to only six percent of rated nonprofits. Family Promise was one of only 71 nonprofits in the U.S. to earn a perfect score of 100 out of 100 points.



*—Janet Whitman,  
Family Promise emeritus board  
president*



*“People like to make a difference in their own communities, and every community has its own needs. That’s what’s so wonderful about Family Promise: each Affiliate is a model of how a nonprofit can effectively serve a community in a unique and specific way.”*

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" We started thinking about including charitable gifts in our estate plan several years ago. It's something [my late husband] John and I felt strongly about. It felt very natural and comfortable for us.

I believe in the work Family Promise does and want to continue to support it. "

—Mary Ryan, Family Promise donor and Legacy Society member

**Every \$1 donated is matched 3 times over by community and in-kind resources.**

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## THE VALUE OF A HOME

When COVID hit, Dave and Melissa Matthews\*, long-time volunteers at Family Promise of Santa Clarita Valley, CA, predicted a housing crisis. They looked to their donor-advised fund as a resource to help families in need.

"We expected a lot of people would lose their homes," explains Melissa. "We decided to keep the fund liquid so we could access it quickly."

They used their DAF to purchase a home to serve as a Family Promise shelter site when the pandemic rendered traditional homeless shelters unsafe. The Matthews appreciate the tax deductions associated with a DAF

but especially like the flexibility it offers when it comes to philanthropy.

"The DAF gives us time to easily distribute gifts to charities as needs arise," Dave says.

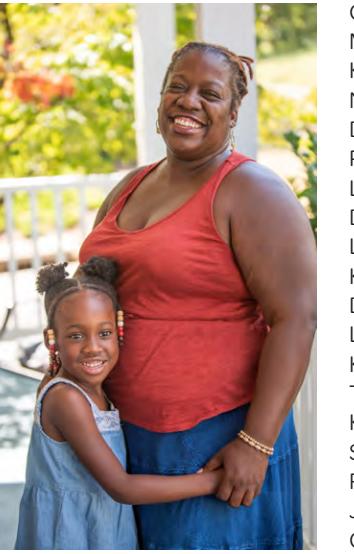
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*The Shipley Society is comprised of friends of Family Promise who have donated \$100,000 or more over their history of giving to the organization. The Society is named in memory of Walter V. Shipley, a long-time friend, emeritus board member, and generous supporter.*

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Systems Architect

**Shari Competiello**  
Chief of Staff

**Katie Coughlin**  
Marketing and Media Manager

**Geleen Donovan**  
Executive Director, Family Promise Union County

**Claas Ehlers**  
Chief Executive Officer

**Mitchell Petit-Frere**  
Creative Content Manager

**Carolyn Gordon**  
Regional Director (Northeast)

**Stacy Pollard**  
Regional Director (West)

**Risé Grady**  
Case Manager, Family Promise Union County

**Amy Jones**  
Manager of Volunteer Engagement, Family Promise Union County

**Sadie Keller**  
Affiliate Services Associate

**Christine Tolleson**  
Bookkeeper

**Robbin Sims**  
Day Center Assistant, Family Promise Union County

**Amber Young**  
Director of Volunteer Engagement

# EMERITUS BOARD

**Janet Whitman**  
Emeritus Board President

**Jill Benedict**

**Thomas Berry**

**Richard J. Boyle**

**Barbara Bunting**

**Carmine Di Sibio**

**Neely Dodge**

**Cary R. Hardy**

**Karen Olson**

**Robert W. Parsons, Jr.**

**Angela Schroeder**

**Susan Watts**

**Donald J. Weida**

**Janet Williams**

**Martin Wise**

# GUEST ADVISORY COUNCIL

**Rebecca Esparza**  
Family Promise of Lawrence, Lawrence, KS

**Syri Gerstner**  
Family Promise of Greater Phoenix, Scottsdale, AZ

**Tammi Hart**

GAHIN, Greenville, SC

**Sarah Jackson**

Family Promise of Gwinnett County, Lawrenceville, GA

**Hope Johnson**  
Family Promise of Hunterdon County, Flemington, NJ

**Yusuf Kalule**  
Family Promise MetroWest, Natick, MA

**Kat Lilley-Blair**

Family Promise of Colorado Springs, Colorado Springs, CO

**Theresa Pinger**

Family Promise in Anoka County, Ramsey, MN

# AFFILIATE COUNCIL

**Joe Ader**  
Family Promise of Spokane, Spokane, WA

**Lindsey McCamy**  
Family Promise of Hall County, Oakwood, GA

**Katrina Bostick**  
Family Promise of the Coastal Empire, Savannah, GA

**Jayne Moraski**  
Family Promise of Gainesville, Gainesville, FL

**Joe Nettisheim**  
Family Promise of Waukesha County, Wales, WI

**Andrew Nishimoto**  
Family Promise of South Bay, Torrance, CA

**Dana Ortiz**  
Family Promise of Lawrence, Lawrence, KS

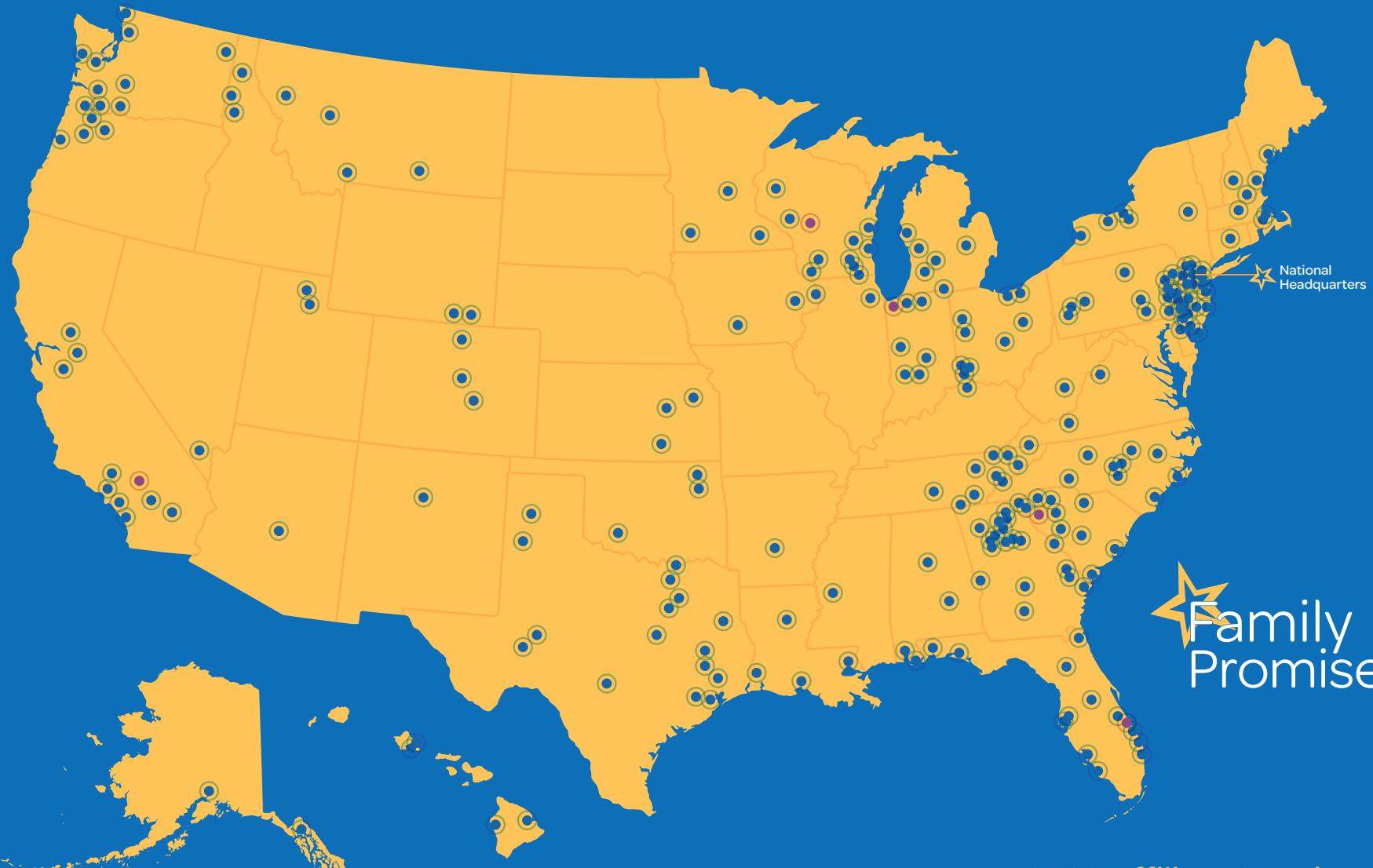
**Tara Pagliarini**  
Family Promise of Brevard, Rockledge, FL

**Martha Ports**  
Family Promise of Barry County, Hastings, MI

**T.J. Putman**  
Family Promise of the Mid-Willamette Valley, Salem, OR

**Cheryl Schuch**  
Family Promise of Grand Rapids, Grand Rapids, MI

# *Family Promise Affiliates*



*2020 Affiliate Openings*

● Laurens County, SC

● Monroe County, WI

● Martin County, FL

● Porter County, IN

● Yucaipa-Calimesa, CA