



2 • 0 • 1 • 7 ANNUAL REPORT



Uniting Initiative with Opportunity

PhillySEEDS MISSION

To provide self-sufficiency, education, and empowerment opportunities to residents living in public and assisted housing through programs, philanthropic fund raising, community-based partnerships and special initiatives.

PhillySEEDS VISION

Improve the quality of life and economic well-being of residents of public and assisted housing

Promote the transformation and revitalization of distressed neighborhoods

Expand affordable homeownership opportunities

Encourage and support higher education opportunities for youth & adult residents

Board of Directors

Kelvin A. Jeremiah - PhillySEEDS Founder and PHA President & CEO

Andrea Bowman - PhillySEEDS Chair and PHA Corporate Secretary

Celeste C. Fields - PhillySEEDS President and PHA Senior Executive Vice President - Chief Administrative & Financial Officer

Annie Cheng - PhillySEEDS Director and PHA Chief of Staff

Officers

Marco Ferreira - PhillySEEDS Business Manager and PHA Manager-Homeownership Opportunities Department

Eric Schneiderreit - PhillySEEDS Treasurer and PHA Accounting Manager

Tracy Hearst-Purdy - PhillySEEDS Secretary and PHA Hearing Officer

Providing Resources for Growth and Self-Sufficiency



“As I noted in 2014, a year after founding PhillySEEDS, in order to transform communities into neighborhoods of choice, there must be good schools for every child, quality affordable housing for all families, and a vibrant small business commercial corridor.”

As President & CEO of the Philadelphia Housing Authority (PHA), which serves over 81,000 residents, I have advocated for and directed resources to finding ways to empower PHA residents towards self-sufficiency, to radically change the lives and options for PHA's families, many of whom have grown up in a perpetual cycle of poverty and reliance on public welfare supports.

In 2013, I founded PhillySEEDS, Inc. as a non-profit organization that could actively work to expand transformational life opportunities for PHA residents – beyond public housing – through emphasizing accountability, initiative, partnerships and fundraising.

To create the best soil for growth, PhillySEEDS blends optimism with realism, matching motivated residents with major opportunities for life-changing development – from scholarships to home ownership to enhanced educational and financial options—with the goal of assisting our residents in achieving social and economic mobility.

This dovetails well with PHA's revitalization efforts in Philadelphia, to improve options for individuals and families where they live, through community revitalization efforts, especially in the Sharswood/Blumberg neighborhood. PHA is implementing a targeted, coordinated development model, designed to maximize the economic benefits of neighborhood revitalization. As I noted in 2014, a year after founding PhillySEEDS, in order to transform communities into neighborhoods of choice, there must be good schools for every child, quality affordable housing for all families, and a vibrant small-business commercial corridor. We are working to achieve that, in order to create communities of choice for PHA residents and to provide them with the means to break out of the cycles that have kept many in public housing for decades, if not generations.

Despite Philadelphia's poverty rate (number 1 of the nation's 10 largest cities) and limited federal and Commonwealth funding (with devastating cuts looming), there are ways to counter these challenges and marshal resources, gathered from individuals and organizations, that can be used to provide the educational and financial opportunities that can and do change lives. I am committed to this effort, not only because it makes economic sense, but because I have seen it work in my own life.

The initiatives and outreach of PhillySEEDS, as you will see detailed in the pages of this report, are critical to our ability to transform lives – by uniting initiative with opportunities.

Thank you for your interest and your support.

Kelvin A. Jeremiah, M.A., M.P.A.
President & CEO of the Philadelphia Housing Authority
Founder of PhillySEEDS, Inc.

Uniting Initiative with Opportunity

CORE INITIATIVES

- PhillySEEDS Scholars Program
- Affordable Rental Security Deposit Assistance Fund
- Homeownership Closing Costs Assistance Program

CURRENT COLLABORATIONS

- The Vaux Big Picture High School in the Sharswood/Blumberg community
- T-Mobile-Connect Home – Bridging the Digital Divide

PHILLYSEEDS & PHA NATIONAL CONFERENCE

August 17 - 20, 2017

- Opening Doors to Opportunities: Preparing Residents and Housing Employees for Changing Times





2016 PhillySEEDS Scholarship Recipients



The Vaux Big Picture High School



Resident Meeting

PhillySEEDS Scholars Program

Year	Scholarships Awarded	Amount
2013	36	\$160,000
2014	53	\$199,000
2015	55	\$219,000
2016	62	\$256,000
2017	66	\$258,000
TOTAL	272	\$1,092,000



Because PHA and PhillySEEDS know that education is critical to changing and improving lives, they established an Annual Scholars Program that, in just 4 years, has awarded over \$834,000 in scholarships to more than 200 aspiring students.

These annual scholarships, of \$5,000, \$3,000 or \$1,000, are for PHA residents (including scattered sites, PHA-related properties that are managed by alternatively managed entities or the Philadelphia Asset and Property Management Corporation, and Housing-Choice Voucher program participants), who have a GPA of at least a B-, are entering or continuing their education full-time with a College, university or trade/technical school, and who complete the application requirements (including an essay and recommendations). The awardees are competitively selected by a diverse panel that includes PHA Resident Scholars, PhillySEEDS Board members, PHA resident leaders, and PHA staff and/or PHA partners.

Homeownership Closing Costs Assistance Fund

Year	First Time Homebuyers who Received Closing Cost Assistance	Amount
2014	2	\$750
2015	2	\$1,500
2016	14	\$20,660
2017	32	\$79,780
TOTAL	50	\$102,690

PROGRAM INFO

When PHA residents can buy their first home under PHA's homeownership process, not only do they achieve a greater degree of independence and liberate the funds used for their public housing assistance to, in turn, be used for others (PHA's wait list is currently closed and housing takes about 10 years), but they are also investing in their neighborhoods. Such residential investment can rapidly transform neighborhoods and spur economic growth in communities.

Therefore, PhillySEEDS uses various partnerships, grants, and savings programs to assist potential home owners find and use opportunities to improve credit scores, housing counseling, and obtain mortgage products for future home purchases.

As of mid-2017, 16 out of 59 of PHA's homeowners were able to become property owners due to the Homeownership Closing Costs Assistance Fund of PhillySEEDS.



Tameka Williamson, first-time homeowner under PHA's HCV Homewonership program and a PhillySEEDS Grant recipient.

Affordable Rental Security Deposit Assistance Fund

Year	Residents Assisted	Amount
2014	4	\$3,400
2015	4	\$3,089
2016	7	\$6,863
2017	25	\$28,152
TOTAL	40	\$41,504

In addition to traditional public housing (site-based housing, housing at PHA-owned scattered sites, and at PHA-related sites managed by other entities), PHA has a housing choice voucher ("HCV") program (previously known as Section 8). In that program, participants can use subsidized housing vouchers that allow them to lease from PHA-approved private landlords, which increases affordable housing options and provides for greater flexibility.

However, HCV renters are generally required to provide at least two months' rent as a security deposit. Many of these lower income residents need assistance in fulfilling their security deposit requirement, to be able to use the vouchers and obtain their housing.

PhillySEEDS offers security deposit assistance at a dollar-to-dollar match of the resident's security deposit savings, up to \$2,000, as well as credit and budget counseling from a housing counseling center certified by the City of Philadelphia.



The Vaux School Collaboration



THE VAUX SCHOOL COLLABORATION

This initiative is one of the most significant transformational components of PHA's investment in the Blumberg/Sharswood neighborhood. The aim is to create a neighborhood of choice, with features that enhance the lives of all residents, attract investment, and mesh to unite and uplift the community. To promote this community revitalization, PHA is increasing options for affordable and market-rate housing, adding retail potential (such as a supermarket), building its new headquarters in the neighborhood, and PhillySEEDS and PHA are an integral part of the re-opening of the Vaux School.

The Vaux School will be a district school, managed by Big Picture Philadelphia, Inc., that will integrate social services, health care, and workforce training with student-centered, inquiry base education in the Sharswood neighborhood. As stated by PhillySEEDS founder and PHA President & CEO Kelvin Jeremiah: "A high-quality neighborhood school has been a critically important component of our Sharswood-Blumberg revitalization plan, in addition to the quality homes we and our partners are building and the revitalized Ridge Avenue business corridor that we are helping to create, I am most pleased with the school because of the potential it has to significantly change the lives of our children and the community in which they live."

After renovations following the sale of the school to PHA and its having been closed for years, the Vaux School is scheduled to open in September of 2017. PhillySEEDS is collaborating with Big Picture Philadelphia, Inc., the City and School District of Philadelphia, and others to develop this new model of a public neighborhood high school with community partners who can provide services to the students and the neighborhood. PhillySEEDS is providing partnership and funding assistance in this new initiative through grants, private donations and partnerships.



T-Mobile-Connect Home Collaboration



PHA, PhillySEEDS and T-Mobile are addressing the digital divide between those with access to Internet technology and those without it by creating a partnership to allow PHA residents, including PHA Scholars and individuals completing self-sufficiency programs, to be provided with tablets and Internet access, opening new vistas to information and community resources. This collaboration is also part of the ConnectHome Initiative of the U. S. Department of Housing and Urban Development.

The National Conference: Opening Doors to Opportunities: Preparing Residents and Housing Employees for Changing Times, August 17 – 20, 2017

PhillySEEDS & PHA are hosting this 3-day national conference, at the Sheraton Hotel, in Philadelphia, with speakers and participants from across the nation.

This conference is designed to allow residents, housing authority employees and others the opportunity to combine resources and ideas, networking together to determine the most effective ways to address enormous challenges – by participating in workshops on the changing landscape of public housing rules, regulations, and funding, and best practices for addressing the impact of those changes. The coordination of resources and communication offered through this conference are especially critical as major budget cuts to public housing are looming, which threaten our nation's ability to provide the most basic of services – housing for those in need.

The workshops will include presentations in areas such as housing programs (the many types, including Rental Assistance Demonstration Program opportunities), self-sufficiency and resident engagement; a panel of Executive Directors will address current issues; tours of PHA award-winning developments will be offered; and, at the end of the conference, the awardees of this year's PhillySEEDS Annual Scholars Program will be recognized, at a gala dinner.

Financial Highlights 2016 Financials and 2017 Budget

Statement of Net Position - December 31, 2016

	2016	2015
ASSETS		
Cash	144,189	311,486
Receivables	205,719	-
Total Assets	\$ 349,908	\$311,486
LIABILITIES		
Accrued Liabilities	17,150	10,400
Total Liabilities	\$17,150	\$10,400
NET POSITION		
Unrestricted	207,549	152,570
Temporarily Restricted	125,209	148,516
Total Net Position	\$332,758	\$301,086
Total Liabilities and Net Position	\$349,908	\$311,486

Statement of Revenues, Expenses and Change in Net Position - December 31, 2016

	2016	2015
OPERATING REVENUE		
Grants	50,000	-
Program Income	175,000	175,000
Scholarship Income	230,668	210,050
Inkind Contributions	21,075	31,867
Miscellaneous Income	337	72
Total Operating Revenue	\$477,080	\$416,989
EXPENSES		
Program Expenses	415,657	349,643
General Expenses	29,751	13,310
Total Expenses	\$445,408	\$362,953
Change in Net Position	\$31,672	\$54,036
Net Position, Beginning of Year	301,086	247,050
Net Position, End of Year	\$322,758	\$301,086

Funders & Partners



Stephen and Sandy Sheller
and the
SHELLER FAMILY FOUNDATION

The official registration and financial information of PhillySEEDS may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.



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