HOME

IS WHERE THE START IS

Community & Social Impact Analysis

November 2024



PRODUCED BY

ESI ECONSULT SOLUTIONS INC.

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HOME Is Where The START Is Headline Impacts

INDIVIDUALS HOUSED



Nearly 1,200

residents served annually on average across the campaign

HOUSING UNITS DEVELOPED



39 Units per year

- Nearly **1.5x faster** than speed of development during first three decades
- House **790 individuals** over the next 10 years

OPERATIONS FUNDED



5 YEARS OF SERVICES

- Almost **$282 million** in medical costs avoided
- **$2M** cumulative wages secured through new job placements

RENT SAVED



$46M

in rental costs avoided through stays in Project HOME units across campaign lifetime

LEVERAGING PUBLIC FUNDS



- $130M in contributions **unlocked $127M in public funds**
- Public & Private funds **68% of Project HOME costs for** five years
- $1 private construction dollar enables **$2.40 additional in public funds**

ECONOMIC IMPACT



$202M

one-time economic impact for Philadelphia from construction

$70M

annual economic impact for Philadelphia from operations

Based on annual averages from FY20 to FY24, contingent upon data availability.

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The Homelessness Landscape



Homelessness and Poverty Today

Issues of poverty and homelessness continue to affect communities across America. Rising **housing costs** and economic challenges further exacerbate the crisis for the most vulnerable. Despite Philadelphia's significant economic and cultural development over the past decade, the city's **poverty rate remains double** the national average. In 2023, nearly **5,000 people** in Philadelphia experienced homelessness on a given night, representing **more than1/3 of** the homeless population across Pennsylvania, underscoring the persistent challenges faced by the city's most at-risk populations.

36.8 million people in poverty
11.1% of the U.S population

19 million people in deep poverty
6.1% of the U.S population

653,104 people experienced homelessness in 2023
0.2% of the U.S. Population



306,222 people in poverty
20.3% of Philadelphia's population

145,594 people in deep poverty
9.7% of Philadelphia's population

4,725 people experienced homelessness in 2023
0.3% of Philadelphia's population, 38% of all homelessness in Pennsylvania



Source: U.S. Census Bureau 2023 ACS 1-Year Estimates, US HUD 2023 Point-in-Time Counts
2023 PIT Counts are utilized for consistency, as benchmarks are available through 2023.

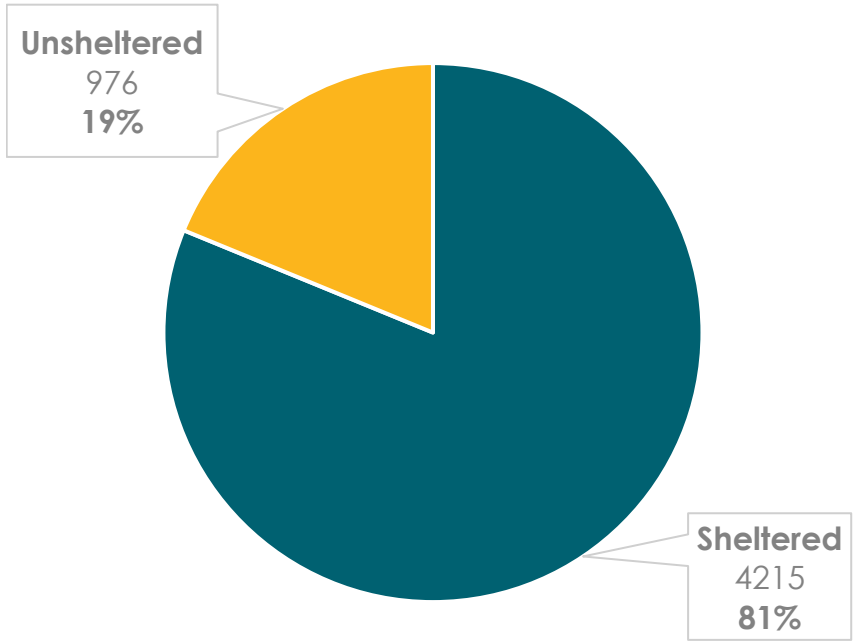
The Homelessness Crisis in Philadelphia

Philadelphia's homeless population is a diverse group, with its composition shifting frequently. However, certain trends stand out. **People of color** are disproportionately represented among the homeless, reflecting broader systemic inequalities. Additionally, nearly **25 percent** of this population experiences **chronic homelessness**, meaning they have been without stable housing for extended periods.



Homeless Individuals on any given night in 2024

Philadelphia's Homeless Population Profile



Source: US HUD, 2024 Point-in-Time Count



26.1%
of the homeless population are youth



74.7%
are people of color



22.3%
of individuals are chronically homeless

Chronic homelessness describes individuals who have been homeless for at least one year or have had multiple episodes of homelessness, while also dealing with a disabling condition such as mental illness, substance use disorder, or physical disability.

Source: US HUD, 2023 Point-in-Time Count (Additional profile percentages for 2024 are not yet available)

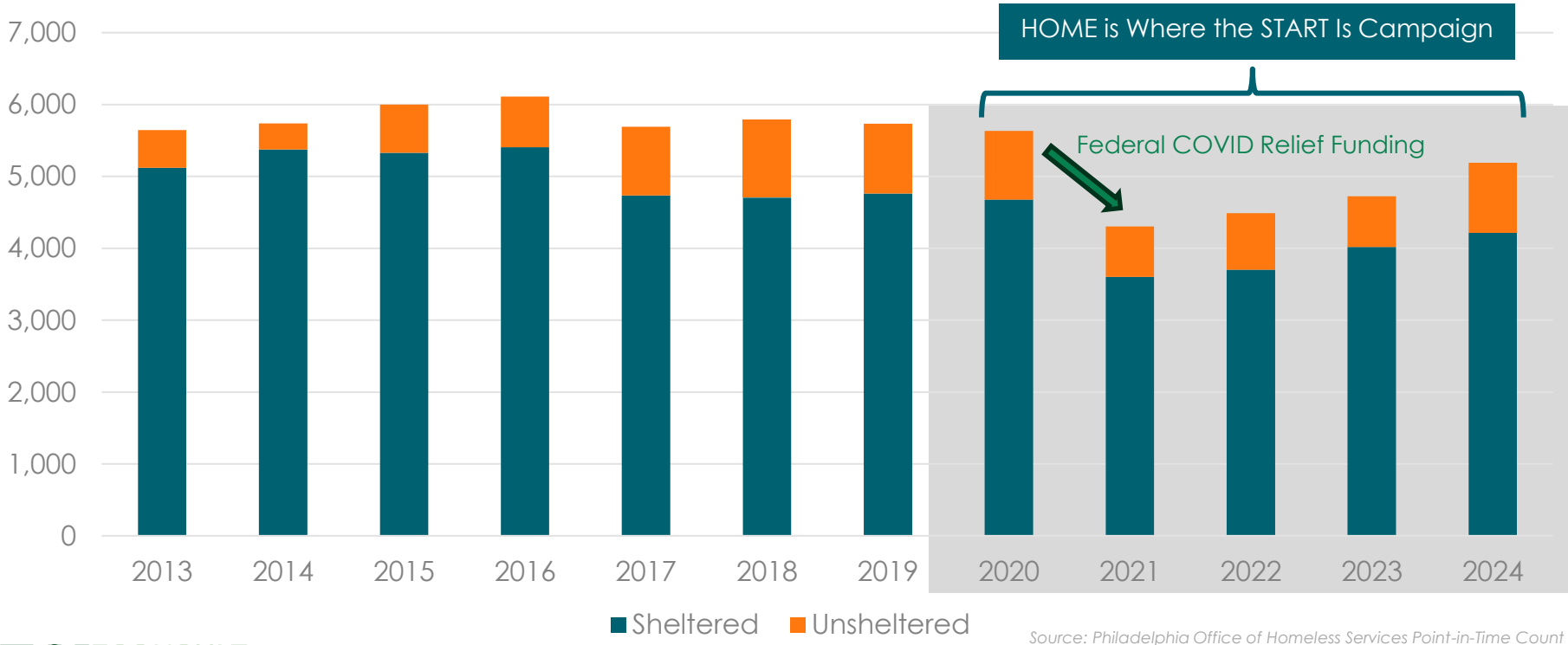
The Homelessness Crisis in Philadelphia

Homelessness in Philadelphia **witnessed an 8% decrease in the early 2020s**, aided by pandemic supports like eviction moratoriums, stimulus checks, and increased funding. However, as these measures phased out, rates have steadily risen, approaching pre-pandemic levels. Despite having the highest poverty rate among the 10 largest U.S. cities, Philadelphia continues to have the **fewest unsheltered individuals.**



Though Philadelphia has the highest rate of poverty of the 10 largest cities in the US, it continues to have the **fewest number of unsheltered individuals.**

Homelessness in Philadelphia Over the Past Decade



Federal COVID Relief:

- Eviction moratoriums
- Emergency rental assistance
- Stimulus checks
- Funding for state and local governments

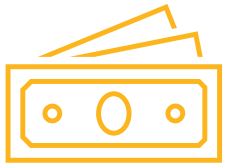
The impact of COVID relief had substantial impact on homelessness, demonstrating the influence of money on this issue. Conclusion of supports and increase in rental costs have coincided with annual increases

Source: Philadelphia Office of Homeless Services Point-in-Time Count

Philadelphia's Poverty & Housing Cost Burden



Philadelphia ranks as the poorest among the 10 largest U.S. cities, with **9.7% of individuals living at deep poverty.** Many residents struggle to afford housing due to low incomes, and **more than half of all Philadelphians are considered "housing cost-burdened,"** spending 30% or more of their income on housing. The combination of modest median incomes and rising rents leaves many households unable to secure affordable housing comfortably.



$1,600

Median monthly rent cost in Philadelphia



32%

Rent as a % of monthly median household income in Philadelphia ($5,025)



52%

of Philadelphia renters are housing cost burdened



9.7%

of Philadelphians in deep poverty

Deep Poverty is defined as individuals with income below 50 percent of the federal poverty level

Source: Zillow, Census 2022 ACS 5-Year Estimates, Census 2023 ACS 1-Year Estimates

Concentration of Cost-burdened Renters in Philadelphia

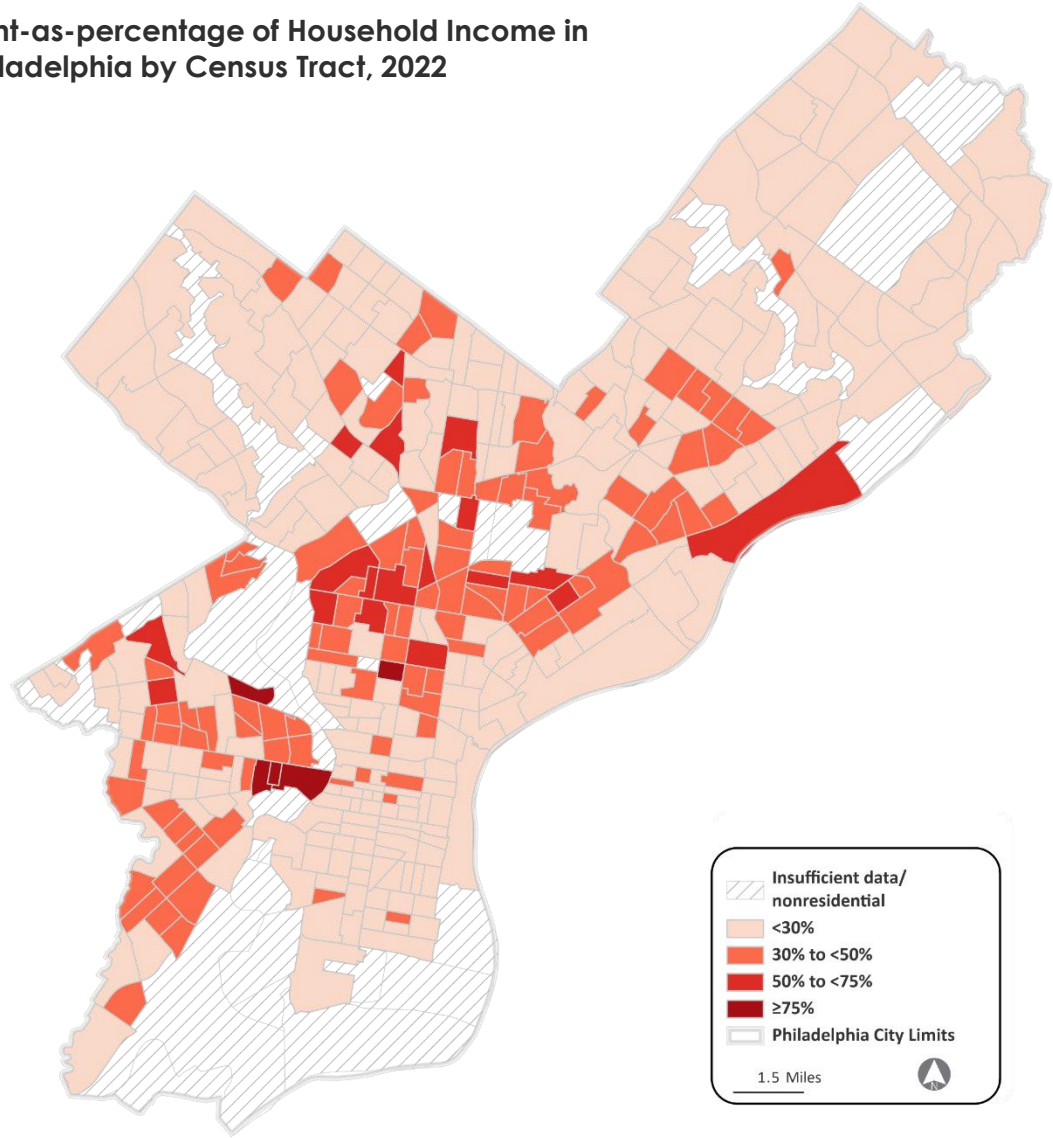
In Philadelphia, **nearly half of all renters** are considered cost-burdened, meaning they spend over 30 percent of their income on housing.

This issue disproportionately affects low-income neighborhoods, with the highest concentrations in areas like **North** and **West Philadelphia**.

Rising rents and **stagnant wages** have worsened the housing affordability crisis, putting significant economic strain on families.

As a result, many residents struggle to maintain housing stability, **increasing the need for affordable housing developments** to alleviate these burdens and support long-term community resilience.

Rent-as-percentage of Household Income in Philadelphia by Census Tract, 2022



Source: U.S. Census Bureau ACS 5-Year Estimates (2022)

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Section 2

Project HOME
Comprehensive Campaign

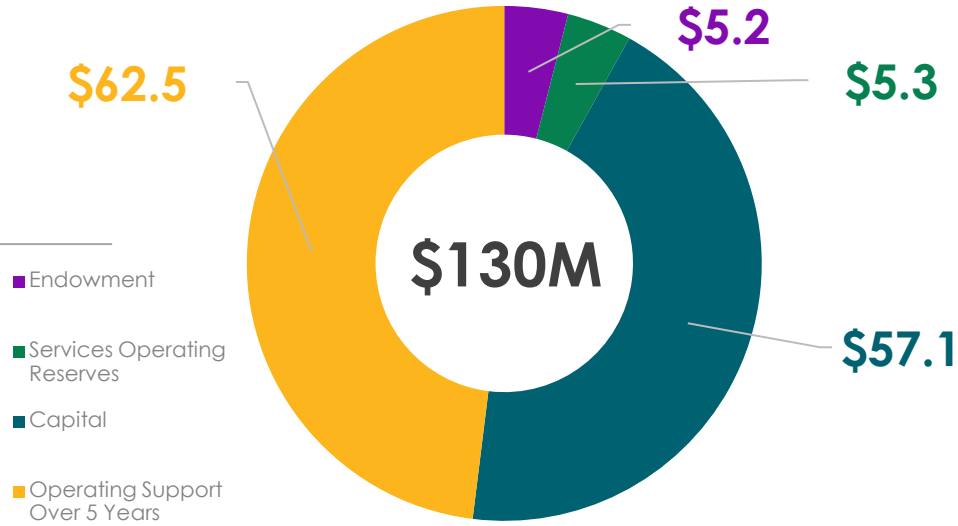


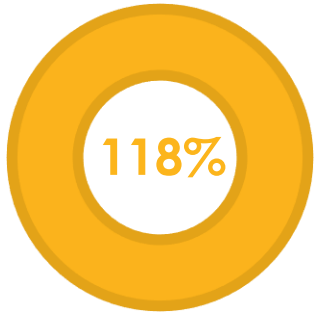
Campaign Fundraising Progress

Goal exceeded, ending campaign
7 months early

The campaign has raised
110%
of its original $118M goal

as of November 2024





Operations

$62.5M raised, surpassing the **$53.1M** goal, sustaining essential services & staffing over five years.



Capital

With **$57.1M** raised exceeding its **$50.2M** goal, expanding capacity for housing & facility renovations.

35th Anniversary

$7.6M was raised as a part of Project HOME's 35th anniversary, exceeding the **$5M** goal. These funds are integrated into campaign totals and were distributed across the following categories:

Allocated Category	Amount
Capital	$2.8M
Operations	$2.4M
Endowment	$2.4M
Total 35th Anniversary Funds	**$7.6M**

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Project HOME Program Summary

Project HOME offers a range of programs that work together to create lasting solutions for homelessness & poverty. These services are made possible by the donors and funds raised through the *HOME is Where the START Is* campaign.

HOUSING



Permanent supportive housing for individuals experiencing homelessness

OPPORTUNITY FOR EMPLOYMENT



Educational & career training for adults experiencing homelessness or poverty

MEDICAL CARE



Integrated physical & behavirol healthcare, including dental services

EDUCATION



Programs from K to college, promoting academic achievement & future success

STREET OUTREACH



24/7 street outreach & medicine for vulnerable individuals

SOCIAL ENTERPRISE



Creates employment & job training helping individuals regain self-sufficiency

ADVOCACY & COMMUNITY ENGAGEMENT



Social and political advocacy on homelessness & poverty

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Section 3



The Impact of *HOME is where the START is*



Campaign Impacts on Operations and Finances



$130 million

Raise from **private sources . . .**

Raised over the **five-year comprehensive campaign** through philanthropic partnerships to support capital projects, operations, and endowments.



$127 million

. . . to secure additional **public funds**

Secured through government programs and grants to further support affordable housing, employment, healthcare, and education initiatives.

Operations

$63M raised helped support Project HOME operations across 5 years

Capital

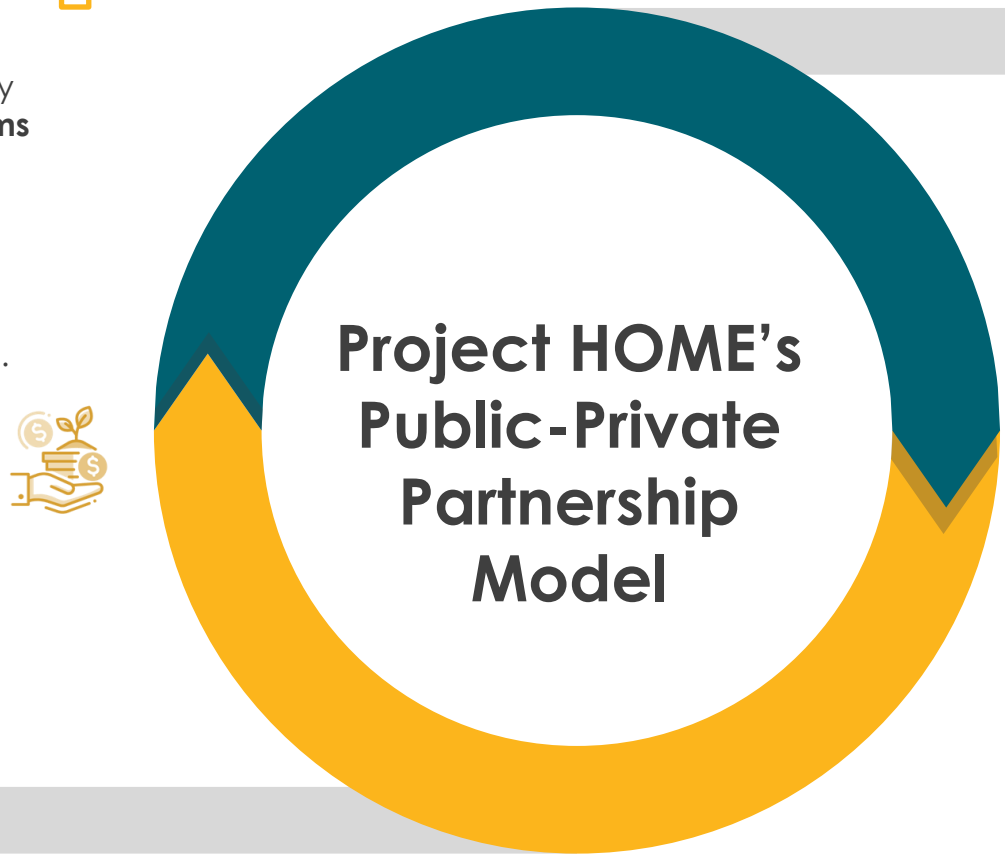
Every private dollar allocated to capital projects enables **$2.40 additional in public funds**

Innovating Solutions with Public & Private Funds

FUELING INNOVATION & FLEXIBILITY

Private donations provide the flexibility needed to launch **innovative programs** & **pilot solutions** addressing the **root causes of homelessness**. These contributions support new initiatives that tackle unmet needs & develop **tailored interventions** that public funding alone will not accommodate.

Program pilots serve as a "proof of concept" for future public funding



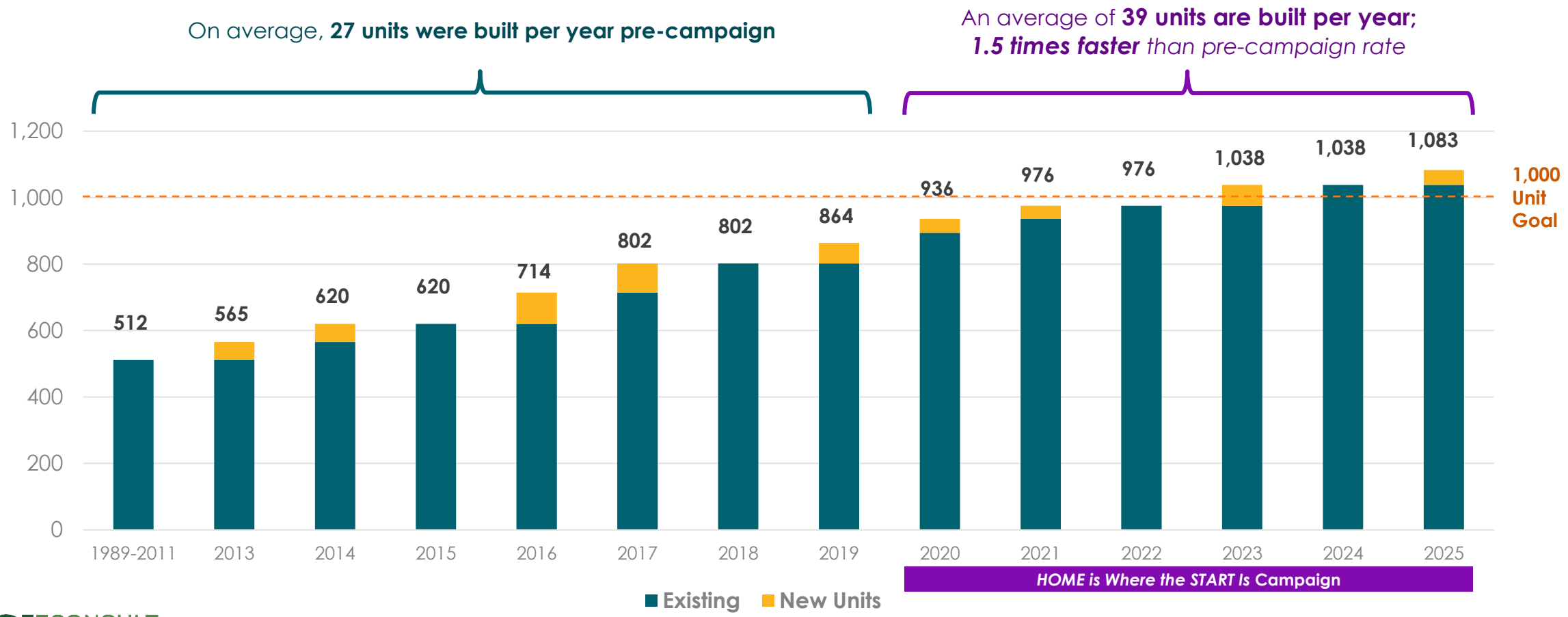
AMPLIFYING REACH & SUSTAINABILITY

Public funding provides the essential long-term resources to **scale & sustain successful initiatives**, ensuring that proven models reach more vulnerable populations & continue delivering vital services across Philadelphia.

Public funds can sustain proven care models, freeing private funding for further innovations

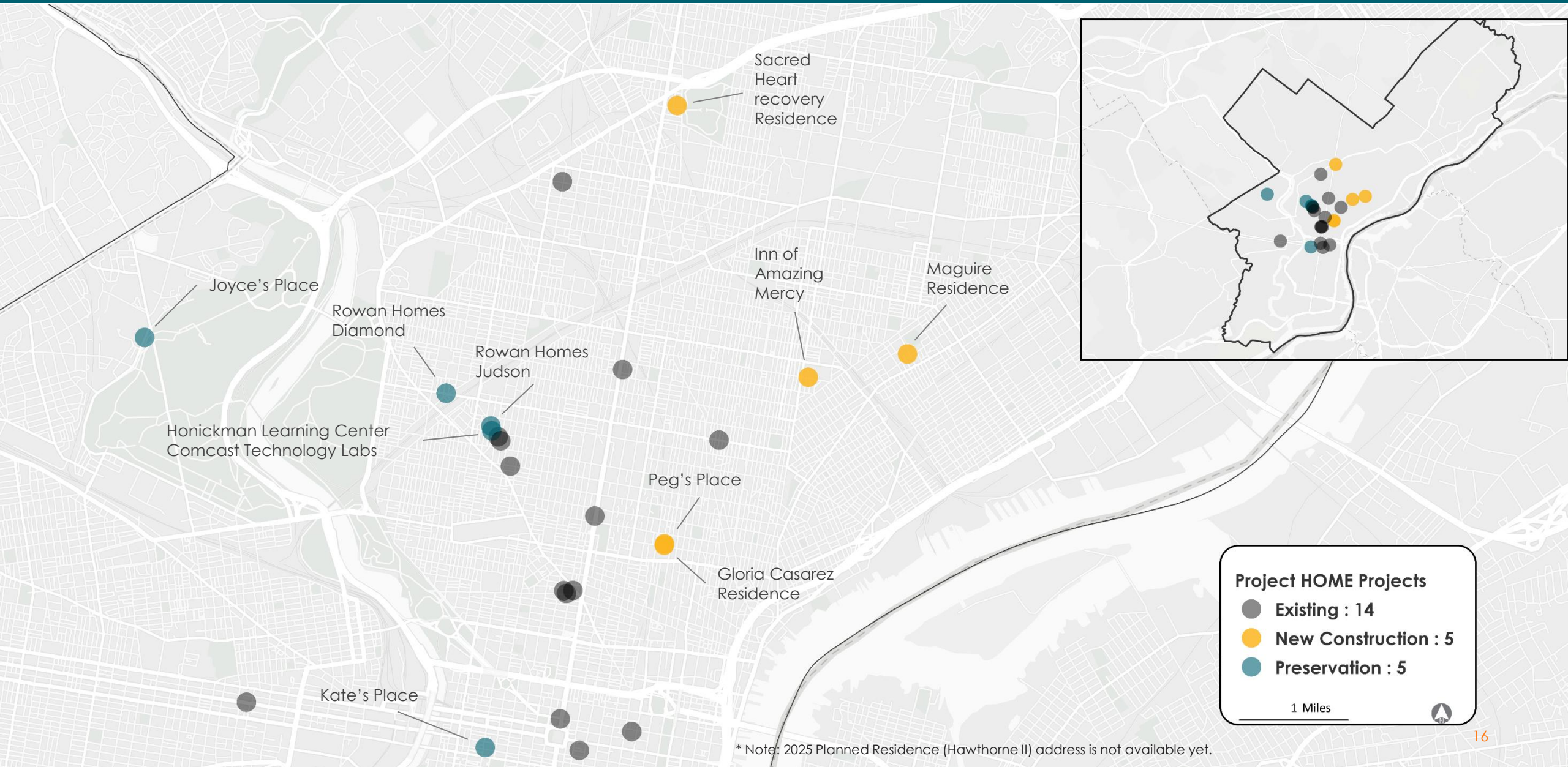
Campaign Impacts on Housing

With the completion of the Inn of Amazing Mercy and Joyce's Place Residence in 2023, **Project HOME has reached its goal of 1,000 total housing units**. The organization continues to expand, with projects planned through 2027, significantly enhancing its capacity to provide stable housing for those in need.



** Note: Sacred Heart Recovery Residence "units" are measured by the increase in available beds, not traditional housing units.*

Investments in Capital Projects



* Note: 2025 Planned Residence (Hawthorne II) address is not available yet.

Campaign Impacts on Housing

The stable housing options that Project HOME provides directly offers substantial relief on rental burden, fostering long-term housing security and reducing risk of homelessness.

Housing Impact Profile

A cumulative **$46.1M in rental costs** annually for individuals at risk of or experiencing homelessness is avoided.

Donor contributions have enabled Project HOME to develop an average of 39 new residential units per year—nearly **1.5 times** the development speed of the first three decades.

Over the next 10 years, increased residential capacity due to units funded by the campaign will allow Project HOME to **house 790 individuals** considering a turnover rate of about 16%.

1,332
Residents served in FY 2024

97%
Resident retention rate as of FY 2024

1,038
Permanent, supportive, affordable units as of FY 2024

As of FY 2024

*Sources: Sadowski, L. S., Kee, R. A., VanderWeele, T. J., & Buchanan, D. (2009). "Effect of a Housing and Case Management Program on Emergency Department Visits and Hospitalizations Among Chronically Ill Homeless Adults; National Center for Health Statistics, National Hospital Ambulatory Medical Care Survey, 2022; Commonwealth of Pennsylvania Hospital Report (2022); National Center for Health Statistics, National Hospital Ambulatory Medical Care Survey (2022)

Campaign Impacts on Health

By providing both housing and essential health services, Project HOME addresses critical needs for individuals experiencing or at risk of homelessness, ensuring:

1. Improved health outcomes through stable housing
2. Reduced risk of homelessness with accessible, low-cost healthcare

Health Services Impact Profile

Stephen Klein Wellness Center

24,000+
annual medical, dental, behavioral, & MAT visits

5,000+
patients served annually

Based on annual averages from FY20 to FY24, contingent upon data availability.

Stable Housing & Medical Services

Reduced Emergency Room Visits

Stable Housing and Case Management Reduce Emergency Visits and Hospitalizations by 29%*

945,113 Emergency Department Visits in Philadelphia in 2022*

1.7% Emergency Visits are Homeless People in the Northeast US *

Approx 4,600+ Fewer Emergency Visits Annually

Saved Future Healthcare Costs

Research shows that providing health services to homeless populations yields an averted median healthcare cost of $11,248 per person per year.

With 5,016 patients in FY 2024, Project HOME is estimated to **save $56 million in healthcare costs annually, or $282 million across the campaign.**

Source: Sadowski, L. S., Kee, R. A., VanderWeele, T. J., & Buchanan, D. (2009). "Effect of a Housing and Case Management Program on Emergency Department Visits and Hospitalizations Among Chronically Ill Homeless Adults; National Center for Health Statistics, National Hospital Ambulatory Medical Care Survey, 2022; Commonwealth of Pennsylvania Hospital Report (2022); National Center for Health Statistics, National Hospital Ambulatory Medical Care Survey (2022) Lucas, B. P., Cirruzzo, K. L., Tabachnick-Farber, R., Heisler, E., Doran, K. M., Shumway, M., & Sadowski, L. S. (2022). Using medical respite care to reduce rehospitalizations among homeless patients: A cost-effectiveness analysis of a two-site pilot program.

Campaign Impacts Education & Employment

Project HOME provides **skills** and **job readiness training**, empowering individuals to achieve better employment outcomes and financial independence. Industry-specific certifications, along with courses in computer basics, career skills, and creative arts, help participants overcome employment barriers and build economic stability.

Adult Education & Employment Impact Profile



168+

certificates achieved on average through campaign



600+

adults receive services annually



100+

job placements annually

Participants earned an estimated **$2 million in cumulative wages** through Project HOME job placements in FY 2024 alone.

In FY 2024, Project HOME secured **71 new job placements** for participants, with an average wage of **$17.47 per hour.**

Project HOME's adult learners report an average **27% income increase** after completing workforce programs.

Based on annual averages from FY20 to FY24, contingent upon data availability.

Campaign Impacts Education & Employment

Project HOME provides youth with academic retention support, career readiness training, and post-secondary planning. These programs help youth overcome barriers related to homelessness, preparing them for future success through skill-building activities, after-school programs, paid summer internships, and college access initiatives.

Youth Impact Profile



180+

annual participants in K-12 & College Access programming

60+

paid high school internship placements annually



100%

of College Access participants graduate annually

90%

enrolling in post-secondary education

Homeless students face higher risks of **chronic absenteeism** and **dropout rates**.

In Philadelphia, **64% of homeless students** were chronically absent in the 2022-23 school year.*

Nationally, youth experiencing homelessness are **twice as likely** to repeat a grade.**

Based on annual averages from FY20 to FY24, contingent upon data availability.

* School District of Philadelphia, Education of Children and Youth Experiencing Homelessness in the School District of Philadelphia: Analysis of 2022-23 Data, July 2024.
** U.S. Bureau of Labor Statistics, "High School Graduates with No College Had Unemployment Rate of 4.5 Percent in February 2022," March 7, 2022.

Economic Impacts: Investments in Capital & Operations

As Project HOME invests in capital projects and operations, its spending generates a ripple effect across the economies of Philadelphia and Pennsylvania. Input-output modeling is used to quantify these effects, measuring both the **direct impacts** and the **broader 'spillover' effects** that result in **job creation**, **wage increases**, and **additional tax revenue** for the region.

Direct Impact



Direct Expenditures
from Project HOME



"Spillover" Impact

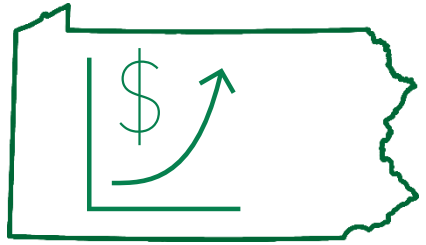


Indirect Economic Activity and Jobs
(Purchase of Goods and Services)



Induced Economic Activity and Jobs
(Employee Spending)





Total Economic Impact in Philadelphia & Pennsylvania

One-time Economic Impact of Capital Investments

Project HOME's capital investments into preservation and new construction are **a strong, one-time generator of economic activity and a major economic generator for Philadelphia and Pennsylvania.**



TOTAL ECONOMIC IMPACT

$202 MILLION economic impact

1,090 JOBS supported

$79 MILLION earnings

Impacts represent the sum of annual direct and spillover impacts in Philadelphia across the cumulative period of construction projects.

Earnings include both wages and benefits.



TOTAL TAX IMPACT

$2.2 MILLION to City of Philadelphia

$2.9 MILLION to Commonwealth of Pennsylvania

Impacts represent the sum of relevant business, sales, and wage taxes for the City and Commonwealth.

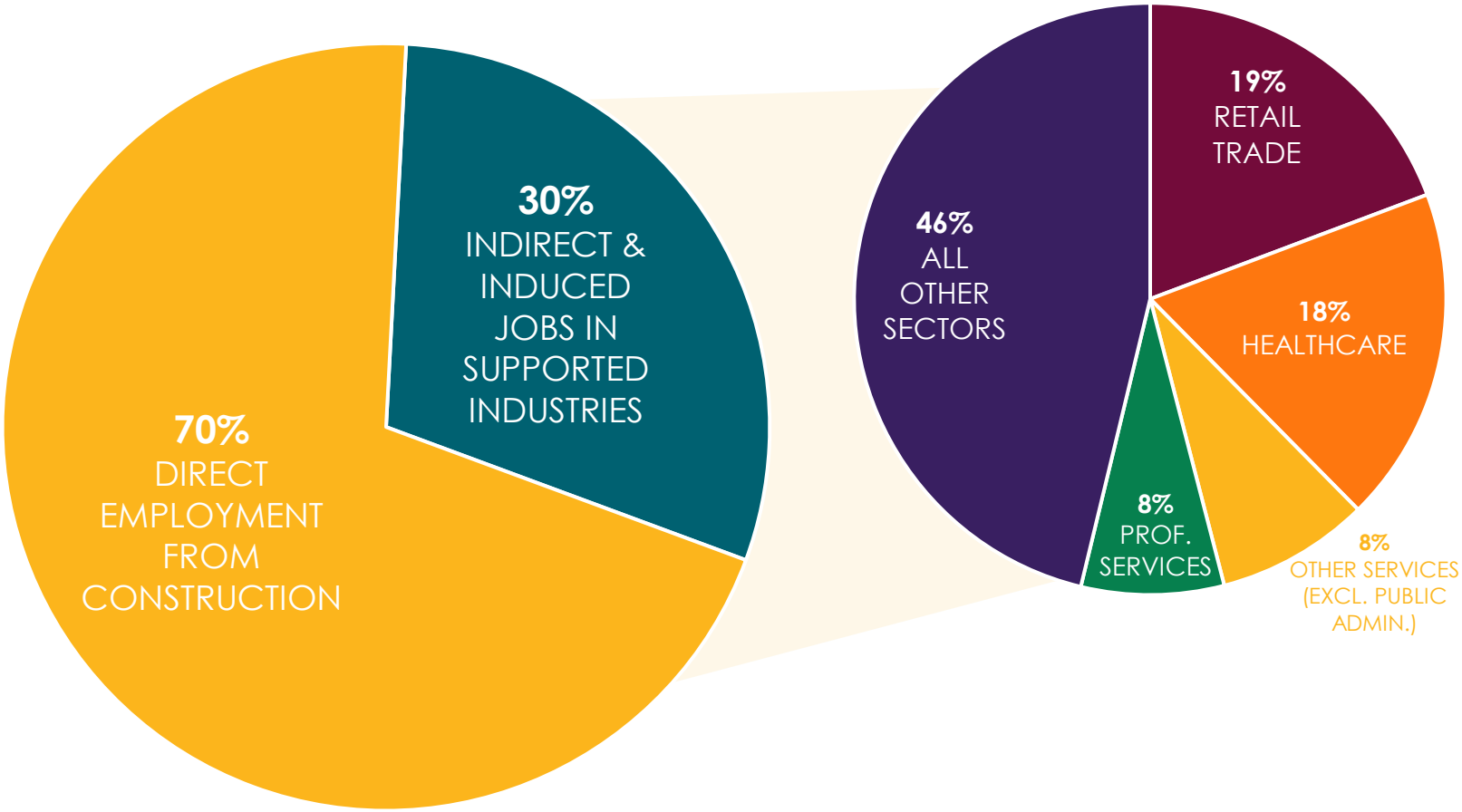


One-Time Industry Employment Impacts in Philadelphia from Capital Investments

Project HOME's one-time capital investments generate significant employment impacts across Philadelphia, with **over 100 FTE jobs supported in indirect and induced roles.**

Retail and **healthcare** are key sectors benefiting from these spillover effects.

These investments drive broader economic growth by creating jobs not only within the projects but also in industries that support them, **highlighting the multiplier effect of the capital campaign on local employment**.



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Annual Economic Impact of Operations

Project HOME's annual operations, including business and employment activities, are also a **consistent hub of economic activity and a major economic generator for Philadelphia and Pennsylvania.**



ANNUAL ECONOMIC IMPACT

$70 MILLION economic impact

500 JOBS supported

$39 MILLION earnings

Impacts represent the sum of annual direct and spillover impacts in Philadelphia across the cumulative period of construction projects.

Earnings include both wages and benefits.



ANNUAL TAX IMPACT

$1.0 MILLION to City of Philadelphia

$1.3 MILLION to Commonwealth of Pennsylvania

Impacts represent the sum of relevant business, sales, and wage taxes for the City and Commonwealth.

