

THE MESSENGER



PAUL'S PLACE INC. | BUILDING A COMMUNITY OF HOPE | WINTER 2015



Learn to Conserve Energy – and Save!

The cheapest energy is the energy you don't use. The Fuel Fund of Maryland's Watt Watchers program offers dozens of tips for conserving energy and taking control over your energy bill – all through a fun, interactive game at www.wattwatchersmaryland.org.

Here are a few of the tips we learned to help families reduce their energy consumption:

- A whopping 53% of your energy bill is spent heating and cooling your home. Keep your thermostat set to 68 degrees in the winter and 78 degrees in the summer for the perfect balance between heating and cooling.
- Water heating equals 18% of a typical energy bill. Set your water heater at 120 degrees (between medium and low). You'll save up to \$400 per year and reduce corrosion of your water pipes. Also, install a water heater insulation jacket; you'll save up to 9% on water heating costs.
- Use less water: take a 5 minute shower, not a bath, and use your dishwasher for full loads instead of hand-washing those dishes. A bath uses six times more water than a shower, and an extra 5 minutes in the shower uses 4,500 gallons of water and costs you as much as \$70 per year on your energy bill.
- Call BGE at 877-685-7377 for a Quick Home Energy Check-up, a one-hour walk-through of your home to assess the condition of insulation levels, heating and cooling systems, water heating equipment, lighting and appliances, and more. At no cost to you, BGE can install up to 12 CFL light bulbs, 4 faucet aerators, and 2 efficient-flow showerheads as well as water heater pipe insulation, water heater tank wrap, and smart strips for your appliances.

Keeping the Heat and Lights On: Paul's Place Teams Up with Fuel Fund of Maryland to Offer Energy Assistance

By the time Annie found Paul's Place, her power had already been turned off, and she was at-risk of losing her apartment without electricity. Her rental apartment was poorly insulated, and she had run up her electric bill keeping it at a comfortable temperature – not too hot and not too cold – and got behind on payments. She only owed a few hundred dollars, but her income from temporary cash assistance, disability benefits, and food stamps did not stretch far enough to feed and house herself and her children, pay her monthly BGE bill, and pay off her balance.

Zara, on the other hand, had a utility bill close to \$1,500 that had accumulated while she was unemployed for several months. She was fortunate — she had been making small payments throughout the fall, and BGE does not turn off electricity once the temperatures drop below freezing. She was also eligible for and received an emergency grant from the Department of Social Services which paid off enough of her bill for the Fuel Fund of Maryland and Paul's Place emergency assistance dollars to finish it off.

Annie and Zara are among the 95 individuals who have received utility assistance and energy education since July — thanks to our partnership with the Fuel Fund. Assistance is available to residents of the 21230 and 21223 zip codes who have a utility cut-off notice — or whose power has been turned off — and documentation from the Office of Home Energy Programs.



Our utility assistance program is a three-step process, starting with education and ending with financial assistance. The first is an information and eligibility determination session held at Paul's Place. The second is a two-session Watt Watchers workshop offered by the Fuel Fund on two consecutive Wednesdays each month. The workshop shares tips and tricks for conserving energy — a few are offered to the left — and explains in detail the BGE bill, plus creates dialogue among workshop participants on energy saving measures. Each participant receives a certificate of completion, a shower timer, a surge protector or smart strip, and a CFL lightbulb. Participants are also assigned an Energy Advisor, who will follow up with them in the future. This workshop is now a mandatory component of our utility assistance program, and an online version is available for individuals not immediately eligible.

The final step in the process is the financial assistance. After completion of the Watt Watchers workshop, individuals seeking utility assistance meet with a case manager to review their BGE bill and outstanding balance. Individuals and families

cont. on pg. 5

The workshop shares tips and tricks for conserving energy — a few are offered to the left — and explains in detail the BGE bill, plus creates dialogue among workshop participants on energy saving measures.

FAMILIES FIND GOOD FOOD, GIFTS, and THE HOLIDAY SPIRIT AT PAUL'S PLACE



The joy of the holidays spread throughout Southwest Baltimore with more than 2,300 children and adults enjoying our Thanksgiving and holiday celebrations. This year, 400 families enjoyed a home-cooked turkey dinner and 207 people of all ages shared a meal at Paul's Place on Thanksgiving. Children decorated paper stockings to hang on the tree, while 260 parents shopped for holiday gifts for their 378 children. Nearly 80 local companies, schools, congregations, organizations, and individuals contributed all the makings for happier holidays, and another 200 volunteers dedicated hours to packing Thanksgiving and holiday food bags, setting up and running the Holiday Gift Shop, and leading children in holiday-themed craft projects.



Thanks to the generosity of our donors, Paul's Place was able to provide food baskets that fed 588 people for Thanksgiving and another 899 people in December.



Volunteers – and their hours of dedicated service – are a huge part of Paul's Place and our holiday activities.



The Holiday Shop at Paul's Place helped to brighten the lives of children and their families once again this year.



While parents visiting our Holiday Shop were finding just the right gifts, their children enjoyed some seasonal arts and crafts.

OTHER PAUL'S PLACE HAPPENINGS



Maryland Governor-elect Larry Hogan and Comptroller Peter Franchot along with their families visited Paul's Place and served our guests in December for the holiday season.



Right before Thanksgiving, Baltimore Ravens kicker Justin Tucker spent part of his afternoon with the participants in the after-school programs at Paul's Place.



In late October, Ambassadors and staff from Paul's Place spread the word about our mission at the Pigtown Festival.

OUR HEARTFELT THANKS GO OUT TO THE FOOD, TOY, AND GIFT CARD DONORS WHO MADE THE HOLIDAYS MORE JOYFUL AND HOPEFUL FOR FAMILIES IN PIGTOWN. OUR DONORS INCLUDED:

ORGANIZATIONS

aMuse Toys
 Baltimore Hebrew Congregation
 Baltimore Metropolitan Council
 BGE
 Big Brothers Big Sisters of the Greater Chesapeake
 BJ's Wholesale Club, Owings Mill
 Bryn Mawr School
 Calvert Hall College High School
 Calvert School
 The Cathedral of the Incarnation
 Chizuk Amuno Congregation
 Christian Temple Youth Group
 Church of the Good Shepherd
 Church of the Redeemer
 Dickeyville Memorial Presbyterian Church
 Ellicott City Rotary Club
 Ellicott Dredges
 Erickson Living
 Fraternity Federal Savings & Loan

Good Shepherd School
 Gorfine, Schiller & Gardyn, P.A.
 Graul's Market
 Greenmount School
 Gross, Mendelsohn & Associates
 Habitat for Humanity of the Chesapeake
 Immanuel Episcopal Church
 Kaydon Ring and Seal
 Kforce Staffing & Solutions
 Len the Plumber
 Maryland Department of the Environment
 Maryland Open Horse Show
 McCormick & Company
 Melville Thomas Architects, Inc.
 Monkton Book Club
 Morgan State University, School of Business & Management
 Old St. Paul's Church
 Paul's Place Rising Leaders

Roland Park Country School
 The Shelter Group
 St. James Academy
 St. James Episcopal Church
 St. John's Episcopal Church
 St. Michael's School
 St. Thomas Episcopal Church
 STX
 T. Rowe Price
 Teach For America
 TESSCO Technologies, Inc.
 Trinity Church Day School
 Trinity Episcopal Church, Long Green
 University of Maryland, School of Medicine
 University of Maryland at Baltimore, Division of Gerontology
 University of Maryland Medical System
 U.S. Kuoshu Academy
 Vocus
 Waldorf School of Baltimore
 Womble Carlyle Sandridge & Rice LLP

INDIVIDUALS

Kevin Anselmi
 Lois Britton
 Barrie Brown
 Chris Brown
 Julia Nickles Bryan
 Kori Conaway
 Fran Davis
 Richard Degroot
 Kerry Foster
 Robert Fraser
 Matthew Grant
 Harold and Mary Graul
 Lynne Kahn
 Grant Kid
 Kim Kile
 Barb Maher
 Chris Mowry
 David Oros
 Jeannie Pohlhaus
 Theresa Potts
 Sachs-Kohen Family
 Ben Sotuyo
 Bob Wwenschel

Paul's Place is also grateful to the generosity of our Dinner in Spirit donors, who help us provide a healthy meal on Thanksgiving and every day of the year. In the six weeks between Thanksgiving and New Year's, 505 regular and new donors contributed almost \$50,000 to Dinner in Spirit.

Thank you!

Creating a Legacy and Leveraging Giving:

Anonymous Donor Issues Matching Gift Challenge

The challenge is on! An anonymous donor has pledge \$50,000 to Paul's Place in memory of Frank W. Martin, but only if we can raise an additional \$50,000 in new money.

What a wonderful way to create a legacy for a loved one!

Frank W. Martin was a dedicated volunteer and a faithful donor throughout our early years. He served meals with a smile and was always ready to help our guests take action to break out of poverty. This unrestricted gift to support our mission will generate new dollars – a gift that will grow our capacity – is a fitting legacy for a man so dedicated to Paul's Place in our formative years.



According to Executive Director Bill McLennan, "this generous challenge gift will help Paul's Place leverage additional funds to provide

financial support for our diverse programs. Gifts generated through this challenge represent a wonderful legacy for the service of Mr. Martin and all those like him."

Paul's Place announced the challenge on Giving Tuesday – the Tuesday following Thanksgiving – the perfect day to leverage giving. Here's what you need to know about Giving Tuesday to understand why. Nationally, Giving Tuesday is a movement to create a day to give back following Black Friday and Cyber Monday. Locally, **Maryland Gives More** is a movement to make Maryland the most generous state in America convened by Maryland Nonprofits. Local and national partners teamed up to generate media coverage, provide online crowdfunding platforms for participating

non-profits, and match contributions by individual donors.

The best part for us: every \$25 contributed to Paul's Place and other non-profits in the **Maryland Gives More** campaign was matched by \$1 from Network for Good.

Our donors responded to the challenge! On Giving Tuesday and since, we have raised about \$25,000 toward the challenge. Now, we challenge you. Will you help us reach \$50,000 by March 31, 2015?

To learn more about this challenge and how you can leverage your giving to Paul's Place with matching gifts, contact Jeffrey Smith, Director of Development, at 410-625-0775 or jsmith@paulplaceoutreach.org.

A Sad Goodbye to Gina Sykes

We are saddened by the loss of a staff member and good friend, Regina Sykes, who passed on November 8, 2014.

Gina joined the Paul's Place family more than two decades ago, first as a volunteer, then as an Ambassador volunteer. She was hired as our Day Programs Coordinator in 2008. Gina served our guests with grace and efficiency, often being the first to welcome guests, volunteers and visitors to Paul's Place.

Battling cancer for the second time in her life, Gina made the conscious decision a week before her death to enter hospice and discontinue treatment. She passed away

surrounded by her family in the comfort of hospice care.

Fierce, genuine, honest, no-nonsense, a woman of grace, caring, and compassion – that is how Gina was described by those who knew her best. Her loyalty to Paul's Place, her warm and welcoming spirit, and her smile will be missed by all.

Reflecting on Gina, Paul's Place Executive Director Bill McLennan noted that "her compassion and kindness brought joy into Paul's Place and our personal lives. She will be missed but never forgotten."



Executive Director's Letter

Paul's Place is growing. In the last five years, in particular, we've seen tremendous growth in need, even as the economy slowly recovers from the recession. More families are turning to Paul's Place and we've added programs and services to meet their short-term needs and long-term goals. Job coaching, rental assistance, housing case management, and case management for our children and youth are among the newest additions.

As always, our focus is on building on our core competencies as we grow: healthy, successful children; self-sufficient, stable families; and a safe, stable neighborhood are three pillars of our vision for our community and the plan to get us there. Now, we are challenged with strengthening the organization's capacity to secure its long-term sustainability – the fourth goal of our strategic plan, and perhaps, the most important. A focus on capacity building ensures that our highly-qualified staff have the resources required to offer quality programming.

Let's take a closer look at the three aspects of capacity building for long-term sustainability, starting with quality programming. We've set big programmatic goals and designed evidence-based assessments to measure our progress – and we are seeing results! Last year, 38% of guests engaged in job coaching became employed or engaged in an apprenticeship or other job training program; our goal was 35%. Another success: 86% of men participating in Men's Club reported an increase in self-esteem, self-worth and ability to handle stress; our goal was 80%. And, 97% of children and youth enrolled in our after-school programs matriculated to the next grade; our goal was 80%. These are just a few examples of how Paul's Place is changing lives.

The second component of sustainability is hiring and training the best possible staff. In the last year or two, we've created a number of new staff positions, with a specific focus on building our case management capacity. It is my pleasure to introduce three of our newest case management team members: Aimee Clark, Director of Case Management, Paroma Nandi, Community Liaison/Guest Advocate, and Rebecca Dial, Youth Coordinator/Case Manager.

Aimee Clark spent the last decade providing clinical support, case management, and job coaching services to youth and adults, most recently at The National Center for Children and Families in Washington, DC, and started her career in broadcast journalism. She earned a Master of Social Work from the University of Maryland in July 2012 and is a licensed social worker (LGSW). She utilizes a strengths-based approach to case management.

Paroma Nandi comes to Paul's Place with a Master of Public Administration from the Maxwell School of Citizenship & Public Affairs at Syracuse University and five years as a Veterans Service Representative for the Baltimore Regional Office of the Department of Veterans Affairs. Her strengths include developing and evaluating programs, working with homeless adults, and collaborating with community members.

Rebecca Dial brings five years of experience working with at-risk and homeless teens, middle school girls, and adults with intellectual disabilities in Anchorage, Alaska and the Boston region to Paul's Place. She is a licensed clinical social worker (LCSW) with a Master of Social Work from Boston College. In all of her work, she has focused on helping her clients set and meet personal goals, pursue interests in the community, and maintain healthy habits.

Finally, additional financial resources are required to sustain and enhance our existing programs and to pursue new opportunities that will allow us to improve the stability and self-sufficiency of our neighbors. Our Board developed a multi-faceted Fiscal Sustainability Plan to strengthen our fundraising efforts and help us raise the \$3 million per year necessary to achieve our vision by 2020. The plan builds on our strengths; incorporates a variety of tactics related to branding, communications, outreach, and fund development; and considers new revenue generating strategies. Several task forces have been created to rewrite the case for support for Paul's Place, define an advocacy strategy that matches our competencies, and explore social entrepreneurship opportunities.

Thank you for joining us on the journey to ensure that by 2020, the individuals and families living in Southwest Baltimore City will have full access to high quality health care, education, employment, and housing along with the other support necessary for stability and self-sufficiency. On behalf of everyone at Paul's Place, I thank you and invite you to visit – to meet our new staff and see first-hand the change your contributions are making.

William J. McLennan, Executive Director



cont. from pg. 1

receive the first \$250 in assistance from the Fuel Fund, with the balance coming from contributions from Paul's Place and matching BGE credits. In all cases, the individual must contribute some of their own money toward the balance and show proof of continued income, so we know they will be able to pay their BGE bills going forward.

Last year, with increased funding from the Fuel Fund, we doubled the number of individuals receiving utility assistance to 262. Already this year, we've helped 95 individuals keep the lights and heat on, educated them on ways to use less energy, and connected many to case management for assistance with finances, housing, child care, health, and other quality of life factors.

Annie, Zara, and their children got the best gift for the holidays: the gift of power. Annie and Zara also learned useful tips for conserving energy and reducing their BGE bills that will keep them out of crisis in the future and on the path to self-sufficiency.



Paul's Place is proud to be a Standards for Excellence organization. Standards for Excellence is awarded by the Maryland Association of Nonprofit Organizations and shows that Paul's Place operates with ethics and accountability in our program operations, governance, human resources, financial management, and fundraising practices.

THE Messenger

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The Mission of Paul's Place

Paul's Place is a catalyst and leader for change, improving the quality of life in the Washington Village/Pigtown neighborhood and the surrounding Southwest Baltimore communities. Paul's Place provides programs, services, and support that strengthen individuals and families, fostering hope, personal dignity, and growth.

WWW.PAULSPLACEOUTREACH.ORG



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follow us on twitter - @PaulsPlace21230



SAVE THE DATE

APRIL 23, 2015 (THURSDAY)

7:45- 8:45 a.m.

The Center Club

100 Light Street, Baltimore, MD

MAY 6, 2015 (WEDNESDAY)

7:45- 8:45 a.m.

The Radisson Cross Keys Inn

100 Village Square

5100 Falls Road, Baltimore, MD



HONORARY CHAIRPERSON
PETER FRANCHOT
COMPTROLLER OF MARYLAND

Watch your mailbox for an invitation or contact Tina Crow at 410-625-0775 or tcrow@paulsplaceoutreach.org for more information.

The Messenger is a publication of Paul's Place, Inc.

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Director of Development: Jeffrey Smith
Email: jsmith@paulsplaceoutreach.org

For information about volunteering...

Volunteer Coordinator: Jayna Powell
Email: jpowell@paulsplaceoutreach.org

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Paul's Place, Inc. is a 501 (c)(3) non-profit organization. Contributions to Paul's Place, Inc. are tax-deductible. Financial information is available from Paul's Place or from the Office of the Secretary of State, State House, Annapolis, MD 21401. Phone: 410-974-5221

PAUL'S PLACE E-NEWS!

Please help Paul's Place reduce costs as well as our impact on the environment! Send us your email address with the subject line: "E-news!" and we'll send you the "Messenger," as well as other pertinent, *occasional* Paul's Place information electronically. We promise not to bombard your inbox and we will never sell or share your contact information.