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# 2018 Impact Report

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<confident>

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## From the Executive Director

Dear Friend of Hopeworks,

As many gardeners know, growing anything -- whether it is tomatoes, a beautiful flower, or a stately tree -- is an effort of care, love, and time. A seed -- fully formed and ready -- bursts from a small bundle of potential into a beautiful, growing organism, nourishing those around it and, eventually, producing more seeds so that more plants might grow.

At Hopeworks, after 17 years of growing Hope, we continue to see the fruits of your support not just blossoming, but creating seeds of Hope for others in Camden as well! Consider Sekinah, hired by a Camden tech firm last year, now earning promotion after promotion and bringing other youth to Hopeworks to learn! Consider DJ Brown, a former CRIB resident now helping other nonprofits in his role at TechImpact AND as he provides employment for others through his own startup business! Think of Destin, using his full time position in GIS at New Jersey American Water to not only make sure that he has the resources for his own life, but that he is prepared to be a good father to his children as well.

Hope, properly tended, not only grows, but produces seeds of Hope that multiplies our impact.

Thanks to you, our garden has flourished this year, and continues to produce the seeds for more stories of Hope. We finished preparations and moved into our new space at 808 Market Street, allowing us to more than double the number of youth we serve. We were selected as a Project Innovation Award winner by Comcast/NBC Universal, were awarded the prestigious Impact100 Philadelphia and Impact 100 South Jersey Grants, and were featured in Wired Magazine and on CNNMoney.

We continued working with Cooper Hospital and others to place Medical Coders directly into the industry, began training drone pilots to add to our GIS Services, and watched the success of our new Townsend Scholars with joy!

Thanks to your love, time, and support, Hope is not only growing, but bearing fruit and planting seeds, both at Hopeworks and all over Camden. Thank you for making it possible.

With Gratitude,

Dan Rhoton, Executive Director



# /Growing Opportunities/

## Destin Finds his Place at New Jersey American Water!



Hopeworks trainee and intern Destin Brooks has found his place as a GIS Technician at New Jersey American Water!

Destin first came to Hopeworks while he was taking care of two toddlers, managing housing obstacles and other barriers, and searching for a way to share his potential with the world; he got right to work.

As he shared when he first arrived, "until I gain experience working in a professional work environment, obtaining a position will be difficult. Hopefully, with the internships available at Hopeworks, it will be considerably easier than it would be on my own."

Destin has taken advantage of the opportunity Hopeworks has provided. Working through the training and pursuing his goals while he simultaneously managed to find housing for himself, Destin impressed all who met him. Destin soon earned an internship with Hopeworks GIS department, and with his superior performance working at Hopeworks, American Water was happy to select Destin to work in their main office, soon to be located right here in Camden!

Destin credits the entrepreneurship classes, networking opportunities, and interviewing skills he learned at Hopeworks to opening up his eyes to the opportunities and giving him the confidence he needs to succeed!

**"Hopeworks was a major turning point in my life. For a long period of time after high school, I felt like I couldn't do anything and within about 7 months at Hopeworks, that changed."**



**"Being surrounded by Hopeworks' combined support system of staff and young, ambitious dream-chasers, was essential to my development."**

## Willem Joins the Web Design Team at the Camden Diocese

Coming to Hopeworks determined to pursue a career in Web Design, Willem Schrieks is making his dreams come true as a full-time web designer at the Camden Diocese.

Training at Hopeworks, moving into the CRIB, and then taking full advantage of networking, interviewing, and other opportunities, Willem was able to hone his skills both technically and professionally. His hard work paid off, landing a full-time position at the Diocese of Camden where he is responsible for the creation and maintenance of 27 websites and other online assets, managing the relationship with online vendors, as well as serving as an IT technician for simple issues at the IT Help Desk.

As Will shared, "Hopeworks helped me shed my naive and childish mentality and helped to mold my professionalism to succeed in a business environment." Will also said that "being surrounded by Hopeworks' combined support system of staff and young, ambitious dream-chasers, was essential to my development."

Will's dream is to challenge himself and take his "design skills to the next level and become an industrial designer, with the ability to create and design any product."

## Caloua Takes the Leap into Digital Marketing

Caloua Lowe learned about Hopeworks through a friend. When she started the program, she was unemployed, living with an aunt, and had a desire for change and independence. Growing up, her home life was difficult as her mom struggled with a mental illness and her father was incarcerated. Caloua stepped into the role of caregiver and helped support her family during these difficult times. She made the decision to live with her aunt so that she could begin her own journey to stability. Her motivation for starting the training was to strengthen her knowledge and build experience in graphic design.

Caloua has achieved that dream and is now working at one of the country's most innovative digital marketing firms, SEER Interactive!

Caloua earned this internship through her amazing persistence in building connections and networking skills. She was still working as a Communications Design Intern with Hopeworks during the interview process with SEER, and we had no doubt she would achieve her goal!

Caloua has been one of SEER's Digital Marketing Interns for a couple weeks now, and says, "The company's culture, office aesthetic, and employees' knowledge is exciting; it has been a challenge, but one I am eager to face!" We are so happy to remain connected with Caloua through our Alumni Network, and she has been so grateful to remain connected with her peers and mentors as well: "Hopeworks continues to help me become important in my industry from the events I am able to attend to the people I meet. It seems as though my mentors at Hopeworks always know which opportunity is right for me to pursue."



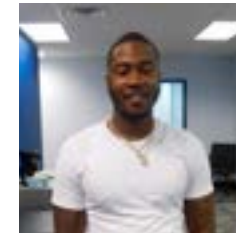
**"Hopeworks continues to help me become important in my industry from the events I am able to attend to the people I meet."**

## Remember these faces from last year's Impact Report?



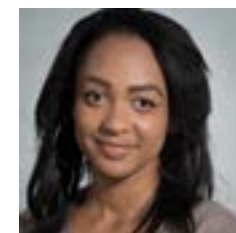
### Sekinah Brodie

Sekinah, hired at Camden-based design firm Penji just last year, has recently been promoted to Director of Partnerships. We're thrilled to see Sekinah achieving her goals!



### Julius Patterson

Julius has been hired full-time at the Public Health Management Corporation (PHMC,) one of the region's largest nonprofits. He'll be continuing to help the community as an interviewer, helping clients get all the help they need!



### Naomi Maldonado

Naomi, a certified Salesforce Administrator, is now an Analyst, Business Requirements, working at Comcast in Philadelphia. Naomi is proud to be transforming her life and that of her son, Kingston!

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<strong>  
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# /Growing Businesses/

## Youth Healing Team Trains SpeakUp!

SpeakUp! is a nonprofit organization dedicated to helping teens develop supportive relationships with the adults in their lives. They strive to enable teens to talk openly and honestly about difficult topics. Speak Up! wanted to expand their understanding of Adverse Childhood Experiences (ACES), their impact, the basics of trauma theory, and develop tools that they can use in their everyday practice when encountering students and professionals with significant trauma histories.

Speakup! also wanted to share their successful approach by starting to train professionals and educators in their approach to facilitating these hard discussions. As SpeakUp! develops their curriculum, they wanted to include best practices from the **Hopeworks' Youth Healing Team** in their training.

The Youth Healing Team's unique training for SpeakUp! consisted of three progressive levels that developed their understanding and practices around trauma informed care. These trainings helped them to understand the potential impact of trauma on their participants but also understand the impact that working in these hard spaces can have on their staff. The Youth Healing Team was also able to share best practices and their first hand experiences of training educators and other professionals. Through these discussions, SpeakUp! was able to better develop their curriculum.



"The GIS Team at Hopeworks is extremely knowledgeable and professional. They have helped us through a GIS map creation of our entire water system. They provide a great service at a highly affordable cost that you feel good about supporting. It is truly a win-win partnership."

**Merchantville-Pennsauken Water Commission, GIS Client**

"I enjoyed the entire session; especially the games that the team presented. They really helped me analyze situations in a healthier way. The presentation was very engaging and interactive!"

**St. Helena, Youth Healing Team Client**

"Hopeworks provides us with 2 levels of support. On a daily basis, they help us keep our website fresh and updated. This requires quick turnarounds and good communication. On a more strategic level, Hopeworks provides us guidance and support to make sure our web profile is first class. This requires them to have a deep understanding of our Firm, our values and our objectives."

**D. Roccato, President, Quaker Wealth Management, Web Design Client**

## Neighborhood Housing Service of Camden

Neighborhood Housing Services of Camden (NHSC) is a community-based housing development corporation that provides counseling services to home buyers in Camden. Their mission is to renew pride, restore confidence in the benefits of education, promote reinvestment, and revitalize neighborhoods through homeownership, economic development, and neighborhood planning, in partnership with residents, businesses, government agencies, nonprofits, and other stakeholders.

To be more effective in the area of promoting reinvestment and revitalization of the neighborhood, NHSC needed to develop an inventory of the physical condition of the houses in the area. Their 1985 map needed to be updated and the categories reevaluated to develop a more objective and quantitative approach.

Hopeworks started by evaluating the options to develop more objective and quantitative categories of the physical condition and developed criteria. Once the criteria was established, Hopeworks' youth performed a field survey of the conditions of each house. Hard copy and interactive maps were developed as tools to assist NHSC in the decision-making process and to work more efficiently.

Our success with this project encouraged NHSC to also partner with Hopeworks for their soon to be launched website.



## UCP Wheels for Humanity

UCP Wheels' mission is to promote greater inclusion for people with disabilities globally, through mobility, therapy, advocacy, and empowerment. Their website was built on Expression Engine and they were unhappy that they couldn't update the site themselves. Hopeworks offered the solution of moving their site over to a user-friendly experience with Wordpress.

Since their new site was deployed, they have been able to capture more data from their users, allowing for improved client experiences. They have also seen a significant increase in donations, as the process for making donations was also simplified. The biggest win for them was that with the new website and the detailed training from the Hopeworks team, they are now able to manage content updates on their website themselves.

## <Growing Partnerships>

### Mentors:

Kym Andrews

Tony Burruano

John Cardone

Chenard Cherilus

Keenan Corrigan

Courtney Dirks

Sean Dougherty

Lisa Hendrickson

Christina Mattison

Ruby O'Lexy

Leticia Palillero

Chad Smith

Mark Surace

### Externship Partners:

Camden Coalition of Healthcare Providers

Camden County Municipal Utilities Authority

Lenfest Center

New Jersey Health Initiatives

Ronald McDonald House Southern NJ

Shoprite

Subaru

Virtua

Wescrimmage



# /Growing Alumni Network/



## Joe Owens

When Joe Owens finished his internship at Hopeworks and moved on to a full-time job with Burlington in their IT department, many at Hopeworks were sure they would only see Joe again at Hopeworks at our alumni celebrations. They were wrong.

From the moment Joe began at Burlington, he has continued to look for ways to give back and contribute to the work happening for others at Hopeworks. In just the last year, Joe has sponsored Burlington Days of Service, computer donations, and so much more! Joe even reached out to help with our golf tournament.

Joe is a great example of how one life changed can lead to so much more!

**“When I think of Hopeworks, I think of how the staff reaches out to young people, and how they work with us so diligently; I think of how they make sure we’re getting a head-start in life – academically, emotionally, financially, and of course, professionally. Hope really does work!”**

Charlene Newbill

*Hopeworks Alumna & Current Youth Healing Team Lead*

## DJ Brown

In 2012, DJ Brown was a CRIB resident, working hard to master his skills in technology and build a path to his future using technology and entrepreneurship.

It is now 2018, and DJ has done just that. As a Data and Strategy Associate at Tech Impact, DJ helps with data and Salesforce implementations at nonprofits across the region. Using skills developed at Hopeworks and ones that he has honed independently, DJ is known for his thorough work and creative problem-solving.

Technology, however, is not the only area DJ has grown. As founder and CEO of D&W Properties and Management, DJ is not only building his own business, he is helping Hopeworks! When Hopeworks needed someone to fix up our old building at 543 State St. at the end of our lease, D&W Property Management was the natural choice and the building was more than ready for the next occupants!



# /Growing Numbers/

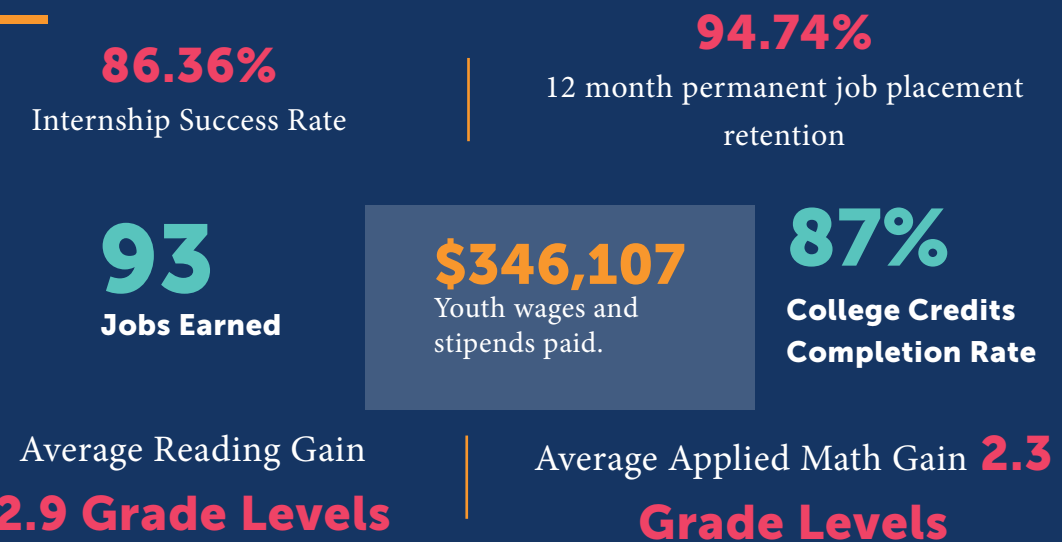
## <Recognition>

- 2017 Comcast/NBC Tech Impact All Star
- Featured in Wired Magazine
- Hope Works Here named “Best Documentary” in Freedom Shorts Film Festival
- Fox29 Feature
- Featured in CNNMoney
- Selected as one of 5 Project Innovation Winners by Comcast
- Featured nonprofit at PHL Innovation Picnic
- Impact100 Philadelphia Winner
- Impact100 South Jersey Winner

## <New Initiatives>

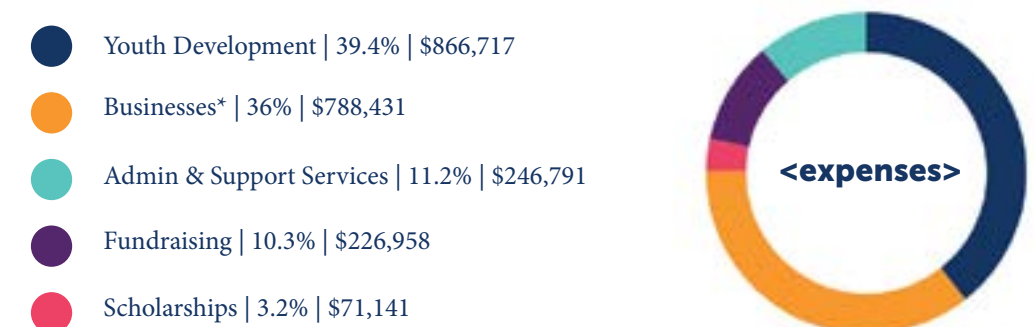
- One of 10 Ecosystem Partners for Spring Point Partners
- Cooper Medical Coding Program
- Medical Assistant Training Program
- Transformative Townsend Expansion Grant
- Licensed Drone Pilot and first drone contracts
- Addition of Adult Basic Skills Programming
- Healing10 Trauma Conference
- Successful Year One of Townsend Scholars
- Successful Year One of the Alumni Network

## Outcomes



## 2018 Financials

For more financial details, visit [hopeworks.org](http://hopeworks.org) to review a copy of our Form 990.



**FY 2018 Operating Budget: \$2,200,038**

\*Including youth salaries

# Hopeworks seeks to recognize all donors who so generously support us.

Recognition for financial support covers contributions received between July 1, 2017 and June 30, 2018. We apologize for any errors or omissions. Please contact us to request any corrections.

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The Haverford Trust Company  
The Pros  
Therm-Omega-Tech, Inc.  
Better Tommorrow  
Ellenmarie Topche  
Skip and Joann Torresson  
Beulah Trey  
Jessica Van Liere  
Virtua Health  
Waterfront Lab  
Brent Weaver  
Michael Welch  
Samantha White  
Jeff Wild  
Kirsten Wilden  
Dennis Willson  
Yvonne Younis  
Joseph Zagorski  
Ryan Zisk  
Joshua Zuilkowski

## Corporate and Foundation Grants

Aetna Foundation  
Bank of America Charitable Foundation  
The Beneficial Foundation  
Camden County Department of Health and Human Services  
Camden Lutheran Housing, Inc  
Campbells Foundation  
Carmax Foundation  
Catholic Human Services Foundation  
Delta Group  
Dolfinger-McMahon Foundation  
Holman Enterprises  
Horizon Foundation  
Impact 100 Philadelphia  
Investors Bank  
Krupnick Foundation  
Macy's  
Comcast/NBC Universal  
Philadelphia Compass  
Philadelphia Phillies  
PSE&G Foundation  
Rutgers Rowan Board of Governors  
Rutgers University  
Santander Bank  
Spring Point Partners LLC  
United Way of Greater Philadelphia and Southern New Jersey

## Volunteers

Norm Alger  
Rob Aronson

Vanja Badie  
Ernie Bollin  
Lauren Boyd  
David Cade  
Ryan Caesar (Jesuit novice)  
Tyler Cameron  
Maya Carr  
Chenard Cherilius  
Almaz Crowe  
Joshua Davidson  
Alexandra Densmore  
Mike Dershowitz  
Alex Dodson  
Maria Emerson  
Kristen Evans  
Jane Fearn-Zimmer  
Lisa Folks  
Dave Frigeri  
Jenni Graham  
Dan Hall  
Seth Hanes  
Joseph Hebert  
Bart Hook  
Bob Hurley  
Christina Johnson  
David Krupnick  
Briene Lemmitte  
Lisa Lewis  
Bruce Marable  
Sully McCormick (Jesuit novice)  
Bill McKeaney  
John McPeak  
Emily Meekins  
Paul Molnar  
Veniece Newton  
Nate Nichols  
Mary Nichols  
Jim Pfizemayer  
Gary Pica  
Nick Pirollo  
Keith Pizer  
Wil Reynolds  
Deborah Riddick  
Neha Sachdev  
Nina Scarpa  
Shauna Shames  
Lee Shlamowitz  
Sister Jeanette  
Andy Sullivan  
Robert Summerhayes  
Christine Szczepanowski  
Ryan Tustin  
Tracey Welson  
Rossman  
Cherise Wynne  
Orly Zeewy  
Azuka Zuke

\* Monthly recurring, workplace gving, United Way  
\*\* Hopeworks Alumni

Thank you to the many student, civic, and corporate groups who share their knowledge and resources with our youth or volunteer in our community garden!





**808 Market St., 3rd Floor  
Camden, NJ 08102**

856.365.4673  
info@hopeworks.org  
hopeworks.org



facebook.com/hopeworksyouth  
@hopeworkscamden

## </recode your future>

"Hopeworks showed me to take opportunities to reach out and have a voice as an individual and a professional; Hopeworks taught me that just because I may need help, it does not mean I am not capable."

**Ashley Pena**

Hopeworks Alumna

"Hopeworks' environment and staff lets us develop at our own pace, there's no pressure on us to learn a certain way, we are able to learn and grow in the way that works best for us."

**Jared Bradshaw**

Intern, Hopeworks Communication Design Intern



**Designed by: Caloua Lowe**  
Communication Design Intern