2020 A YEAR OF RESILIENCE
To Our Generous Donors, Partners, Staff, and Residents

2020 brought us a once in a lifetime pandemic and a reckoning over racial justice that led to the biggest mass protest movement in our nation’s history.

As the world as we knew it was disrupted around us, one thing stayed the same: HELP USA was there for the most marginalized communities when they needed support.

Since our founding in 1986, HELP USA has been there for people during the most difficult moments of their lives. Individuals and families come to us when they have lost their homes, faced domestic violence, or are struggling with their mental health. 2020 was no exception.

Our stability enables members of the communities we serve to become more resilient in the face of systemic racial injustices and incredible personal hardship. Thanks to the dedication and innovation of our staff, families struggling to pay rent are able to remain in their homes, survivors of domestic violence can recover, and veterans struggling and isolated can find homes, communities, and the support services they need.

While this year has not been easy, I am grateful that through it all HELP USA has remained a cornerstone of the communities we serve.

As we look to the future, the HELP USA team and I are celebrating resilience — of our staff, of our residents and clients, and of our communities. It is in the context of struggle and grief that our collective resilience stands out the most. And it is because of our resilience that we can look ahead to 2021 and beyond and pursue our plans for a brighter future, even after enduring a year of exceptional loss.

Once again, thank you all for doing your part. You are all a cherished part of the HELP USA family this year and will remain so for many years to come.

Sincerely,

Maria Cuomo Cole, Chairman of the Board, HELP USA
To Every Member of the HELP USA Family

Looking back at 2020, the hardest year that we have seen as an organization, I find myself thinking of the beginning of my career at HELP USA, when I came to work as a psychologist in our family shelters in the Bronx.

Every day families would come to me and tell me their stories. These were heartbreaking stories; stories of neglect and abuse; stories that centered on acute trauma, but when unfolded, revealed deeper wounds. These stories were concrete examples of what it means to be Black, Latino, poor, gay, an immigrant, mentally ill — examples of what structural racism and ingrained bias do to human beings who are just trying to live their lives and raise their families.

It was the hardest job that I have ever had, but it revealed an important truth.

People are amazingly resilient. Families suffer incredible trauma and are able to keep walking forward, trying to build a life, looking for help along that path.

The past year was a year of loss, challenge, and heartbreak. Coronavirus was the acute collective trauma, but like the individual traumas we see in our shelters, it revealed the deep wounds that remain embedded in our nation.

It revealed something else too: the value and importance of having people and structures that are there to help. This year those people were individuals who wore HELP USA uniforms, and those structures were the ones we at HELP have spent thirty years building.

I’m proud to say that HELP USA met the tremendous need of the moment. We provided masks and equipment to all of our clients and employees so they could keep themselves safe. We opened temporary shelters in hotels, so clients could live safely socially distanced. We installed free high-speed internet in all of our family shelters to help kids go to school virtually. We delivered food, gift cards, and diapers to people in desperate need.

We were able to do all of this because we took the time to build an organization mirroring the resilience we see in our clients. That resilient organization gave us the strength to keep walking.

I have never been prouder of the people who work at HELP USA, and have never been more honored to call myself the President and CEO.

Yours,

Tom Hameline
President and CEO, HELP USA
Covid Response By the Numbers

Across 4,441 apartments at 48 different locations in 6 states help distributed:

- 190,000 masks
- 2,192 bottles of hand sanitizer
- 1,760 gallons of hand sanitizer solution
- 5,500 thermometers
- 3,000 gowns
- 300 face shields
- 131 plexiglass barriers
- 75 Electrostatic disinfectant sprayers

All throughout help was there:

- 31,749 clients served via shelter and prevention programs
- Connected 2,250+ families with WiFi in every family shelter
- Served 2x the number of people at on-site food pantries
- Finished development or construction for an additional 642 units across 6 buildings
The Pandemic Response

From the beginning of the pandemic, HELP USA has been ahead of the curve in ensuring that our community is safe. Even before the national lockdowns began, our leadership was preparing to adjust our operations, acting swiftly and decisively in the face of uncertainty. As a result, we secured personal protective equipment and established sanitizing protocols and deep cleaning responses before the worst of the pandemic set in, enabling staff to continue our critical work to support people facing poverty and homelessness while minimizing the risk of infection for our clients and residents when fear and stress were at their peak. Thanks to these efforts, the fatality rates in our shelters were lower than both the city’s overall rate and of that of other shelters.

HELP moved about 30% of clients from eight sites to two hotels; the Belleclaire and Times Square Hotel. The primary reason for moving was de-densifying our sites to protect staff and clients from exposure to COVID. In the first wave of testing in June, slightly over 8% of clients tested positive. In the second wave, we had zero positive cases. ZERO! In the third wave, we had the same result: zero positive cases. The percentage of clients and staff testing negative is now below New York City’s general population. The move to hotels has been tremendously successful.
HEALTH AND SAFETY

PROVIDING PPE — HELP USA procured and delivered Personal Protective Equipment to our programs and sites, including 190,000 masks and 3,000 gowns.

TURNING HOTELS INTO SHELTERS — We opened two hotel shelters in Manhattan to allow us to move single adults experiencing homelessness out of our dormitories and into a space where they could remain socially-distanced.

EMERGENCY NEEDS

INSTALLING WIFI IN ALL FAMILY SHELTERS — We installed WiFi in every family shelter before the start of the school year to allow students to learn remotely without the pain of slow internet access. HELP USA was one of the first shelter providers to do so, and we offered internet access for more than 2,250 families.

EDUCATION — Helping Families transition to virtual learning: We partnered with foundations and leaders in education to provide on-the-ground support to students who were struggling with the transition to remote learning.

TRANSITIONING TO TELE-CASE MANAGEMENT — We created a model to allow for Tele-Case Management, so our clients could safely get the support they need.

REMOTE SERVICES FOR SURVIVORS OF DOMESTIC VIOLENCE — We transitioned all of our counseling for survivors of domestic violence to be completed remotely and built a new website and tele-counseling system.

EXPANDING OUR FOOD PANTRIES — We provisioned our on-site food pantries at more than twice the usual level, and began delivering food directly to homeless families in need.

HELPING FAMILIES PURCHASE ESSENTIALS — We sent gift cards for groceries and essentials to residents of our shelters and affordable apartments, as well as participants in our homelessness prevention programs.
VACCINATION

BRINGING VACCINES TO OUR COMMUNITIES — We advocated for our residents, clients, and staff to be eligible for vaccination and worked to bring the vaccine directly to our program sites.

EDUCATING ABOUT VACCINE SCIENCE — We began efforts to educate everyone on the science behind vaccination through emails, town halls, and events with medical professionals.

WALTER REED WINS “HAND” AWARD

The Walter Reed Veteran Apartments, a 100% affordable development providing permanent supportive housing for 77 previously homeless veterans, was recognized as the development of the year by the Housing Association of Non-profit Developers (HAND) organization this month. The project was honored in a virtual awards ceremony that highlighted the best in affordable housing in the Mid-Atlantic region.
Digital inequity is a growing concern in the US, especially in light of our increased reliance on technology throughout the pandemic. Most NYC students are spending some portion of their school week in a virtual learning environment which makes robust internet access a fundamental requirement for our family clients. HELP USA is proud to have ensured our family shelters offer free WiFi. Thanks to funds raised from partners and donors by the HELP USA Fund, HELP completed WiFi installation across our footprint in 2020. Special thanks to Ronnie Silverman, Angela Batista, Scarlet Watts, Kendra Meinhardt, Gina Quijada, Tony Ngumah and Adam Huron for making this important innovation possible.
### HELP USA Housing Locations

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<th>State</th>
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<td>DC</td>
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<td>MD</td>
<td>HELP Perry Point Veterans Village</td>
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<td>NV</td>
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Never Stopped Building

Despite the challenges of the pandemic, HELP USA was able to continue expanding our affordable housing programs.

IN 2020, WE COMPLETED AND OPENED THE FOLLOWING BUILDINGS:

CROTONA PARK PRIDE HOUSE
The Bronx, NY
84 apartments for low-income seniors in an LGBTQ-friendly environment

HELP LIVONIA APARTMENTS
Brooklyn, NY
56 apartments for low-income and formerly homeless families

WE ALSO SOLIDIFIED PLANS TO BUILD THE FOLLOWING:

HELP PHILADELPHIA VI
Philadelphia, PA
55 apartments for veterans in a renovated formerly-abandoned school building

HELP HOME SIMPSON
The Bronx, NY
72 apartments for low-income families and formerly homeless adults with mental illness and substance use challenges.
Client Profile: Moses Seaward

Despite the pandemic and unprecedented nature of this year, on October 4th 2020, Moses successfully moved into permanent housing, where he was able to celebrate his birthday later that month.

In 2018, while staying at HELP Creston, Moses met with Social Services and they came to a mutual agreement that Creston would be his last shelter; he would commit to finding permanent housing. Moses was more than willing to cooperate and accept services offered to help him successfully move out of the shelter network. Although Moses undoubtedly experienced a great deal of adversity during the past ten years (such as a personal issue with alcohol), his perseverance, hard work, and the continued support of the Creston team and HELP staff allowed him to overcome many of those challenges to create a better life for himself.
The HELP USA Fund

Private fundraising plays a critical role in our resiliency as an organization, in our staff’s capacity to innovate and excel, and in our ability to plan for a future where everyone has a place to call home.

Thanks to our long time donors, board members, partners, and a record number of new small donors, the HELP USA Fund raised over $2.75M at the immediate onset of the COVID crisis, providing timely, flexible funding that enabled our massive organization to move nimbly to meet the short and long term needs of the thousands of residents under our roofs and in our programs.

In the face of a “K” shaped recovery in which the low-income communities of color which bore the brunt of COVID19’s impact are experiencing the most lethargic economic recovery of any segment of the population, HELP USA cannot afford to rest.

As we seek a sustained resilience and a changed reality for people living in and on the edge of homelessness, investment in several areas of importance are required.

Through special funds for Permanent Housing Development, Social Innovation, and for the East New York neighborhood of Brooklyn where HELP is building on its 30 years of service to the area with a transformational new housing complex and community center, The HELP USA Fund invites partners new and old to help address the legacies of systemic injustices. Together we can build a future of which we can all be proud.
Financials

**Revenue**

- Service Contracts & Grants: $118,581,833
- Rent: $14,763,588
- Contributions & Fundraising*: $5,499,551
- Other Income: $2,061,854
- Real Estate Development: $1,735,906

**Total Revenue**: $142,642,732

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**Expenses**

- Shelter & Community-based Programming: $112,253,971
- Low-Income & Supportive Housing: $15,866,075
- Management & General: $11,945,456
- Fundraising: $310,493

**Total Expenses**: $140,375,995

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*Numbers reflect funds raised by the HELP USA FUND*
Community of Support

We would like to thank the following HELP HEROES — our donors — who give generously and relentlessly to help us help one person, and then another, and then another. So far 750,000 and counting since 1986.

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New York Community Trust
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BNY Mellon Foundation
Anonymous
The Home Depot Foundation
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