

2021 ANNUAL REPORT: *A HOPE FOR RECOVERY*



MISSION

The mission of the Platform of Hope is to amplify the ability of families to define and pursue family success with the support of a platform of coordinated resources in a close-knit community experience.

Staff

Morgan Butler Program Coordinator/Public Allies AmeriCorps Apprentice

Pamela Cabrera Bahay Program Manager

Judy Estey Executive Director

Sarah Hicks Program Coordinator

Jessica Palencia Program Manager

Special thanks to our 2021 interns and volunteers!

Hareg Aderie, Ohumumwen Aguebor, Carmen Aguirre, Allison Allbritten, Citiana Belayneh, Julio Duno, Hildana Ferede, Lucia Fishel, Alejandra Pan

Advisory Board

Concepcion Benitez *

Cara Brumfeld

Andrea Cooper *

Jennifer Cooper *

Morena Cortez *

Maureen Dwyer

Maria Gomez

Jim Knight

Joan Kuriansky

Dee Dee Parker Wright

Daniel Trujillo Esmeral

Victor Valentine

Ivania Zelaya*

**Denotes a Platform of Hope participant representative*

Background: The Platform of Hope was founded in 2018 by an alliance of non-profit organizations anchored in the Greater Adams Morgan community of Ward 1, Washington DC: CAAB, FLOC, Jubilee JumpStart, Jubilee Housing, Mary's Center and Sitar Arts Center. In September 2018, our pilot program launched with an initial cohort of 20 families – Cohort A– and the goal to serve 100 families over 5 years. Read more about our founding and pilot year in our [2018-2019 inaugural annual report](#).

The Platform of Hope, like so many other communities, has weathered significant upheaval and changes over the past three years. We onboarded 20 new families in Cohort B in September 2019 only to face a disruption to life as we knew it just six months later due to the COVID-19 pandemic. The subsequent loss of our Founding Family Care Lead Sylvia Stokes in April 2020 indelibly impacted all of us. With powerful recommitment from families and partners, we shifted our program model, went virtual and expanded our Year 2 through December 2020 in order to stabilize operations and focus on the critical needs of Cohort A and B families. More of that story can be found in our [2019-2020 annual report](#).



Kids collecting pinata candy at August 2021 Picnic
Photo credit: Diyanna Burton



Cohort C family at July 2021 picnic
Photo credit: Diyanna Burton

YEAR 3: JANUARY- DECEMBER 2021

This report: January 2021 marked the start of our third program year and pivot to a calendar year schedule. From January- December we worked with three cohorts: returning families from Cohorts A and B (95% retention rate!) as well as 21 new families in Cohort C. Throughout 2021 we offered a hybrid model to 57 participating families as we navigated various waves of COVID-19 and public health advisories. In person one-on-ones and two summer picnics allowed us to connect in person... but for the majority of the year, meetings were held on zoom to ensure everyone's safety and ease of access (reduced barriers of transportation and childcare, for example). We're proud of the many ways we've continued to shift our work to best serve families needs in our program model by **increasing our workshops**, continued emphasis on **connection** and **family leadership** in monthly Family Saturday gatherings and **referrals** to an ever-expanding network of resources and partners.

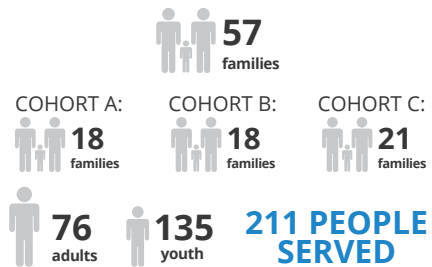
[Our 2021 Timeline of Highlights](#) illustrates the many organizational changes we saw occur in 2021: from switching fiscal sponsors, expanding our leadership to create our new Advisory Board, moving offices, and onboarding a fourth full time staff member, it was a year full of progress for families and for POH! And, as ever, a reach towards our **Founding Goals**:

CONFRONT INEQUITY | CENTER FAMILIES | BE TRANSPARENT AND RESPONSIVE

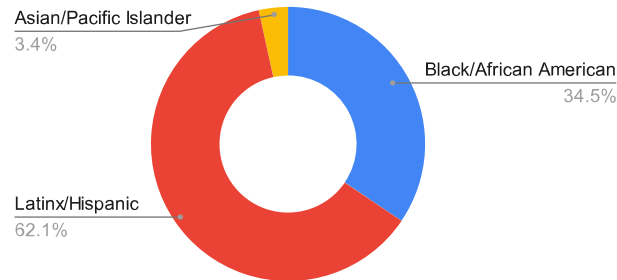
This 2021 Annual Report aligns with our third goal to share out learnings from our work. Thank you for your interest and support in **amplifying** these experiences in order to build a just world for all families.

Thanks for your continued support of the Platform of Hope!

2021 PARTICIPANTS



DEMOGRAPHICS



Cohort C Families pledging to Group Values over zoom in January 2021



Creating Blessing Boxes together with families over zoom in April 2021 to honor the one year anniversary of Sylvia's passing

PLATFORM OF HOPE 2021 PROGRAM ACCOMPLISHMENTS

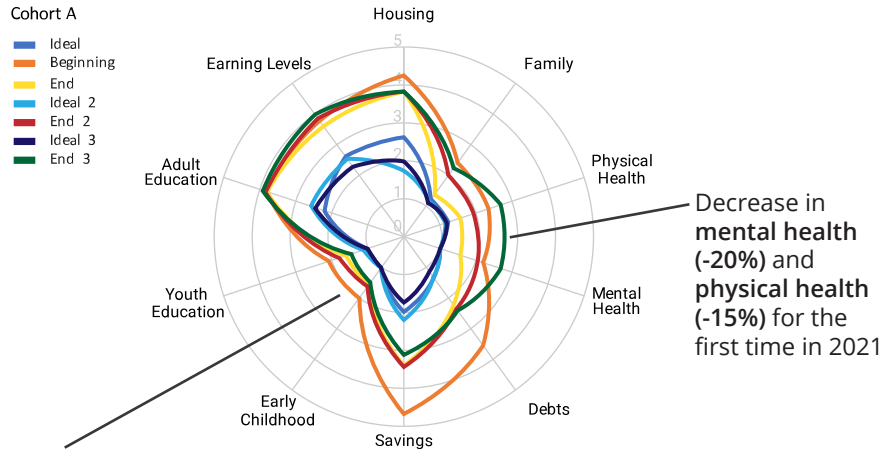
- Offered **684 hours** of one-on-one coaching and support for both short-term needs and long-term goals
- Hosted **37 workshops** to improve understanding of key issues (ex. parenting, trauma informed care, taxes, vaccines)
- Brought together families at **19 Planning Committee meetings, 21 Family Saturday gatherings**– including our summer picnics– and **2 holiday food and gift pick ups**
- Facilitated **89 successful referrals** to strategic alliance and other partners for programs and resources (including over \$76,000 received for rent and utilities support)
- Distributed over **\$49,000 in direct cash assistance** to families, as well as distribution of 20 computers to Cohort C

SOCIO-ECONOMIC IMPACT YEAR 3

One of the main tools we utilize for measuring families' abilities to define and pursue their goals is our comprehensive radar chart. On this chart, each year families select their Goal (in shades blue, depending on year) and indicate where they are at Pre- and Post- intervals of each program year. To see what each line represents on our radar chart, you can click [here](#) while each family has their own definition for ideal, generally, the spectrum goes from 1 = most positive condition and 5 = worst condition.

COHORT A RADAR CHARTS- 3 YEARS IN THE PROGRAM

Cohort A has three years of data, with their beginning status from September 2018 marked in orange. Their Year 1 was 2018-2019 (yellow); Year 2 2019-2020 *16-month year (red); and Year 3 (green) was 2021. Cohort A saw great progress in all categories in their first year; but has seen very little progress since then due to the start of the pandemic.



Overall, from the start of the program to the end of 2021, Cohort A families have retained growth in progress towards savings (31%), debts (33%), early childhood education (25%) and youth education (31%)

Setting the Scene: Continuing Disparities Due to COVID-19

From June 2021 Mid-Year Journals: Employment: **31.7%** only working part-time; **34.9%** not working. Finances: **47.6%** finances in poor shape, including debts; **27%** finances in ok shape but have no savings.

Submitting An Offer

- In this market don't be surprised about bidding wars
- You must move fast
- Ask your agent to find out why the person is selling
- Try to stay away from properties that have been "flipped"
- You can use an escalation clause or write a personal letter to have an edge
- Make sure to include closing costs 2-4% concessions (Ask lender)
- Include an inspection clause usually 15 days long
- Add Financing Contingency

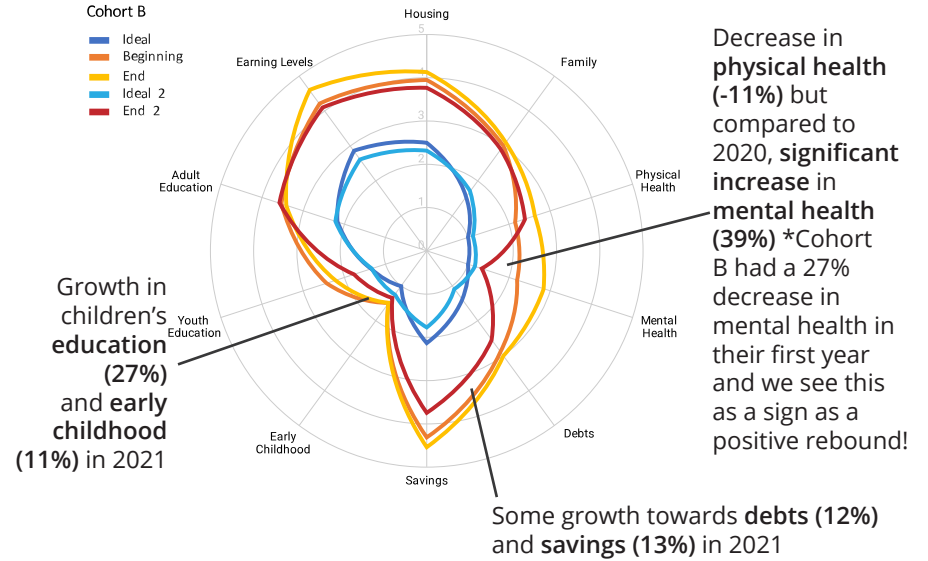
Sometiendo una oferta

- En este mercado, no se sorprenda de las competencias de ofertas
- Debe moverse rápido
- Pídele a tu agente que averigüe por qué la persona está vendiendo
- Trate de mantenerse alejado de las propiedades que se han "remodelado"
- Puede utilizar una cláusula de escalada o escribir una carta personal para tener una ventaja
- Asegúrese de incluir los costos de cierre 2-6% de concesiones (Pregunte al prestamista)
- Incluya una cláusula de inspección que suene durar 15 días.
- Agregue contingencia de financiamiento

Home Ownership Part 2 Workshop in October 2021

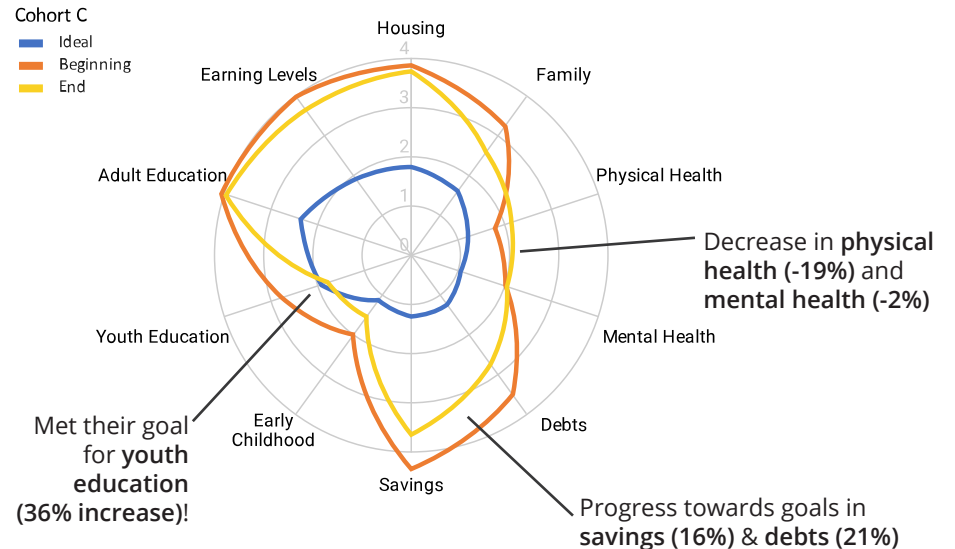
COHORT B RADAR CHARTS- 2 YEARS IN THE PROGRAM

Cohort B has two years of data, with their beginning status from September 2019 marked in orange. Their Year 1 was 2019-2020 *16 month year (yellow); Year 2 (red) was 2021.



COHORT C RADAR CHARTS- 1ST YEAR IN PROGRAM

This was Cohort C's first year in the program, with their start in January 2021 marked in orange; their ideal marked in blue; their "post" December 2021 is indicated in yellow.





Celebrating Mother's Day together on zoom



Parenting Class with Ms. Terry



Cohort C Family Saturday Zoom

FAMILY STORIES

The Mom Who Achieved Her Housing Goals- Twice Over!

This Cohort B mom was referred by Cohort A family member in 2019. She has faced significant financial hardship as a result of the pandemic as she was unable to work in order to stay with her small children at home. Due to being rejected for emergency rental assistance in 2020, this year began with significant debts – including being 6 months behind in rent– and (understandable) anxiety about those debts. With POH's help she successfully applied for STAY DC early on in 2021....and received over \$20,000! This set the example to other families in POH that the program would indeed help them. Undaunted in her ultimate **housing** goals, she was able to successfully apply for affordable housing and moved into a three bedroom apartment in the fall. This mom now is tackling her **employment** goal– with a new baby at home, this will first take finding sufficient childcare so that she herself can work.

The Dad Determined to Buy a Home but Seeking Family Stability for Now

This Cohort C Dad, who was referred to POH by a Cohort A family, continues to have **family stability** as his main motivation. A proud immigrant with three kids– including a new baby!– this past year he continually set new goals for himself, such as enrolling in English classes at Carlos Rosario and pursuing a certificate in construction. His biggest obstacle thus far has been obtaining the required **financial stability** towards his ultimate goal to purchase a home. The pandemic led to significant financial hardship: with his small children at home for virtual learning throughout 2020, including a child with special needs, he and his wife had to navigate going from a two-income household to a one-income household– and on top of that, significantly decreased hours at his job. He received STAY DC rental assistance to pay back past-due rent as well as pre-pay 3 months in advance, which ensured they could maintain **financial stability** and pay off other debts as well. By the end of 2021, with his two oldest children back at school and with both parents now back at work, this Dad has seen great progress towards his **financial** and **children's education** goals, fueling his desire to achieve his **housing** goal.

The Mom Focused on Building Her Career

This Cohort A mom was referred to us by Jubilee JumpStart in 2018. In Year 1, she identified that she wanted to pursue a medical career and over the past three years, she has steadily gone from working part-time to full-time (and now often, over-time) as a medical assistant. Building on this **employment** success, she now has identified nursing school as an **adult education** and **career** goal and is progressing towards this. Other progress in Year 1 included moving into **affordable housing** and working on her daughter's **early childhood progress**. Her daughter is now thriving in school after graduating from JJS. She's been working on actively decreasing her **debt**– made possible by being more financially stable due to her career– and she has set a new goal to **purchase her own home**.

AMPLIFYING THEMES FROM FAMILIES: WHAT IT ALL MEANS

THE GOOD: We saw marked increases in **youth education** and **early childhood** from **all** the cohorts- we accredit this to the the return of kids to in-person schooling and out-of-school time supports in Fall 2021, particularly given the challenges of online learning in 2020.

There was progress in **debts** and **savings** from **all** cohorts - which underlines the importance of public financial investment through emergency rental assistance, expanded child tax credit, DC CARES, etc. so that economically vulnerable families can make a financial recovery from the pandemic.

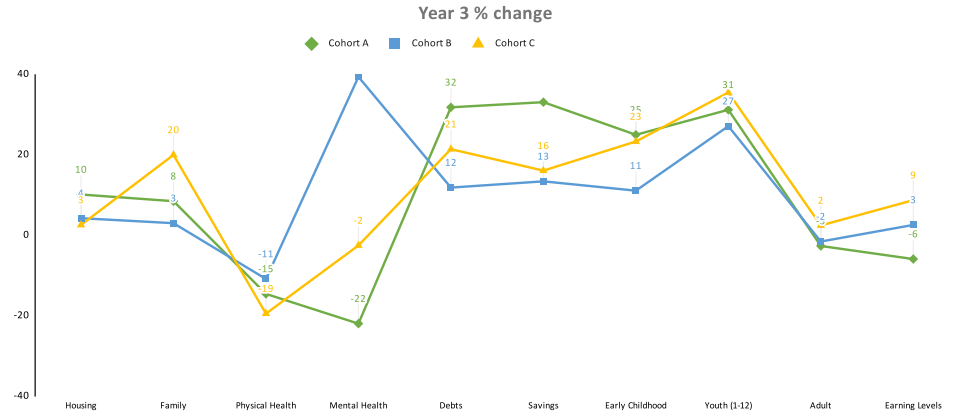
“Being stable in employment and accomplishing new tasks to better my quality of life and be a better example for my family and neighbor around me to contribute more to my community”

- excerpt from December Family Journal

THE BAD: Mental + Physical Health- the ongoing pandemic has had a significant toll on the health of our participants, particularly mental health. It’s been exhausting to live on edge and face so many difficulties in raising a family. The dearth of culturally competent mental health support is something that must be addressed in order to respond equitably to the many faces of this public health crisis.

“The goal is to take care of my mental state. After some R&R during the holidays, the goal for Jan is to prepare for the Spring semester and begin a new term.”

- excerpt from December Family Journal



THE SAME: There’s been little progress on **housing** goals for three years; yes, some of our families have received rental support to stabilize themselves and some lucky families have gotten into affordable housing units- but *stabilizing* is not the same as *progress*. There’s also been little change in **earning levels**- unsurprisingly given in June 2021 only 33.3% of families were working full-time and only 35% of families said they were satisfied with their work situation.

Adult education has remained stagnant on the radar charts: this is in part because, while many families have begun an adult education program, it will take more time to complete. We’re hopeful this is a category that will see more progress in the future.

“One of the main things is to focus on getting my GED and once I reach this goal I will ...keep going with my future plans for example I need to save money to buy a house in the future and for that I need to start saving the money so I can reach another goal in the future.”

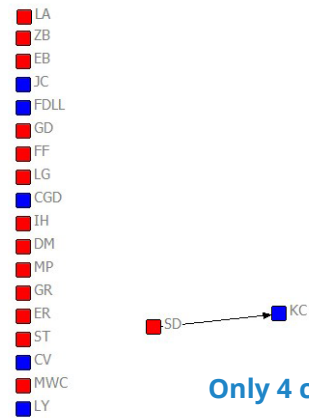
“My goal in recent months has been to improve my education, I have successfully achieved some of the purposes, at this time I am excited to continue with this project”

- excerpts from June Family Journal

BUILDING COMMUNITY

The Platform of Hope aims to build social capital- as defined as the strength of participants' relationships to one another and their community - as a pillar of our model. We believe that the feeling of connection to a thriving community and understanding of one's support systems are essential in a) pursuit of one's goals and b) combating displacement -including civic displacement- in gentrifying communities. One of the ways we measure social capital is in pre, mid and post program assessments asking participants, **"who in the Platform of Hope could you go to for help?"** We then map the connections that are created between families as the program progresses.

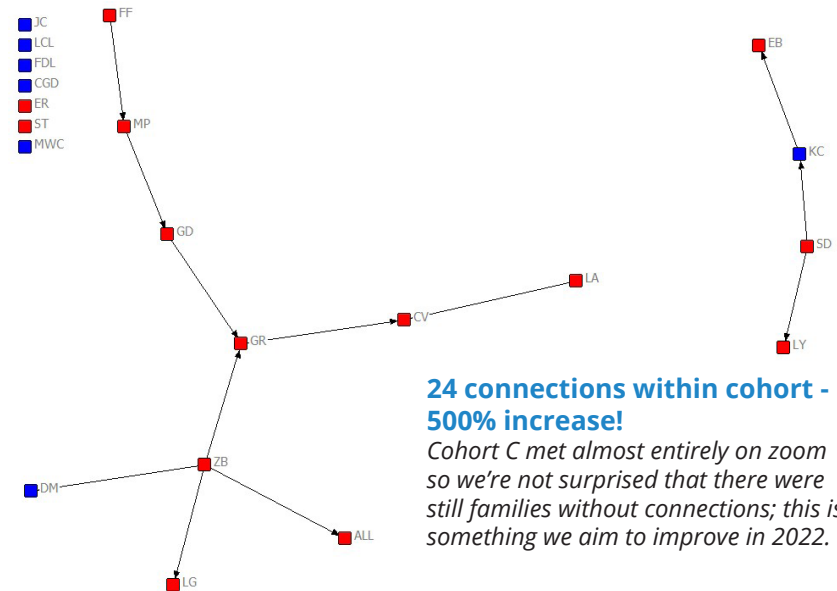
COHORT C PRE- JANUARY 2021



Only 4 connections within cohort when they started

KEY: Each box and set of initials represents a participant and the arrows indicate what names they chose (across Cohorts A, B and C) as someone who they saw as a support. Arrows also indicate who chose them on this assessment. These charts are disaggregated by race: blue= Black/African American participant, green= Asian participant and red= Latinx/Hispanic participant.

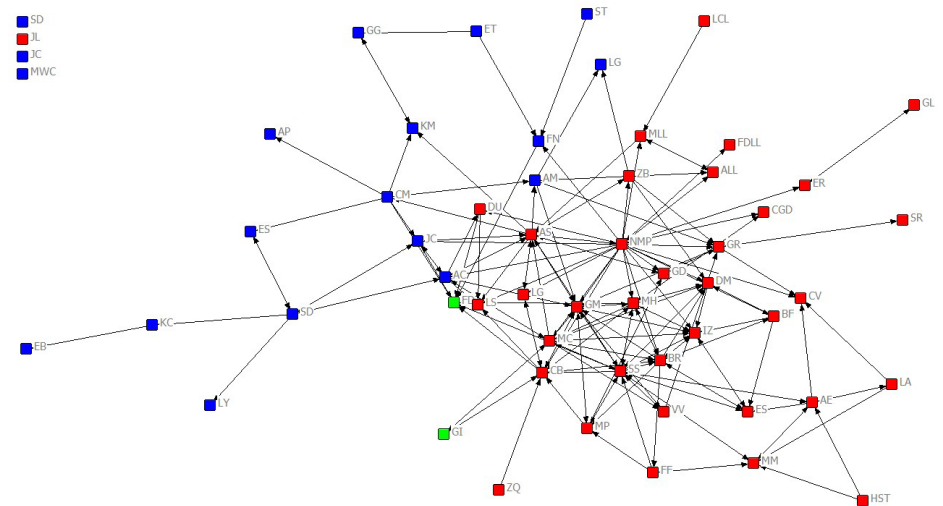
COHORT C POST- DECEMBER 2021



24 connections within cohort - 500% increase!

Cohort C met almost entirely on zoom so we're not surprised that there were still families without connections; this is something we aim to improve in 2022.

Social Capital Between All Three Cohorts - an entire family ecosystem!



COHORTS A, B AND C POST- DECEMBER 2022

9% increase from the mid year to post year = total of 366 connections

There had already been exceptional social capital growth during Cohort A's first year (73% growth) and Cohort B's first year (93% growth)-- so the post assessment is mostly demonstrating the cumulative social capital progress since the beginning of our program across all cohorts. Note that there are only 4 folks who didn't have indicate connections across the cohorts, which means that there are cross-cohort connections being formed with Cohort C and the returning families of Cohorts A and B.

Social Networks: 65% of families said that participation in the Platform of Hope had increased their networks this year; 26% said it had remained the same



Celebrating Valentine's Day together on zoom February 2021

THANK YOU TO THE PLATFORM OF HOPE SUPPORTERS IN 2021!

*Donations made January 1, 2021- December 31, 2021

INSTITUTIONAL DONORS

ANC 1C
 Arcana Foundation
 Beckner Advancement Fund of All Souls Church, Unitarian
 Brendan and Karen Herron Family Fund
 Diane & Norman Bernstein Foundation
 Eugene M. Lang Foundation
 JBG SMITH Cares
 John Edward Fowler Memorial Foundation
 Morningstar Foundation
 Nora Roberts Foundation
 Share Fund
 The Fund for Children, Youth and Families, administered by the Greater Washington Community Foundation
 The Morris and Gwendolyn Cafritz Foundation
 The Richard E. and Nancy P. Marriott Foundation
 United Bank
 William J. and Dorothy K. O'Neill Foundation
 William S. Abell Foundation

IN-KIND SUPPORT

Compass Consulting Pro Bono
 DC Bar Pro Bono Center
 The IT Link

INDIVIDUAL DONORS

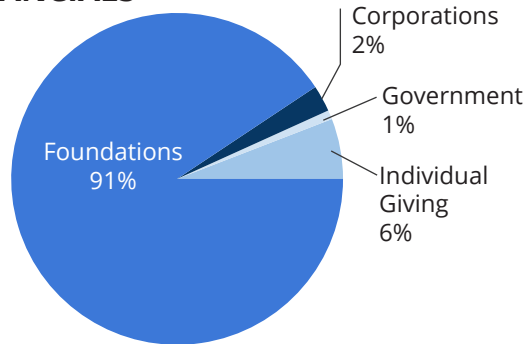
A. Lorraine Robinson
 Adam Levner
 Ava Delasanta
 Bill Mefford
 Cara Brumfield
 Carla Perlo
 Caroline Morris
 Carolyn Berkowitz
 Constance Bradley Bryant
 Danica Benson
 Daniel Trujillo Esmeral
 David Dowling
 Deborah Riley
 Deborah Rutter
 Dee Dee Parker Wright
 Delshan Baker
 Diana Romero
 Elizabeth Brule
 Elizabeth Zinni
 Emily Crews
 Essence Newhoff
 Gaurav Bagwe
 Greg Albright & Wes Combs
 Hannah Blumenfeld

Heather Morgan
 Invisible Hands Foundation
 Isabel Reiff
 James Estey & Janet Bralove
 Janice Marks
 Jannes Gibson
 Jennifer Smith
 Jeremy Estey
 Joan Kuriansky
 Jonathan Estey
 Joseph Black
 Judy Estey
 Julie Green
 Kate Lasso
 Katherine Norton Bliss
 Kathryn Ward
 Katryn Schultz
 Kevin Clinton
 Kirsten Moore
 Kristen Barden
 Margaux Nielsen
 Maria Gomez
 Marina Barakatt
 Mary Nishioka
 Maureen Dwyer

Michelle Enos
 Miranda Paley
 Nisha Arekapudi
 Olivia Weber
 Paul Treadgold
 Peter Lewis & Shannon Quinn
 Rebecca Ely
 Rhonda Marie Buckley
 Rochelle & Rhonda Granat
 Ryan Whalen
 Samuel Rizzo
 Sandra Bellew
 Sharon Levin
 Sheila Lopez
 Stephen Clapp
 Stephen Fernie
 Stuart Butler
 Tanya La Force
 Timothy Johnson
 Timothy Payne
 Victor Shabazz Valentine
 Wendy and Jim Knight
 Wendy Shapiro

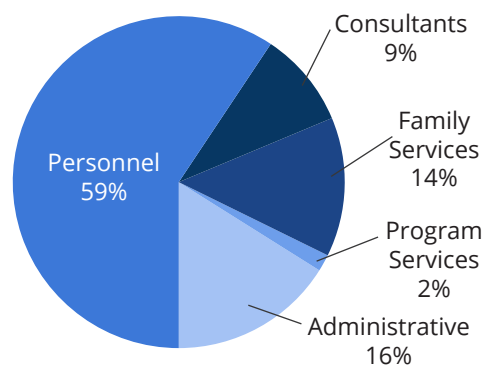
...And special thanks to everyone who participated in the Online Community Auction 2021 by purchasing or donating items!

FINANCIALS



REVENUE

Foundations	\$405,090
Corporations	\$11,500
Government	\$4,000
Individual Giving	\$26,226
TOTAL	\$446,816



EXPENSES

Personnel	\$231,723
Consultants	\$36,483
Family Services	\$52,992
Program Services	\$6,438
Administrative	\$62,781
TOTAL	\$390,417



Cohort C Family Picnic in July 2021
 Photo credit: Dijanna Burton