



2024

Impact Report



PROJECT FOR PRIDE IN LIVING

May 8 | 7-8:30 AM
The Depot, Minneapolis



ANNUAL
BREAKFAST



**REGISTER
HERE!**



I'm thrilled and deeply honored to be PPL's new President and CEO and continue the incredible leadership and legacy built by Joe Selvaggio, cultivated by Steve Cramer, and elevated by Paul Williams in equity, housing, workforce development, homeownership, and education.

We navigated change and transition in 2024 while also exceeding projections in a number of key metrics. New buildings in construction went up. We helped a record number of new purchase homes. We graduated a fantastic number of credit-eligible students, and we improved our organizational strength by continuing to stabilize the housing portfolio as well as securing more investments for affordable housing.

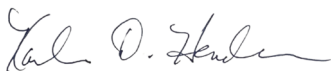
The RE-Seed program officially launched and moved through a successful buyer selection process for the first 9 buildings. In Career Readiness, we launched an IT pathway that is seeing strong demand.

Internally, our race equity work remains industry-leading, and we have seen marked improvements in staffing goals. Lastly, we celebrated the first cohort of Leadership Scholars, an internal professional development program. We ended the year financially strong and positive for the future.

I'm genuinely excited to continue this incredible journey with all of you in 2025. We're working closely together and staying aligned by always keeping our community at the center of everything we do.

We share our numbers here as well as our stories, as they are both incredibly impactful.

Here's to a bright and fantastic future together!



Karla Henderson
President and CEO



Meet Bella

Bella Mamadou first encountered our organization when she enrolled her children in a PPL daycare center. She recalled the director once telling her, “PPL can help with everything!” It was 20 years later when those words came back to her after she was laid off from a managerial position she’d held for 23 years. Bella knew that in order to re-enter the job market, she would need new skills, so she enrolled in PPL’s Human Services Pathway program. With determination and the support of her husband and children, Bella graduated from the program in August, 2024, never accepting anything lower than an “A” performance from herself. Bella hopes to pursue her associate or bachelor’s degree. Meanwhile, she has found employment with Hennepin County. Bella has referred three people to PPL and says, “Whenever a door closes another one opens. You can restart from ground zero.”



Meet Jennifer

After learning about PPL's alternative high schools from a school social worker, Jennifer Jimbo Vazquez began attending MERC during the 2023-2024 school year. When Jennifer first came to MERC, it felt like a new and inspiring environment. As Jennifer navigated school while being pregnant and then as a new mother, the classes have been flexible and the teachers supportive. She found this new setting to be in stark contrast to the crowded environment and minimal teacher encouragement she experienced in her previous traditional school during her junior year. Jennifer is planning to finish her education at MERC while continuing to take classes at MTCT in hopes of becoming a nurse or nursing assistant.



333

achieved new or maintained employment

PPL's innovative programs and pathways helped hundreds of adults and young people achieve employment





98%

**households achieve
housing stability**

24 month housing stability for families served by Resident Services

82[↑] events

Community building events
at PPL properties





212 units
closed on
financing

three new affordable housing properties are
under construction in Minneapolis and St. Paul

15[↑] BIPOC developers

PPL engaged 15 emerging developers through its RE-Seed program and supported with training.

Additional PPL resources support three BIPOC vendors: Design by Melo, Abundance Properties, and Noor Construction





176 new
homeowner
closings

new homes purchased, 89% by BIPOC homeowners

6 legislative priorities achieved

housing affordability, preservation investments, housing infrastructure, supportive housing funding secured, and Affordable Housing Stability Task Force established. Additional legislation supporting PPL education priorities introduced

