



PROJECT FOR PRIDE IN LIVING



families became homeowners in 2023



\$42.7M

long-term wealth for new homeowners



Dear Friends,

If one reads the headlines, it would appear that communities are in distress. Homelessness, evictions, violence, inequitable unemployment rates for folks who identify as Black, Indigenous, and/or People of Color (BIPOC). Indeed, challenging times persist. Community development organizations like PPL and the entire nonprofit sector are facing incredible headwinds. The challenge of finding new funding, advocating to fix broken systems and responding to rapidly changing realities for our residents and participants remains front and center. Yet, there is resilience. There is hope. And, in many ways, we know what works. That resilience and your commitment allowed PPL to finish 2023 in a strong position.

The results presented in this annual report are not just data points. They are borne out in our communities. We're proud that hundreds have been stably housed and have taken the next steps toward self-reliance. Hundreds more have gained new job skills to find living wage employment on new paths to real careers, including students graduating from our alternative schools, now more prepared for a changing work world.

PPL continues to deliver to meet the challenges of today while investing and growing in smart, strategic ways. Substantial, new one-time philanthropic investments put PPL on a path to effectively face economic headwinds and persistent challenges.

Specifically, how we work our holistic model, our focus on racial equity, and our ability to deliver results for people encourages new and current supporters to continue your confidence in PPL. You trust that PPL's tenacity is moving forward a robust pipeline of new housing development. We've shown supporters how 110 new units are underway, and hundreds more are set to open or break ground in 2024.

Most of all, we take pride in PPL's emphasis on equitable development—how we work with communities—is meeting the priorities of people and the larger Twin Cities region. Our home ownership program delivered skyrocketing results as 168 new home buyers achieved ownership through PPL—over three-quarters of whom are BIPOC households.

It is a testament to PPL's staff and broad supporters that we have been able to navigate these challenges—financially, organizationally and on a human scale.

It's ever so important that we continue to ask, "if not us, then who?" At PPL, we do so as to respond with courage, critical partnerships, a sharp pencil, and a vision for creating more safe, resilient and equitable communities across the Twin Cities. Thank you for joining us along this journey.

Paul Williams, PPL President and CEO

Tanya Bell, PPL Board Chair



Paul Williams
PPL President and CEO



Tanya Bell
PPL Board Chair

“ There is resilience. There is hope. ”

Hope Realized

RE-Seed

PPL piloted a program in 2023 to collaborate with emerging developers to buy our small, scattered-site properties, and “College House” in South Minneapolis was our first successful sale. The first of many to come, this tri-plex property was sold at a below-market price, with the buyer enjoying down payment assistance, a reserve pool to help cover unexpected costs to maintain each of the units, and property management consulting. The property was improved before the sale, all in an effort to return true community assets to community members. The newly named “RE-Seed” program is expected to launch to grow emerging developer capacity and assets in the fall of 2024.

Bashe Site closes on College House tri-plex



Volunteer



Natasha Issac

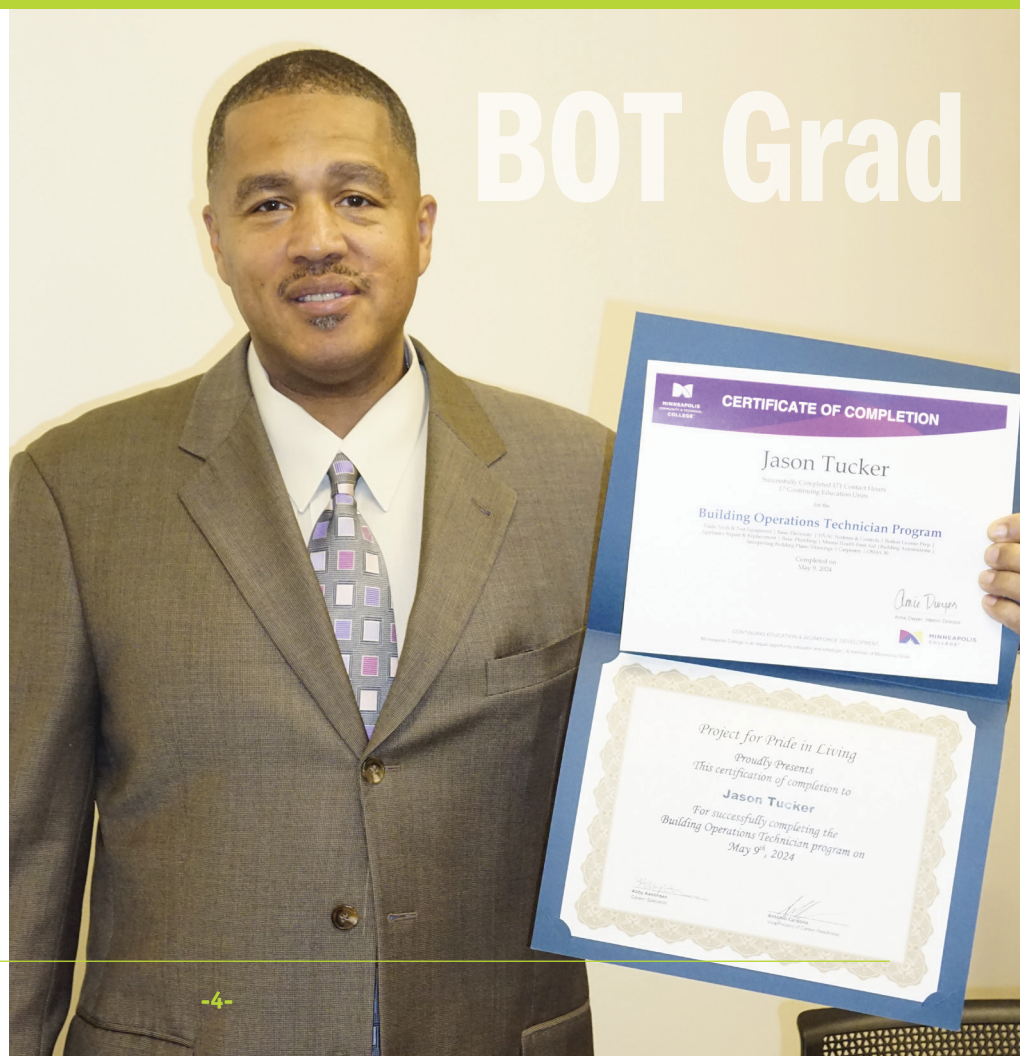
Natasha Issac, Youth Program Volunteer, was a mentor to children in the after-school program at PPL’s residence, Fort Road Flats. She was one of many volunteers in 2023 who contributed more than 7,000 hours of effort. These hours came from 600 volunteers, interns, AmeriCorps members, and corporate partners, such as Allianz. We’re thankful to everyone for their commitment to PPL’s mission.

PPL Volunteer Natasha Isaac

Jason Tucker

Jason Tucker was working as a maintenance tech at a hotel and self-medicating with drugs when he was arrested. After two-and-a-half months in jail, he was released and discovered that he’d lost everything: his home, his car, his job, and even his dog. Jason says, “Sometimes things have to be taken away.” He found sobriety and PPL’s Building Operations Technician program. He says, “PPL kept me grounded and gave me a safe place to go to. It was a miracle—I don’t know where I’d be without PPL. It’s never too late to be what you want to be.” Jason is currently pursuing a freight brokerage course, enrolling in bible college, and dreams of owning his own home and fleet of trucks.

Building Operations Technician graduate, Jason Tucker



Briana Lindsey

Briana Lindsey pursued PPL’s new Information Technology Support Specialist program after losing her job. Pregnant and parenting a toddler, Briana wanted a brighter future for herself and her children. PPL Career Specialist Logan Flak told Briana, “It’s not just about the program—we’re here to help you all around.” Briana got help with her rent and bus fare, as well as a place to study—what’s more, PPL staff worked to help her build her confidence. Briana said the toughest times were the early mornings, combining schoolwork and chasing after a three-year-old, but that after graduating, she now has the skills and determination when applying for IT jobs.

IT Support Specialist graduate Briana Lindsey

Celebrating Impact in 2023

99%
Credit-eligible
Students Graduated



91%
12-Month
Employment
Retention

7500
Individuals
Served



1600+
Units of
Affordable Housing



\$22⁰⁴
Average Hourly Rate
at Hire



293
Home Buyers Trained



98%
24-Month
Housing Stability



78%
New Homeowners
Identifying as BIPOC

167
Individuals
Hired/Placed In Jobs



267
Evictions Prevented



110
Units of Affordable
Housing Financing Closed



\$138K
In-kind Donations



Strategic Investment Plan

In 2023, PPL received three unprecedented, one-time private philanthropic gifts to complement public investments to advance our 2023-25 vision. These investments come at a critical time. We are making “big bets” in several key areas over the next 3-4 years to strengthen our housing work, catalyze the impact of PPL’s holistic model, and fuel our 10-year vision to create safe, resilient, and equitable communities across the Twin Cities.

\$4 million

of these investments will advance PPL’s equitable development strategies in both new and existing properties

Accelerating Equitable Development



Over \$4 million in these investments will advance PPL’s equitable development strategies in both new and existing properties. This includes deepening community engagement with residents and community partners, ensuring community visions, cultures and aspirations are reflected in our real estate developments, and promoting asset building with BIPOC communities through co-development and ownership opportunities, including home ownership counseling and down-payment assistance.

Damaris Hollingsworth is the principal of Design by Melo, architectural firm in downtown Minneapolis. PPL’s work with Damaris’s firm to design the building at 3030 Nicollet, Opportunity Crossing Phase 1, has helped Damaris grow and develop her business.



Architect Damaris Hollingsworth

\$3.5 million

investments in improving resident quality of life—much of that paid to BIPOC vendors in nearby communities

Improving Resident and Housing Stability



In 2023, PPL piloted a program to provide short-term and one-time incentives to help residents get back on track with rent payments. Helping stabilize families and individuals is stabilizing PPL’s housing portfolio and building communities, while also accelerating our ability to return toward pre-pandemic housing operations.

PPL invested more than \$800,000 in building improvements in 2023. Coupled with services to residents and PPL properties, the investment grew to more than \$3.5 million—much of that paid to BIPOC vendors in nearby communities.



Volunteers repaint the CVI residence

Innovation Investments

are helping create new programming and partnerships for the ever-changing workforce

Driving Innovation in Employment



Investments are helping retool PPL’s career readiness efforts to create or reimagine new programming and partnerships for the post-pandemic world and workforce.

New funding has helped PPL’s Learn, and Earn to Achieve Potential (LEAP) program expand to new programs and include more young people. Through an “Introduction to Solar Energy” 20-hour course offered by LEAP Partner, Just B Solar, youth learned the ins and outs of solar energy through hands-on projects in a series of solar workshops.



LEAP participants learn about solar energy through hands-on projects

Over \$1.8 million

in strategic investments are being made in organizational development strategies

Supporting People



Given the toll of the past three years, particularly on our direct service staff, investing in our talent is not only the right thing to do, but also an organizational imperative. Over \$1.8 million in strategic investments are being made in organizational development strategies that center race equity, build leadership capacity, and support staff wellness and cross-departmental learning at multiple levels.

The second Emerging Leaders cohort graduated in November of 2023, a nine-month program created to promote individual growth in three primary areas: race equity, a coaching mindset, and leadership competencies. Staff engaged with community leaders and collaborated for a capstone project, all while centering the experience of historically marginalized individuals. Out of the 12 graduates, eight have been promoted in either internal or external roles.



PPL Emerging Leaders cohort

\$1.5 million

invested into an internal fund to propel PPL’s future

Sustaining PPL’s Operations and Impact



The pandemic’s impact continues to linger, creating financial challenges for the affordable housing industry, PPL, and the residents and communities we serve. Initiated with a lasting legacy gift from the estate of Joyce McFarland, a long-time friend and supporter, PPL has established this fund to create a longer-term investment strategy where future earnings can be reinvested into PPL programs and operations over time. \$1.5 million of the one-time strategic investment from the WEM Foundation has been directed to capitalize this fund—reflecting the enduring legacy of the foundation’s impact in our community. This investment provides a solid down-payment and catalyst for additional growth in this fund through planned giving and other special initiatives to advance PPL’s mission and vision to create safe, resilient, and equitable communities. The fund assists PPL with bridging current complexity and uncertainty while also promoting a lasting legacy for building hope, assets and self-reliance for years to come.

Investments in Our Future

MacKenzie Scott/ WEM Foundation

PPL was contacted by a third-party representative of philanthropist MacKenzie Scott with an appeal for more information about the organization’s integrative model to address regional housing and workforce needs. PPL’s commitment to racial equity and community-centered practices were recognized as critical elements to creating impact for people and places served. Scott’s giving portal, Yield Giving, responded with an unprecedented, one-time contribution of **\$7 million**.

PPL was also approached by the Minnetonka-based WEM Foundation, a previous PPL supporter that was closing its doors at the end of 2023. PPL was recognized to receive an additional **\$3.5 million** in funding.

PPL is making several strategic investments, including accelerating equitable development; stabilizing PPL’s affordable housing residents and buildings; strengthening organizational operations; supporting the talents and capabilities of staff; and leveraging opportunities for future growth and sustainability.

Metro-wide Sales Tax

PPL residents, both current and future tenants, are the beneficiaries of the dedicated Metro-wide sales tax increase that passed the Minnesota Legislature in May, 2023. PPL advocated for the increase along with many other affordable housing providers to earmark one-quarter of one cent of each penny to be dedicated to housing. The formula allocates part of the money for new housing construction and some for rental assistance. Out of each dollar for a \$100 purchase in the seven county Metropolitan area, six cents goes to city and county housing assistance funds, and six cents goes to the state’s rental voucher program. In FY24, that’s expected to raise about **\$41 million for rent vouchers**, or an **additional 3,000 vouchers** to allow families to escape the streets and housing insecurity.

The SHARE Coalition

The SHARE Coalition—a collaboration between Aeon, Catholic Charities Twin Cities, CommonBond Communities, and PPL—formed in late 2022 with the mission to examine and address topics of shared interest, including the ongoing impacts of the COVID-19 pandemic on residents and non-profit affordable housing providers in Minnesota.

The financial instability our organizations are experiencing was driven by the pandemic and the resulting economic and community turmoil over the past four years. Impacts include but aren’t limited to: historically high non-payment of rent, which accelerated during and following the eviction moratorium; increased mental health challenges within resident households; and decreased neighborhood stability, leading to building safety and security concerns.

The Minnesota Legislature approved the **Stable Housing Organization Relief Program (SHORP)**, a \$50 million grant program administered by the Minnesota Housing Finance Agency that benefits more than 26,000 households living in affordable and supportive housing across Minnesota. PPL was the recipient of **\$2 million**.



Elected officials tour PPL’s Maya Commons

Ping Pong Tournament

In 2023, Project for Pride in Living made new connections with professional sports teams. Tim Connelly, President of the **Minnesota Timberwolves**, and his wife Negah Connelly, honored PPL as the first nonprofit to highlight in their charity ping pong tournament. New to the Twin Cities, the Connelys were quickly introduced to PPL, given our work with families. The successful ping pong tournament took place last October. Timberwolves’ players Anthony Edwards, Naz Reid, and Mike Conely Jr. attended, and the evening made for an energizing event. Project for Pride in Living also formed a relationship with the **Minnesota Vikings**. A team from PPL went to the Vikings headquarters to share the PPL mission with Vikings staff.



Negah Connelly, Paul Williams, and Mike Connelly at ping pong charity event



Timberwolves players at the ping pong event

2023 Financials

Statement of Activities

	PPL Inc (Programs only) (In Thousands)	Consolidated Total (Programs and Properties) (In Thousands)
Revenue and support		
Contributions	20,826	20,826
Government Grants	9,427	9,723
Rental Revenue	-	15,142
Investment Earnings and Other	184	828
Revenue from properties and programs	10,662	2,181
Total Support and Revenue	41,099	48,700
Program Services		
Housing with Services	14,332	37,815*
Employment Readiness and Schools	7,585	6,274
Other Programs	-	-
Total Program Expenses	21,917	44,089
Supporting Activities		
General and Administration	6,221	5,440
Fundraising	1,037	1,017
Total Expenses	29,176	50,546
Change in Net Assets		
Change in net Assets from 2022 Operations	11,923	(1,846)*
Change in Net assets from 2022 Non Operating Activity	-	172
Net contributions to properties from limited partnerships	-	1,486
Total Change in Net Assets	11,923	(188)

* Consolidated net assets are negatively impacted by \$7.9 million in non-cash depreciation expense in Housing with Services.

Statement of Financial Position

	PPL Inc (Programs only) (In Thousands)	Consolidated Total (Programs and Properties) (In Thousands)
Assets		
Cash, Cash equivalents and Liquid Investments	17,769	21,766
Cash with Restrictions	2,103	17,002
Accounts Receivable	3,216	11,180
Property Under Development or Held for Sale	45	44,931
Due from other funds	14,151	-
Other Assets	918	1,228
Net Property and Equipment	686	199,512
Total Assets	38,888	295,618
Liabilities		
Accounts Payable and Accrued Expenses	870	4,401
Deferred Revenues	1,218	2,269
Construction Payables	-	4,005
Notes and Mortgages Payable	7,906	180,697
Due to Other Funds	1,506	-
Total Liabilities	11,500	191,372
Net Assets		
Undesignated	19,065	27,481
Non Controlling Interest in Partnerships	-	68,441
Assets with Restrictions	8,324	8,324
Total Net Assets	27,388	104,246
Total Liabilities and Net Assets	38,888	295,618

Thank you, Donors!



\$100,000+

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 Local Initiatives Support Corporation (LISC)
 Minneapolis College
 Minneapolis Public Schools
 Minnesota Department of Commerce
 Minnesota Department of Employment and Economic Development
 Minnesota Department of Education
 Minnesota Department of Human Services
 Minnesota Homeownership Center
 Minnesota Housing
 Normandale Community College
 Northside Achievement Zone (NAZ)
 Ramsey County
 Saint Paul Children's Collaborative
 U.S. Department of Agriculture Food and Nutrition Services
 U.S. Department of Housing and Urban Development
 U.S. Department of Labor – Workforce Innovation Opportunity Act (WIOA)

* = *deceased*

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PPL'S Mission

PPL builds the hope, assets and self-reliance of individuals and families with lower incomes, by providing transformative affordable housing and career readiness services.

Our Statement of Equity

PPL strives to be an equitable and inclusive organization committed to elevating the voices of the communities we serve that are disproportionately affected by systemic inequities.

10-Year Vision

PPL envisions safe, resilient, and equitable communities across the Twin Cities.



PROJECT FOR PRIDE IN LIVING

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