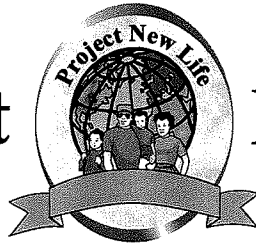


Project New Life



"Empowering Children and Families to Excel in Life"

Board Members

Elliott K. Cohen

Executive Director

Stephen Ogungbe

President/CEO

Donna Swift

Vice President

Eddie Lockridge

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Sejuana Palmer

Secretary

Richard Grundewald

Board Member

Lee C. Williams

Board Member

July 24, 2008

Mayor Gary Becker
City Hall
730 Washington Avenue
Racine, Wisconsin 53403

Re: Local Option Fund Request

Dear Mayor Becker:

On behalf of Project New Life Community Development Corporation, we are requesting assistance from the City of Racine Local Option Fund to provide a match for the continuation of the Nehemiah Place Permanent Housing Program. The total required match from the U.S. Department of Housing and Urban Development is \$22,590.00. We have submitted a request to the United Way of Racine County for \$5,000.00 (email response from Dave Maurer attached) leaving a match shortage of \$17,590.00.

Our request of \$17,590.00 will be used as matching funds for the supportive services portion of the renewal grant of \$149,810.00. Project New Life Community Development Corporation has been previously awarded support from the United Way of Racine County and the City of Racine for this Permanent Housing Program that provides housing assistance for 10 adult men and women with severe AODA and/or mental illness. Our agency is only one of two agencies in the City of Racine that provides this specific service to reduce chronic homelessness and transition the clients into independent living.

Finally, we have attached a budget sheet and additional supportive documents on the Nehemiah Place Permanent Housing Program which demonstrates the value of this U.S. Department of Housing and Urban Development Award for the City of Racine and the mission in addressing the issue of homelessness.

Thank you for the assistance.

Sincerely,


Elliott K. Cohen

Executive Director-Project New Life, CDC

cc: Brian F. O'Connell-Director/Department of City Development
City of Racine Common Council Members



U.S. Department of Housing and Urban Development
Washington, D.C. 20410-7000

OFFICE OF ASSISTANT SECRETARY
FOR COMMUNITY PLANNING AND DEVELOPMENT

December 21, 2007

Mr. Elliot K. Cohen
Executive Director
Project New Life, CDC
1809 Douglas Avenue, Suite 306
Racine, WI 53402

Dear Mr. Cohen:

Congratulations! I am delighted to inform you that the homeless assistance application(s) submitted by your organization in the 2007 McKinney-Vento homeless assistance competition was selected for funding in the amount of \$149,810. Enclosed is a list that contains the name of the individual projects and the project number for each funded application.

The Continuum of Care (CoC) Homeless Assistance Program is an important part of HUD's mission. CoCs all over the country continue to improve the lives of homeless men, women and children through their local planning efforts and through the direct housing and service programs funded in this year's competition. The programs and CoCs funded through the CoC Homeless Assistance Program continue to illustrate their value by improving accountability and performance every year. I commend you on the outstanding work of your program, and encourage you to continue to strive for excellence in the fight against homelessness.

Congratulations again on your award. You will be receiving a letter from your local HUD field office providing more information about finalizing your award. We are counting on you to use these important resources in a timely and effective manner.

Sincerely,

A handwritten signature in black ink, appearing to read "Nelson R. Bregón".

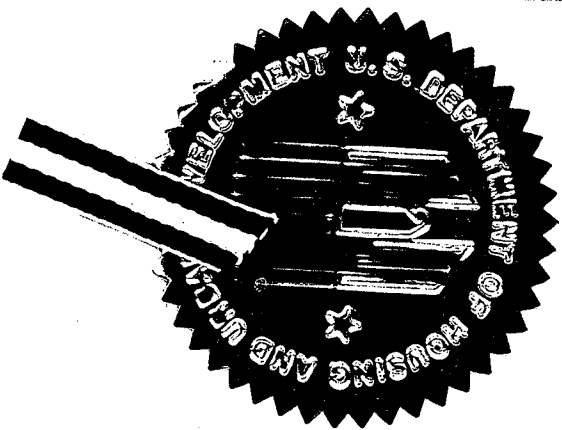
Nelson R. Bregón
General Deputy Assistant Secretary

Enclosure(s)

Enclosure

WI39B702002
Nehemiah Place
\$ 149,810

TOTAL AWARDED: \$ 149,810



CONTINUUM OF CARE HOMELESS AWARD

THIS IS TO CERTIFY THAT

Project New Life, CDC

HAS BEEN AWARDED A

Supportive Housing Grant

for a Permanent Housing Renewal project

IN THE AMOUNT OF \$ 1 4 9 , 8 1 0

The U.S. Department of Housing and Urban Development (HUD) is committed to working with non-profit organizations and State and local governments in communities across America to break the cycle of homelessness. This grant is the result of a community-wide planning effort and will be used to help provide housing and essential services to homeless persons. The goal of the continuum of care homeless award is to help individuals and families move from homelessness to permanent housing and self-sufficiency.

HUD stands dedicated to working with you in partnership in your efforts and to address the crisis of homelessness.

DELBERT F. REYNOLDS, DIRECTOR
MILWAUKEE FIELD OFFICE

FEBRUARY 2007

Part B: Project Summary Budget

B1. Supportive Housing Program (SHP) (All SHP Projects)

a. <input checked="" type="checkbox"/> SHP Program		c. Grant Term* (Check only one box)	
b. Component Types (Check only one box) <input type="checkbox"/> TH <input checked="" type="checkbox"/> PH <input type="checkbox"/> SSO <input type="checkbox"/> HMIS <input type="checkbox"/> Safe Haven/TH <input type="checkbox"/> Safe Haven/PH		<input checked="" type="checkbox"/> 1 Year <input type="checkbox"/> 2 Years <input type="checkbox"/> 3 Years	
d. Proposed SHP Activities	e. SHP Dollars Request	f. Cash Match	g. Totals (Col. e + Col. f)
1. Acquisition	0	0	0
2. Rehabilitation	0	0	0
3. New Construction	0	0	0
4. Subtotal (Lines 1 through 3)	0	0	0
5. Real Property Leasing From Leasing Budget Chart	55,440		55,440
6. Supportive Services From Supportive Services Budget Chart	75,835	18,959	94,794
7. Operations From Operating Budget Chart	9,364	3,121	12,485
8. HMIS From HMIS Budget Chart	2,038	510	2,548
9. SHP Request (Subtotal lines 4 through 8)	142,677	Total Cash Match	Total Budget (Total SHP Request + Total Cash Match)
10. Administrative Costs (Up to 5% of line 9)	7,133		
11. Total SHP Request (Total lines 9 and 10)	149,810	22,590	172,400

*New projects must be 2 or 3 years, except new HMIS projects and new hold harmless reallocation projects, which can be 1, 2 or 3 years.

B2. Shelter Plus Care (S+C) (All S+C Projects)

a. <input type="checkbox"/> S+C Program	c. Grant Term (Renewals are 1 year only) (Check only one box)
b. Component Types (Check only one box) <input type="checkbox"/> TRA <input type="checkbox"/> SRA <input type="checkbox"/> PRA <input type="checkbox"/> PRAR <input type="checkbox"/> S+C/SRO	<input type="checkbox"/> Renewal 1 Year <input type="checkbox"/> New 5 Years <input type="checkbox"/> New 10 Years (PRAR, S+C/SRO)
1. Total S+C Rental Assistance Amount from S+C and SRO Budget Chart	\$

B3. Section 8 Single Room Occupancy (SRO) (All Section 8 SRO Projects)

a. <input type="checkbox"/> SRO Program	c. Grant Term
b. Component Type <input type="checkbox"/> (SRO)	<input type="checkbox"/> 10 Years
1. Total SRO Rental Assistance Amount from SRO Budget Chart	\$

12. SHP Supportive Services Budget (All SHP Projects as Applicable)

Supportive Services Costs	SHP Dollars Requested			
	Year 1	Year 2	Year 3	Total
1. Outreach Quantity:		0	0	0
2. Case Management Quantity: \$13.18/hr X .75 FTE (plus taxes) Quantity: \$20/hr x 10hrs x 52 weeks (contracted work)	22,137 10,400	0	0	32,537
3. Life Skills (outside of case management) Quantity: \$9.98/hr X .55 FTE (plus taxes)	12,287	0	0	12,287
4. Alcohol and Drug Abuse Services Quantity: \$75 x 26 group sessions/yr Quantity \$50 x 180 individual sessions/yr	1,950 6,000	0	0	7,950
5. Mental Health and Counseling Services Quantity:	0	0	0	0
6. HIV/AIDS Services Quantity:	0	0	0	0
7. Health Related & Home Health Services Quantity:	0	0	0	0
8. Employment, Education and Instruction Quantity: \$9.98/hr X .70 FTE (plus taxes)	15,637	0	0	15,637
9. Employment Services Quantity:	0	0	0	0
10. Child Care Quantity:	0	0	0	0
11. Transportation Quantity: Monthly bus passes for 10 persons	6,500	0	0	6,500
12. Transitional Living Services Quantity:	0	0	0	0
13a. Other (must specify *) Food Quantity: \$133/mo x 10 persons	15,983	0	0	15,983
13b. Other (must specify *) Personal Needs Items Quantity: \$25/mo x 10 persons	3,000	0	0	3,000
13c. Other (must specify *) Clothing Quantity: Special Employment Related Clothing	900	0	0	900
14. Total SHP dollars requested:** (lines 1 to 13)	75,835	0	0	75,835
<i>*If not specified, the costs will be removed from the budget.</i>				
<i>**Total of Line 14 must match line 6, column e., on the Project Summary Budget. The amount of the SHP request entered must be no more than 80 percent of the Total Supportive Services Costs entered on Line 16.</i>				
15. Total cash match to be spent on SHP eligible supportive service activities:	18,959	0	0	18,959
16. Total supportive services costs: ***	94,794	0	0	94,794
<i>*** The Total Supportive Services Costs includes the cash match entered on line 15, and the SHP dollars requested on line 14. The total of Line 16 must match line 6, column g., on the Project Summary Budget.</i>				

13. SHP Operating Budget (All SHP Projects with Operating Costs)

Operating Costs	SHP Dollars Requested			
	Year 1	Year 2	Year 3	Total
1. Maintenance/Repair Quantity:	0	0	0	0
10. Staff Life Skills, \$9.96/hr; .20FTE (plus taxes) Executive Director/Bookkeeper, \$9.69/hr; .10FTE (plus taxes)	4,468 1,117	0	0	5,585
3. Utilities Quantity:	0	0	0	0
4. Equipment (lease/buy) Quantity: equipment for units and program	600	0	0	600
5. Supplies Quantity: Cleaning/Maintenance supplies for 10 units Office Supplies for HUD project	1,800 1,500	0	0	3,300
6. Insurance Quantity:	0	0	0	0
7. Furnishings Quantity: client/program furnishings or replacement of items	3,000	0	0	3,000
8. Relocation Quantity: (number of persons)	0	0	0	0
9. Food Quantity:	0	0	0	0
10. Other Operating Activity: * Quantity:	0	0	0	0
11. Total SHP Operating Dollars Requested (lines 1 to 10): **	9,364	0	0	9,364
<i>*If not specified, the costs will be removed from the budget.</i>				
<i>**Total of Line 11 must match line 7 column e., on the Project Summary Budget. The amount of the SHP request entered must be no more than 75 percent of the Total Operating Costs entered on Line 12.</i>				
12. Total cash match to be spent on SHP eligible operations activities:	3,121	0	0	3,121
13. Total Operating Costs: ***	12,485	0	0	12,485
<i>*** The Total Operating Costs includes the cash match entered on line 12 and the SHP dollars requested on line 11. The total of Line 13 must match line 7, column g., on the Project Summary Budget.</i>				

15. SHP HMIS Budget (All SHP Projects with HMIS Costs)

HMIS Costs	SHP Dollars Requested			
	Year 1	Year 2	Year 3	Total
Equipment	0	0	0	0
1. Central Server(s)	0	0	0	0
2. Personal Computers and Printers	0	0	0	0
3. Networking	0	0	0	0
4. Security	0	0	0	0
Subtotal:	0	0	0	0
Software	0	0	0	0
5. Software/User Licensing	0	0	0	0
6. Software Installation	0	0	0	0
7. Support and Maintenance	75	0	0	75
8. Supporting Software Tools	0	0	0	0
Subtotal:	75	0	0	75
Services	0	0	0	0
9. Training by Third Parties	0	0	0	0
10. Hosting/Technical Services	0	0	0	0
11. Programming: Customization	0	0	0	0
12. Programming: System Interface	0	0	0	0
13. Programming: Data Conversion	0	0	0	0
14. Security Assessment and Setup	0	0	0	0
15. On-line Connectivity (Internet Access)	330	0	0	330
16. Facilitation	0	0	0	0
17. Disaster and Recovery	0	0	0	0
Subtotal:	330	0	0	330
Personnel	0	0	0	0
18. Project Management/Coordination	0	0	0	0
19. Data Analysis	0	0	0	0
20. Programming	0	0	0	0
21. Technical Assistance and Training	0	0	0	0
22. Administrative Support Staff .125 FTE @ 7.50/hr (plus taxes)	2,143	0	0	2,143
Subtotal:	2,143	0	0	2,143
HMIS Space and Operations	0	0	0	0
23. Space Costs	0	0	0	0
24. Operational Costs	0	0	0	0
Subtotal:	0	0	0	0
25. Total SHP HMIS dollars requested: *	2,038	0	0	2,038
<i>* Total of Line 25 must be no more than 80 percent of the Total HMIS Costs entered on Line 27.</i>				
26. Total cash match to be spent on SHP eligible HMIS activities:	510	0	0	510
27. Total HMIS Costs**	2,548	0	0	2,548
<i>**The Total HMIS Costs includes the SHP dollars requested on line 25 and the cash match entered on line 26. The total on line 27 must match line 8, column g., on the Project Summary Budget.</i>				

Abundant Life

From: Maurer, David [dave@unitedwayracine.org]
Sent: Tuesday, July 22, 2008 3:11 PM
To: Abundant Life
Subject: RE: Effective Connections Request
Importance: High

Elliott -

United Way of Racine county will be considering your request in August. I would expect that both the Community Investment Committee and our board of directors will be supportive of again providing \$5000 toward the matching funds required. From our perspective this allocation would come from our 2008/2009 funding pool which runs July 1, 2008 through June 30, 2009. It is a forecasted allocation in our investment budget. The project has been well received in the past. While I cannot guarantee it will be approved, I don't know why it would not be.

If it is helpful, you can share this e-mail for your communication with the City of Racine.

Best wishes,

Dave

David L. Maurer
Executive Director

United Way of Racine County
2000 Domanik Drive
Racine, Wisconsin 53404
262-635-7499 ext. 119
davemaurer@unitedwayracine.org

taking care of what matters - together

Please take a moment to check out our website: www.unitedwayracine.org

From: Abundant Life [mailto:abundantlife@wi.twcbc.com]
Sent: Tuesday, July 22, 2008 9:39 AM
To: Maurer, David
Cc: abundantlife@wi.twcbc.com
Subject: Effective Connections Request

Good morning Dave:

Welcome back from your vacation. I hope that you had a very enjoyable time.

If this email were not necessary at this time, I would not send it and wait until you had time to adjust to being back from vacation.

Project New Life is submitting a request to the Local Options Fund through the City of Racine for a match request to fund the Nehemiah Place Permanent Housing Program. I would like to include in the letter to the Department

7/23/2008

of City Development the status of the request for the Effective Connections Fund if a determination has been made by the Board of Directors. I will be submitting our letter to the City of Racine at the end of the day.

Thanks much for your assistance.

Have a great day and welcome back.

Sincerely,

Pastor Elliott Cohen
3433 Douglas Avenue
Racine, WI 53402
(262) 637-5433 (Main Morning Number)
(262) 898-3268 (Project New Life Number)
(262) 880-8522 (Mobile)

Faces of Hope Felicia Thomas-Lynn

Program guides on road to recovery

Racine group works to fill gaps in service for homeless, addicted

Racine — Michelle Asberry is putting the pieces of her life back together.

For the longest time, it was one she didn't value, she said.

"I only cared about getting high," said Asberry, 37, who began experimenting with illicit drugs at age 12. At first she used marijuana, then powdered cocaine, followed by crack cocaine.

Her dabbling turned into a full-blown addiction.

"Ninety-nine percent of what I did — stealing, robbing, cheating and prostitution — was just to get one more hit."

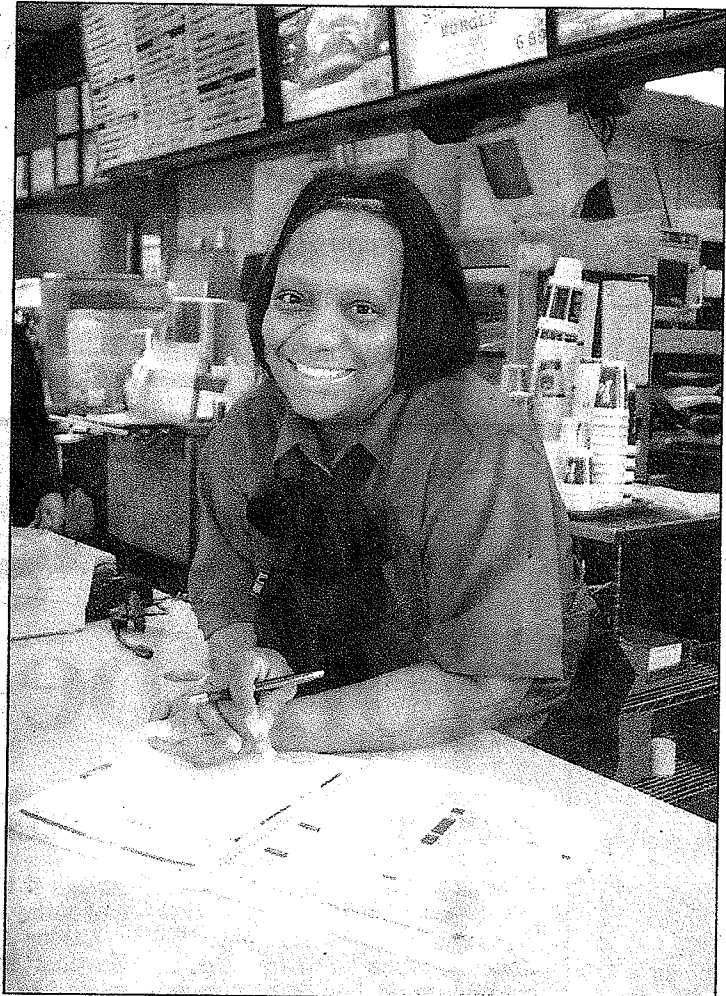
Homeless, tired and desperate, Asberry sought help. The road to recovery led her to Nehemiah Place, a transitional housing and treatment program for those who are homeless and grappling with drug and alcohol addictions, mental health issues or both.

"The individuals who have graduated from our program and those who are currently enrolled are making tremendous strides from being homeless and addicted," said the Rev. Elliott Cohen, "to having their lives turned around and becoming very positive contributors to the well-being of our Racine County community."

Cohen, executive director of Project New Life Community Development Corp., which runs the program, said it started when the needs of the community came pouring in the doors of his church.

"We would see ones who would come through our congregation with need for housing, employment and educational assistance," said Cohen, pastor of Abundant Life Christian Center.

"You can't say you are concerned for your members up until the benediction," Cohen said. "How can your mes-



KAREN SHERLOCK / KSHERLOCK@JOURNALSENTINEL.COM

With the help of Racine's Nehemiah Place, Michelle Asberry has been clean and sober for 15 months and recently was promoted to third-shift manager at Burger King, job she got through the program. Nehemiah Place is a transitional housing and treatment program for those who are homeless and grappling with drug and alcohol addictions, mental health issues or both.

sage be relevant when your members leave and go to sleep under a bridge?"

Created nearly 3 years ago

Nehemiah Place, the newest program of Project New Life, a separate entity from the church, was created nearly three years ago when it was apparent that those seeking housing at its temporary shelter needed more time to get their lives together.

Participants, who get a case manager, receive Alcohol and Other Drug Abuse counseling and access to an education and employment specialist.

And the housing program, which operates out of an apartment complex in Racine, is the only one of its kind in the city, said Cheryl Buckley, the chair of Racine's chronic homeless committee, which is part of the Homeless Assistance Coalition of Racine.

Buckley said that although the majority of the homeless people in Racine have mental health and/or substance issues, there aren't enough programs to help.

"There are huge gaps in service treatment for people who have addictions,"

PROJECT NEW LIFE/ NEHEMIAH PLACE

Mission: To empower children and families to excel in life

Address: 1809 Douglas Ave., Suite 306, Racine, WI 53402

Phone: (262) 898-3268

Web site: www.pnlinfo.org

she said. "Nehemiah is serving a great need in the Racine community with their project."

Asberry, who has been clean and sober for 15 months, is one of 10 people participating in the housing program. She landed a job at a local restaurant last year and was recently promoted to third-shift manager.

"For once, I believe in Michelle," she said. "I had low self-esteem and no confidence. Now, I feel wonderful. I'm focused on what I can do to help me."

Faces of Hope focuses on Milwaukee-area people who need a hand and the agencies that are helping them. Ideas? E-mail urban affairs reporter Felicia Thomas-Lynn at ftthomas-lynn@journalsentinel.com or call (414) 224-2073.

Project New Life reaches out

LIFE, From 1R

supplies for needy children. There will be free food and entertainment, along with free haircuts. The health department will provide free shots.

The \$300,000 HUD funding will go toward the program's latest venture, the Nehemiah Project, which aims to teach life skills to homeless people. The two-year grant will fund housing for 10 people who have faced problems with alcohol, drugs or mental illness.

Cohen said he's always looking for more volunteers and financial backers. The program is ready to serve more clients as well.

"If people need a job, a place to stay, if they have family issues, we're here to do this. We hope to be able to continue to expand our programs and services."

To contact Project New Life, call (262) 989-3268.

With additional federal funds, Project New Life reaches out to more people in need

BY KRIS KOCHMAN
Special to the Journal Sentinel

Racine — Six years ago, the Rev. Elliott Cohen saw what he called serious problems in the City of Racine: a high unemployment rate, a high incarceration for young black men, an emphasis on athletics over graduation rates in the schools.

With the support of his congregation, Abundant Life Christian Center Ministries, Cohen set out to address the problems.

Cohen and his wife and co-pastor, the Rev. Josette Cohen, founded Project New Life, a non-profit organization with a goal of "empowering children

and families to excel in life." The goal hasn't changed in six years, but the project has expanded from its first programs to help homeless people and at-risk teens.

Originally funded entirely by the members of Abundant Life, Project New Life now receives about \$65,000 in funding from a federal Housing and Urban Development grant. The program is poised to expand again, with a recently announced \$300,000 grant from HUD.

Cohen said the mission of Project New Life is to "equip people with tools so they can do for themselves."
"We want individuals to realize they don't have to depend on

the government to determine their status in life," he said.

While the program is a faith-based initiative, people don't have to be a member of Abundant Life to receive help, Cohen said. However, they are encouraged to attend church. Project New Life's offices are at 1733 Douglas Ave.

Clients typically face multiple problems. Finding a job and reconnecting with family members are usually the top priorities. In the past few years, the program has helped former prisoners find employment. It offers emergency shelter for the homeless and has provided job training and help with resumes.

Most of all, the program has offered hope to those who have stumbled in life.

Program coordinator Donna Swift points to some of the success stories she has witnessed: ■ Jean, who lost her job after complications from surgery delayed her return. She ended up losing her home and needed a place to live.

■ Renee, who got out of prison and needed help getting a job, a car and a place to live.

■ David, a former alcoholic who lost his job and is now sober and employed.
Many of the former clients of Project New Life stay involved, helping others who come to the program, Swift said.

Some of the clients are referred there by probation officers or by other non-profit groups such as Racine Vocational Ministries.

"Unfortunately, homelessness is a huge problem in Racine and in Racine County, too," said Sherry Hartog, program director at Racine Vocational Ministries. "Homeless people do work and try to get some where, but they need lots of help."

Project New Life is part of the Homeless Assistance Coalition in Racine and partners with the work force development office for job training.
Working with children and teens is a big part of Project

New Life. The organization has worked with Racine schools on a vocational program for low-performing students.

This summer, Cohen helped 20 teens get jobs at Six Flags amusement park in Gurnee, Ill. His staff worked with the teens on resumes and interview techniques, then arranged for a donated bus to take them to Six Flags for interviews. Six Flags employees later came to the program office for more interviews.

The program's annual back-to-school event is planned for Aug. 20. Local businesses have donated backpacks and school

Please see LIFE, 2R

NORWAY

BURLINGTON

LINCOLN GROVE

WATERFORD

WIND LAKE

Racine

MOUNT PLEASANT

STORTEWANT

WIND POINT

RACINE

CALEDONIA

SUNDAY, JULY 17, 2005