



Optimism:

hopefulness; the tendency to expect the best and see the best in all things



President's Message

Annual reports and anniversary events are usually times for reflection. I write this letter at the end of more than six years of volunteer service with Genesis Home and at the conclusion of my tenure as president and chairman of the board of directors. Six years ago, Genesis Home was struggling financially to meet the needs of Durham's homeless families. Our executive director was overworked, and Genesis Home was understaffed. Demands for our services surpassed our capacity and resources. We were sliding into a downward financial spiral.



However, exceptional people and an exceptional community came together to change the expected course of events. Over the last six years Genesis Home's board has addressed the difficult issues of fiscal management, program development and implementation, strategic planning with measurable outcomes, funding diversification, the creation of an exceptional development program, education of Board members utilizing the Carver Model of governance, and expansion of our services.

Six years ago, the Family Matters program provided services to twelve families, and Genesis Home ran an insolvent day care center. Today, in addition to providing services to fifteen families through our in-house Family Matters program, Genesis Home assists five families through Turning Point and is leading the way to a continuum of support for homeless families and individuals through the development of Circles of Support. This turnaround was realized through the very hard work of an energized board and an exceptional staff, both permanent employees and volunteers. It was also realized through the generosity of a caring and engaged community. Our work is about people and by people. Our staff are tough-love nurturers who give freely of their time, experience, knowledge, and hearts. They are led by a dedicated professional staff headed by our executive director, and supported by exceptional individuals in the positions of program director, development director, and volunteer coordinator.

Despite our growth and success in recent years, each day brings new challenges and opportunities for our clients and for our organization. We are in the midst of a most difficult economy. Demand for our services is at an all-time high, donor funds are stretched to the breaking



point, and our government support is challenged by budget constraints and declining tax revenues. Yet, I am more optimistic than ever. Human spirit and actions rise in the face of adversity. We Americans have witnessed this phenomenon repeatedly: along with the privileges of our citizenship and freedom, we recognize the obligations of giving back. We, as a community of people built upon immigration and individualism, recognize that when we extend a helping hand to others we are paying forward the help that was given to our forbearers and to us.

I close out my tenure with Genesis Home's board with a thank you and a challenge. Thank you to all the wonderful people I have been blessed with the opportunity to know and work with and to a community and city that care about people. I challenge you to remember when you see a homeless person standing on a street corner or a homeless family camped in a pickup truck, that these are our people, and we have a responsibility to extend our hand to help. Volunteer to serve on our board. Volunteer to mentor Genesis Home parents. Volunteer to read to or tutor the children. Volunteer your time and give of your resources. You will be rewarded with the knowledge that you are helping our community, your community.

With heartfelt appreciation for the opportunity to be involved in this inspiring organization,

Norris Cotton,
Past President & Chairman of the Board of Directors

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(through November 2010)

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(from February 2010)

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Director's Letter

Moving Forward

If you believe the things that you hear on the news, you'd probably think that we have a lot of things to worry about right now. The national debt. Terror. Bed-bugs. Sometimes it seems that there's a new thing to fear every day. Maybe it's just me, but I think that living in fear gets old in a hurry. It suggests a purely reactive approach to a life full of impending danger, and suggests that we are powerless to forces that are beyond our control. It's not exactly an empowering mindset. At Genesis Home, our work with homeless families requires a more positive outlook, one that sees the potential in every person and that views obstacles as challenges to be overcome rather than feared.



It is with this optimistic worldview that we enter the New Year. We will not be closing programs, slashing salaries, or cutting back. We will continue to investigate ways that we as an agency can do more for our families and the community at large. The Circles of Support partnership is helping families and individuals referred by Housing for New Hope, Urban Ministries of Durham, The Durham Center, Durham IHN, and Genesis Home transition to independence with the help of lay support from community volunteers. Genesis Home's "Family Matters" program recently expanded from 12 to 15 units to help more families that have been affected by the economic crisis. In the coming year, the focus will be on identifying new assessment measures and proven best practices that we can incorporate into our case management process. We know that change does not always come quickly or easily, but we are excited about the prospect of doing more for the families that we serve, and doing it better than we ever have before.



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Gifts of \$3500 and above*

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1989 Society

*Commemorating the year of Genesis
Home's founding; gifts of \$1989 - \$3499*

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William & Mindy Wigger*

Our excitement and optimism is not simply grounded in the work that we're doing at Genesis Home. It comes from what we're seeing and hearing in the community. There is a "can do" attitude, a toughness in this town that gives us strength and the knowledge that not only will we get through these challenging times, we'll come out of this even stronger than before. Your words and deeds give us conviction and the courage to be bold. Your support makes a difference to us and the families and children that we serve. I am consistently amazed at the selflessness and generosity of our supporters. Thank you for making Genesis Home your charity of choice, and for reaching out to the families and children that need our housing and services. YOU are one of the many reasons that we are optimistic about the future. Best wishes for a wonderful year in 2011.

Sincerely,

Ryan J. Fehrman



Genesis Home Programs

Introducing Claire Denning

Claire Denning joined Genesis Home as the Director of Programming on August 31, 2010. Her work has been focused on housing and homelessness since the late 1980s, and previously she served as the assistant director of social services programming at Convent Avenue Family Living Center in Harlem and supportive housing program manager for Wake County. Denning is optimistic about Genesis Home's programs: "When you give people the tools they need, they can be successful at attaining and maintaining housing."

Q: *What are some of the tools people need to succeed?*

Denning: Like many of us, homeless people often need to brush up on budgeting, being able to defer a purchase until they can pay for it, communicating and advocating for themselves in difficult situations, parenting, stress management, and being a reliable employee with a strong work ethic.



*Claire Denning,
Director of Programming*

Q: *What do you think are the strengths of Genesis Home's program?*

Denning: The flexibility, knowledge, and dedication of Genesis Home's staff are a real strength. The relationships that staff build with residents go a long way to promoting stability and growth. The executive director has a clear and positive vision of the organization, and he leads effectively. Of course, the ongoing volunteer efforts of groups such as The Links, the Duke School of Nursing, and individuals and churches that bring meals and tutor make Genesis Home's programs work. Having a full-time volunteer coordinator helps target the efforts of these generous people.

Q: *What would you want funders and contributors to know about Genesis Home?*

Denning: I would want to highlight the fact that Genesis Home's staff and board are careful stewards of their money and time. We put as much into housing and services as we can to ensure that what we receive actually goes to the residents. The social workers at Genesis Home are mindful that the records and data we keep reflect all that goes on; we document everything so we can measure and show donors their investments are resulting in high quality services.

Donors \$500 - \$1,988

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Yousef Zafar

Q: *What kind of steps are you taking to ensure that quality?*

Denning: One example is the Memorandum of Understanding Genesis Home just signed with the Department of Social Work at North Carolina State University. For a period of six months beginning this spring, three professors at NCSU will talk with our families, conduct focus groups with residents and staff, review our documentation and existing curriculum, and make recommendations based on the best practices of other agencies to allow us to continue improving our programs. Such an evaluation, conducted by an unbiased academic institution, will provide credibility and help us communicate to our funders that we are providing the best possible service. More importantly, the study should help empower our resident families by giving them access to more and better tools. Staff members also stand to benefit from the leadership and professional development that will come out of the process.

We are also working with three students from Duke's Sanford School of Public Policy to review and revise the rules and guidelines for our resident families. We want the rules to empower the residents and promote self-actualization, not just be punitive.

Q: *What are your goals for Genesis Home's program side?*

Denning: I like to think about sending our families out as "new and improved." Genesis Home has all the pieces in place to continue making that a reality.



Across the Nation

Homelessness and Poverty

- Each year more than **3 million people** experience homelessness including **1.3 million children**
- 14 million or **19% of the children in the U.S.** live in poverty
- **1.3 million** of the homeless population is made up of families (National Law Center on Homelessness and Poverty)
- **44%** of the homeless population lives outside shelters
- **84%** of families experiencing homelessness are female headed
- **92%** of homeless mothers have experienced physical or sexual abuse
- **42%** of the children in homeless families are under 6 years of age
- **770,000** homeless children are enrolled in the public school system
- Over the past decade **880 acts of unprovoked violence** against homeless individuals by housed individuals have been reported. **244 deaths** occurred as the result of the attacks. In most cases, the attackers did not know the victim.

Statistics taken from The National Center on Family Homelessness



2010 By the Numbers

At Genesis Home:

- **13,388** shelter nights were provided
(1,684 additional nights from 2009)
- **28** families served
- **112 individuals** served
(63 female and 49 male)
- **73** children were served
33 from 0 to 5 years of age
23 from 6 to 10 years of age
17 were 11 or older
- **11 Families moved** into permanent housing
8 in subsidized rentals
3 in unsubsidized rentals
- **Average income increased by 42%** from program entry to program exit
- **Average decrease in debt was 22%** with 6 exiting families who paid off debt while in the program
- **Average age of clients was 15.8 years**
- **988** volunteers provided **3,890** hours of service

Friends & Sponsors

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- Alpha Phi Alpha
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- William Brown
- Sam & Nancye Bryan
- Robert & Ruth Buchanan
- Scott & Rebecca Buck



Reflections of a Genesis Home Graduate

My Time for Growth

I came to Genesis Home in 1994. I remember calling a hotline from a payphone, trying to find a place for my three children and me to stay after leaving an impossible situation. We left our home with just our clothing after I discovered that my children's father had staged a robbery in the apartment we shared to steal the rent money for his drug habit. This wasn't the first time the rent hadn't been paid or the lights and water had been turned off because of theft for his habit. This time I knew I had to find a safe place where my kids would never be exposed to drugs or danger again. I had a steady income, but when your savings are stolen you can never make it up. I had a job, I had my children, I was 22 years old, and it was time to go. My grandmother had warned me, "You will outgrow him," and I did. I had responsibilities, and I left and moved on as an adult, knowing that chapter of my life was over.



*Stacey Moser
Genesis Home Graduate*

I had always been independent and had to take care of myself. Coming out of the foster care system, I had been used to making my own way, so it was an adjustment to live at Genesis Home under the direction of case management staff. It was a time for me to swallow my pride, be in a transitional setting, look at my own life and the lives of other resident families, and make the decision to never be in this situation again. I didn't see myself as a victim; I saw it as my time for growth. I could have let life knock me down, but I used this time as a stepping stone. I only stayed for three months, and that was the time I needed to regain my confidence and motivation. This wasn't just a home or a safe refuge; this was place to help me figure out where I was going. Working with the staff, we found a safe apartment to go to, organized the child care vouchers, and put a financial plan in place to help me manage my budget.

I wanted a career even though I have always had good jobs. I have known since I was twelve



years old that one day I would be an attorney. Step by step I am getting there. I work full time as Office Coordinator in Greensboro and take four courses in criminal justice (at night and on weekends) as a distance student at North Carolina Central University. Once I graduate, it is on to law school. This all started with a decision to get past all the obstacles and make a better life for my family. I had to get my G.E.D. first, and then worked my way through Vance Granville Community College. My five children, ages 5-19, and I all live together in Durham. There have been times when we were “dog-poor,” but the children have always been safe, and I don’t ever want them to see a time of not being able to pay their rent or having the power turned off.

As part of the internship with my N.C.C. U. criminal justice classes, I volunteer at Genesis Home two evenings a week. As I get to know the residents better, and they learn that I was once a resident here, I hope I can be an example to them that Genesis Home can be their stepping stone as well. There is so much more to life than just struggling to get by. My philosophy is that whatever you do in life comes back in full circle, so do it to your best ability and always make extra strides to make it better. Everything we do affects our future and that of our children. When we make mistakes, we have to shake them off, learn from them and grow. Take everything you have learned and adjust it to make your life even better.

Stacey Moser
Genesis Home Graduate

Jayne Bunn
Clarence & Syvil Burke
Emily Burrows
Grover Burthy
Judy Byck Mlyn & Eric Mlyn
Charles & Evelyn Byrd
Aaron & Stephanie Cain
Robert & Lydia Califf
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John & Pasqualina Dirito
Andrew Dissar
Deborah & James Dobbins
Scott & Mia Doran
William & Donna Dowse



Financial Report

Income

Government	305,226
Foundations	207,032
Individuals	78,287
Earned Income	42,635
Workplace Giving Campaigns	45,444
Special Events	11,958
Congregations	32,082
Corporations & Businesses	101,148
Civic Groups	19,450
Other Income	31,615
Total Income	874,877

Expenses

Payroll	431,658
Facility Repair & Improvements	69,489
Leasing	46,905
Utilities	41,047
Insurance	33,756
Professional Fees	33,321
Mortgage	23,222
Client Assistance	20,812
Copying, Printing and Postage	8,271
Household, Office Supplies & Software	7,066
Furnishing and Equipment	6,361
Food	5,981
Fundraising	5,980
Subscriptions and Dues	2,985
Staff Development & Appreciation	2,015
Automobile Expense	1,571
Miscellaneous Expenses	1,490
Taxes and Licenses	782
Background Checks	700
Total Expenses	743,412

We were fortunate to receive 3 one-time gifts totaling \$135,000 in 2010.

Budget surplus was allocated to an interest bearing reserve fund of approximately three months expenses and Genesis Home's long term growth fund account to help ensure the financial future of our programs and services.

Growth Fund Value: \$145,383 as of 12/31/2010

*All financial information is unaudited. An independent audit will be available after May of 2011. For a detailed accounting of Genesis Home expenses, please contact our offices.



Genesis Home Staff

Ryan Fehrman
Executive Director

Faith Speaks
Housing Director (through May 2010)

Claire Denning
Director of Programming (from August 2010)

Mary McGuigan
Director of Development

Amber Smith
Volunteer Coordinator (through July 2010)

Tasha Melvin
Circles of Support & Volunteer Coordinator
(from September 2010)

Betty Burton
Family Services Coordinator

Crystal Lumpkin
Family Services Coordinator

Selma Johnson
Facility Manager

Part-time Staff

Shelia Cooley – Program Associate
Cynthia Harris – Program Associate
Ykeisha Lunsford – Program Associate
Annie Paylor – Program Associate
Desiree Simpson – Program Associate
Hazel Spruill – Program Associate
Dena Washington – Program Associate
(through August 2010)

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David & Cheryl Duling
David & Carmen Durack
Durham Jaycees
Donna Dutton
D.W.H. Painting
Katherine Dydá
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Hoyle & Holly Eggleston
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Ethical Humanist Society
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Ryan & Robyn Fehrman
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Thank You!

Genesis Home

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Durham, NC 27701-3446

tel: 919.683.5878

www.geneshome.org

GENESIS HOME WORKS TO END HOMELESSNESS FOR FAMILIES
WITH CHILDREN BY PROVIDING HOUSING AND SUPPORTIVE
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