On behalf of the Board of Directors, I am proud to present the 2018 Annual Report, which reflects on a strong and productive year at HEP. We overcame many challenges and achieved some spectacular goals, including the ground breaking of a $1 million project to renovate Baty Villas, HEP’s permanent supportive housing for families. This is my first year as Chairperson, but already, I feel so deeply gratified to be leading such an amazing team.

The programs and services offered by HEP are extraordinary, but what is truly exceptional is the level of care and compassion shown to each person who walks through our doors. HEP changes lives because it is about more than simply housing the homeless; it’s about empowering struggling individuals and families to regain their independence and end the cycle of homelessness forever.

Several decades ago, Barb and Otis C. “Preacher” Green began HEP by extending a helping hand to a family in need. Today, HEP has evolved into one of the largest and most successful social services agencies in the Tampa Bay area and continues to strive to be a national model of excellence. Our eight-acre campus encompasses individualized case management, inclusive wellness programs, medical care, mental health counseling, professional workforce training, quality childcare, and much more.

In 2018, HEP served 1,136 individuals, including 480 Veterans and 147 children. An incredible 97% of families exiting HEP’s permanent supportive housing secured independent housing in the community. The comprehensive Wellness Program and partnership with Morton Plant Hospital saved the community more than $5.5 million, while HEP’s Dental Clinic performed $717,600 worth of procedures free of charge. These statistics are astounding, but the real effect that HEP has on the lives of those in need cannot be expressed in figures and numbers. I invite you to read the personal testimonials of John Evans, Spencer Nicholas and I’esha Hayes, to get a better understanding of the true impact of your generosity.

For the eighth consecutive year, HEP received a four-star rating by Charity Navigator, the nation’s largest charity ranking system. HEP also received a “Top Workplace” designation by the Tampa Bay Times and a “Top Rated Nonprofit Award” by Great Nonprofits. None of this would be possible without the excellent staff, Board of Directors, community partners, donors and volunteers who give their resources, time, energy and best efforts to HEP.

Thank you for your support of this amazing cause. I look forward to being a part of HEP’s Mission for years to come and working together to make each year better than the last.

Sincerely,

Haley Crum
HEP Board Chairperson

MISSION
Since 1986, our Mission has been to provide homeless and low-income families and individuals, including Veterans, with housing, food, clothing, and support services necessary to obtain self-sufficiency and improved quality of life.

VISION
While serving our local community, HEP will be recognized as a national model of excellence, providing comprehensive solutions to homelessness for individuals, families and Veterans in our community.

ICARE VALUES
Integrity
Cooperation
Accountability
Respect
Empathy
In 2017, I was referred to HEP from Bay Pines VA after falling on hard times. Over the next two years, I lived in both of HEP's Veteran Housing units, Fairburn Apartments and HEP West. Every door opened for me while I was at HEP. I attended the Chronic Disease Self-Management workshops and worked with a Wellness Navigator to create an overall wellness plan. At HEP's annual Health Fair, I learned I was diabetic, and began to make healthier choices in the dining hall. As I began to eat better, I also began to feel better. HEP's wellness team helped me take care of myself and taught me how to take control of my health. I was able to ride the HEP shuttle to the Bay Pines VA when I had important appointments and I loved visiting the Veterans Clubhouse on campus for poker games and movie nights. I also visited the HEP Dental & Wellness Clinic, where I was given a complete set of dentures. I received assistance with the social security application process from HEP's Benefits Specialist and was approved in just a few months. Everyone at HEP went out of their way to help me however they could. With my social security and VA benefits, I was able to purchase a car and a townhouse in South Carolina, where my adult children live. I love living in my own place now, but I will always value the time I spent at HEP.
“After a difficult break up, my former partner forced my children and me to leave our home last year. My family was left without many resources or anywhere to turn, so I made the difficult decision to send my sons, Elijah (6) and Isaiah (4), to live with family members in Orlando, while I stayed in Clearwater for work. Shortly after, I received the devastating news that my sister was killed in a car accident, which caused me to spiral into a depression. I was homeless for months, even living in my car for a short period of time, before a co-worker referred me to HEP. I was able to regain custody of my children and move into HEP’s Emergency Housing for families in October 2018. Words can’t describe the relief I felt having my children back in my arms. I believe that my sister acted as a guardian angel and that she sent us to HEP. HEP has taken care of my and my children’s needs, providing school supplies and uniforms, Christmas presents, quality childcare at the Children’s Learning Center, mental health and nutrition counseling, and much more. HEP has created wonderful memories for my family that we will never forget. I found a stable job in the medical field and we recently moved into a townhouse in Clearwater. I’m also beginning classes soon at St. Petersburg College to become a Physician’s Assistant. HEP allowed me to regain my faith, self-confidence and made me look at my situation completely differently. I know now that I am strong enough to overcome anything.”

— I’esha Hayes, former HEP resident
1. SERVICE CENTER
2. FAIRBURN VETERANS APARTMENTS
3. HEP WEST VETERANS CLUBHOUSE
4. HEP WEST VETERANS APARTMENTS
5. URBAN EMPOWERMENT GARDEN
6. VERTIGROW GARDEN
7. DENTAL & WELLNESS CLINIC
8. EMERGENCY APARTMENTS FOR FAMILIES
9. EVERYBODY’S TABERNACLE CHURCH
10. KITCHEN & DINING HALL
11. EMERGENCY SHELTER FOR MEN & WOMEN
12. PHASE I & II PERMANENT SUPPORTIVE HOUSING FOR MEN & WOMEN
13. THRIFT STORE
14. PATHWAYS TO EMPLOYMENT WORKFORCE DEVELOPMENT CENTER
15. CHILDREN’S LEARNING CENTER
16. BATY VILLAS PERMANENT SUPPORTIVE HOUSING FOR FAMILIES
17. OFF-SITE HOUSING: 16 HOMES & AN APARTMENT COMPLEX

OUR 8-ACRE CAMPUS

HEP CAMPUS MAP LEGEND
“I struggled with alcohol and drug addiction for several years. Last year, I went to a sober living house and was released to HEP as part of a jail diversion program. I needed somewhere that was the direct opposite of where I was. I needed a place with people who care and that’s what I found at HEP. I lived in HEP’s Emergency Shelter for three months. In that short time, I received counseling for my addiction and mental health, had nutritious meals in the HEP kitchen, and saw a dentist for the first time in 12 years at the HEP Dental and Wellness Clinic. I also attended employment seminars at Pathways to Employment, HEP’s job training center, and found a great job in customer service. I’m happy to say that I just celebrated one year of sobriety. I attend several Narcotic Anonymous meetings each week, and even lead a weekly meeting. I’m continuing my education by starting classes at St. Petersburg College and am pursuing a degree in addiction studies, so I can help empower others to change their lives.”

- Spencer Nicholas, HEP Transitional Housing resident
2018 HIGHLIGHTS

SPECIAL EVENTS

20th ANNUAL OTIS GREEN & BRUCE FYFE MEMORIAL GOLF TOURNAMENT
Supporters of HEP Veterans came together to memorialize two pillars of HEP’s long history at the 20th Annual Otis Green & Bruce Fyfe Memorial Golf Tournament. Newly renamed in honor of HEP’s late Chairman Emeritus, Bruce Fyfe, the event raised more than $91,000 for the Veterans Program at HEP. These funds will help provide basic needs and support services for hundreds of Veterans each year. Thank you to our players, volunteers and sponsors, including our Presenting Sponsors: Provise Management Group, Jim Barnhouse, Blume Mechanical, Lokey Charities and Pinch a Penny. Join us for the 2019 tournament on Friday, September 27th at Belleair Country Club. For more information, please contact Marketing Director Rebecca Adams at 727.442.9041 ext. 135 or RebeccaA@HEPempowers.org.

2018 ACCOLADES

HEP received CARF ACCREDITATION
HEP achieved a certification from the Commission on Accreditation of Rehabilitation Facilities (CARF) this past year. As an independent nonprofit accreditor of health & human services, CARF accreditation signals a service provider’s commitment to continually improving services, encouraging feedback, and serving the community. The process took several months, as all of HEP’s departments participated in trainings in line with CARF standards.

DUNEDIN STONE CRAB FESTIVAL SUPPORTS HEP
The 2018 Dunedin Stone Crab Festival, hosted by Olde Bay Cafe at Edgewater Park brought live music and fresh seafood to the city’s beautiful waterfront park! The weekend-long event featured local performers and delicious craft beers, all set to the backdrop of a beautiful sunset, crisp sea breeze and sail boats. HEP has been fortunate enough to be the beneficiary of this event for the last four years, and the festival never disappoints! Our volunteers were also on-site to serve beverages to thirsty guests, and spread the word about HEP’s Mission. A special thank you to Walt & Jane Wickman of Olde Bay Cafe and Hog Island Fish Camp, and all the volunteers who helped make this festival the best one yet, raising $9,000! In total, this rocking event has raised more than $37,500 for HEP!

4th ANNUAL BLUR BARTENDER AUCTION HITS $50,000
Blur Nightclub’s 4th Annual Bartender Auction raised a truly incredible $50,000 for HEP in 2018, bringing the total raised over the past four years to a staggering $145,000! Local bartenders and their respective businesses worked diligently collecting funds for HEP through fundraisers and special events. Event guests had the opportunity to “bid” on their favorite bartender and win a prize package. Thank you to all the sponsors and participants, and the event organizers: Colleen Dwyer and Jason Harford from Blur and HEP’s 2017 Volunteer of the Year James Lewis. Congratulations to Andrew Forenza, from Eddie’s Bar & Grill on his win and look out for the event this year on Sunday, August 25th!

SPECIAL FUNDING HELPS EXPAND HEP PROGRAMS
HEP was honored to be the recipient of several vital grants in 2018, allowing the organization to expand to meet the needs of the overall homeless population. Thank you to all the funding organizations and businesses mentioned below.

- The Florida Association of Free & Charitable Clinics provided the Dental & Wellness Clinic with $32,600 in 2018 to provide seniors at HEP with case management, financial assistance and wellness services.
- The Florida Blue Foundation gave a $310,302 grant to assist up to 5,500 homeless individuals residing in Pinellas County. The grant specifically provides funding to employ two Health Navigators & a Health Care Coordinator, who will assist residents in improving their overall wellness by helping them maneuver the health care system. Morton Plant Mease awarded HEP a $267,000 Community Partnership Grant that will allow for two licensed nurses and a psychiatric ARNP to be on staff, to provide medical care and referrals to HEP clients. This ongoing partnership saves the community more than $5 million annually in avoided ER visits and 9-1-1 calls.
- The Florida Association of Free & Charitable Clinics provided the Dental & Wellness Clinic with $100,000 in 2018, while longtime HEP supporter Bank of America continued their partnership with a $35,000 grant to general operating. The Pinellas Community Foundation (PCF) also gave a generous $20,000 donation directed to general operating, while Senior Citizens Services gave a combined $32,600 in 2018 to provide seniors at HEP with case management, financial assistance and wellness services.

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2018 ACCOLADES

2018 HIGHLIGHTS

HERO AWARD
Congratulations to Andrew Forenza, from Eddie’s Bar & Grill on his win and participants, and the event organizers: Colleen Dwyer and Jason Harford.

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2018 ACCOLADES

2018 ACCOLADES
**CUMULATIVE GIVING**

Honorizing valued donors who have made significant lifetime contributions, as of June 2019.

- **$1,000,000+**
  - Anonymous
  - James & Barbara Bourland
  - Edward & Dori Reif

- **$500,000 - $999,999**
  - Caucasian Beach Community
  - Clearwater Beach Community
  - Clearwater Free Clinic
  - Clearwater Grocery
  - Sharon Goff
  - Adam & Kellie Black
  - Dorothy & John Connolly
  - Jesus Cruz
  - Mark & Jennifer Connolly
  - Diane Connolly

- **$100,000 - $499,999**
  - Annie & John Connolly
  - John & Nancy Connolly
  - Bill & Gloria Connolly

- **$50,000 - $99,999**
  - Arthur & Phyllis Connolly

- **$20,000 - $49,999**
  - John & Jan Connolly

- **$10,000 - $49,999**
  - James & Barbara Bourland

- **$5,000 - $9,999**
  - John & Barbara Bowland

- **$1,000 - $4,999**
  - John & Barbara Bowland

- **$500 - $999**
  - John & Barbara Bowland

- **$100 - $499**
  - John & Barbara Bowland

**GREEN SOCIETY**

Honorizing individuals who donated $1,000 or more, as of June 2019.

- **$1,000,000+**
  - Mrs. Angie Garcia
  - Mrs. Wanda Fyfe
  - Mrs. Elizabeth Franklin
  - Mrs. Aleta Fisher
  - Mrs. Florence Dinger

- **$100,000 - $499,999**
  - Mrs. Rebecca Sacra
  - Mrs. Ann Robinson
  - Mrs. Nancy Ridenour

- **$50,000 - $99,999**
  - L. & J. Smith

- **$20,000 - $49,999**
  - Nona A. B. Silver

- **$10,000 - $49,999**
  - Tampa Bay Pro Am

- **$5,000 - $9,999**
  - TIAA Bank

- **$1,000 - $4,999**
  - Northwood Presbyterian Church

- **$500 - $999**
  - Kathleen A. Rodriguez

- **$100 - $499**
  - Kathleen A. Rodriguez

**WOMEN WHO CARE**

A giving circle for women in support of HEY youth and family services, current membership updated as of June 2019.

- **$2,000,000+**
  - Virginia Arabia

- **$1,000,000+**
  - Diane Bidding

- **$500,000 - $999,999**
  - Nancy Dudley

- **$250,000 - $499,999**
  - Karen A. Connery

- **$100,000 - $499,999**
  - Josephine K. Connolly

- **$50,000 - $99,999**
  - Mary Burton

- **$20,000 - $49,999**
  - Jane Connolly

- **$10,000 - $49,999**
  - Jane Connolly

- **$5,000 - $9,999**
  - Jane Connolly

- **$1,000 - $4,999**
  - Jane Connolly

- **$500 - $999**
  - Jane Connolly

- **$100 - $499**
  - Jane Connolly

**OUR SUPPORTERS**

*HEP has made every effort to accurately list our donors. If there are any errors or omissions, please accept our sincere apologies. Please contact Liz Mooney at 727.442.9014 ext. 110 so that we may update our records for future publications, or for donor opportunities.
Revenue

- **PRIVATE CONTRIBUTIONS**: $1,889,150
- **IN-KIND CONTRIBUTIONS**: $1,473,988
- **FEDERAL AWARDS**: $1,372,018
- **OTHER GOVERNMENT AWARDS**: $924,784
- **OTHER**: $435,598
- **THRIFT STORE SALES**: $273,688

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<th>Source</th>
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<tr>
<td>TOTAL REVENUE</td>
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<td>NET INVESTMENT RETURNS</td>
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*FINANCIALS: YEAR END DECEMBER 31, 2018*

**Program Services**

- **HOUSING**: $4,530,557
- **COUNSELING & OTHER SERVICES**: $857,548
- **THRIFT STORE**: $334,699
- **TOTAL PROGRAM**: $5,722,804
- **TOTAL SUPPORT**: $1,000,201
- **TOTAL EXPENSES**: $6,723,005

**Support Services**

- **MANAGEMENT**: $502,105
- **DEVELOPMENT**: $498,096

Expenses

- **$6,723,005**
  - **THrift Store**: 7%
  - **Development**: 7%
  - **Management**: 5%
  - **Counseling/Services**: 13%
  - **Housing**: 67%
JOIN THE HEP GREEN SOCIETY
The Green Society recognizes individuals who contribute $1,000 or more to HEP on an annual basis. Financial generosity from Green Society donors help to pay for expenses like utilities, insurance, maintenance, transportation, food and salaries, as well as provide program support to individuals, families and Veterans in need.

SET UP A RECURRING DONATION & BECOME A SUSTAINING SUPPORTER
While a monthly gift of $10 or $20 may not seem like much, it adds up for organizations like HEP. When hundreds of people sign up to do the same, the impact can be incredible! Donations can be made on a monthly, bi-monthly or even quarterly basis. Sustaining Supporters who contribute a total of $1,000 or more annually are automatically included in HEP’s distinguished Green Society!

CREATE A LEGACY WITH PLANNED GIVING
Planned gifts allow you to combine your charitable giving goals with your estate and financial planning goals. After making provisions for loved ones and friends, consider including HEP in your will or trust. There are many Planned Giving options – contact us today to create a lasting legacy that will enrich the lives of those in need now, and for many years to come.

JOIN WOMEN WHO CARE
Inspired by the proverb, “great oaks from little acorns grow,” women in our community have joined together in the spirit of philanthropy to form Women Who Care. This giving program allows like-minded women to come together and pool their charitable gifts to sustain vital youth and family services provided at HEP, through a $500 annual donation.

GIVE TO THE BRUCE E. FYFE ENDOWMENT FUND
Help continue the lasting legacy set forth by our late Chairman, Bruce E. Fyfe. Bruce advocated for homeless individuals and families in the Tampa Bay for more than 23 years. Please join us in honoring Bruce’s memory by making a contribution.

DONATE TO THE HEP THRIFT STORE
The HEP Thrift Store is a 13,000-square-foot treasure chest filled with gently loved items, from a wide array of clothing to one-of-a-kind collectibles. Donations are tax-deductible and 100% of the proceeds from items sold benefit HEP programs. As an added bonus, HEP residents are able to get needed items from the store at no charge through a voucher system.

VOLUNTEER YOUR TIME AND TALENT
HEP volunteers provide an invaluable service to our organization by performing tasks to assist our staff and residents. In 2018, 1,500 volunteers of all ages donated more than 24,500 hours to HEP, saving the organization over $960,000! Individuals as well as groups can work to give back to the HEP community by providing services vital to our operations.

FOLLOW US ON SOCIAL MEDIA
Follow HEP on Facebook, Twitter and Instagram to stay up-to-date on all the latest happenings at the organization. As a follower, you’ll be the first to know about upcoming events, volunteer opportunities and exciting developments at HEP.

Contact Rebecca Adams at RebeccaA@HEPempowers.org or 727.442.9041 ext. 135 for details on all the ways to give of your time, talent and treasure in support of HEP.

There are a variety of ways to support HEP’s Mission! Rated as a 4-Star Charity by Charity Navigator, you can rest assured that your donations go directly to the programs that change the lives of those who need it most.