



# Solutions to Homelessness

SUMMER 2007 NEWSLETTER \* PORCHLIGHT, INC.

*From the Desk of Steven Schooler, Executive Director*

Late last year, a donor contacted me indicating that she was interested in making a sizable donation to Porchlight. She had been a contributor for several years to our programs and had the opportunity to make a larger donation this past year. She met me at our main building on Brooks Street and we discussed various options. She was interested in helping us pay down one of the mortgages on our property, initiate a vending machine operation and pay expenses to initiate a future development effort. Before the end of the year, she made a contribution in appreciated stock to Porchlight to assist us in all three of these areas.

The donation was very important for us. Large single contributions are often critical for our continued success. Large donations allow us to pay off mortgages (thereby reducing operating expenses and giving us more flexibility in trading or acquiring properties). Large donations also allow us to undertake special initiatives, such as purchasing our own vending machines so we can pay residents to prepare food, stock the machines and generate revenue for our operations. Large donations allow us to undertake initial expenses of development that may not pan out; most grantors do not allow funding for investigation of development efforts.

Also, large donations provide us with flexibility to fund our operating expenses. While operations expenses are not exciting, we need funding to keep the heat and electricity on and to pay administrative expenses. While our administrative expenses are extraordinarily low when compared to other non-profit and for profit businesses (approximately 12% of our total budget was spent for administrative, public relations and fundraising for 2005), these expenses still need to be paid and these expenses ordinarily are not supported by grants.

However, for me, the most significant aspect of this particular donation was what the donor told me was her reason for choosing Porchlight from all of the other agencies serving persons in this community. Obviously, she was impressed with our organization, but she stated that she wanted to make a large contribution to provide assistance to single homeless adults. She explained that while there were so many other donors that were focused on families and children, few donors really desire to provide substantial

assistance to single adults. She wanted to provide a significant donation to help those homeless adults who often suffer the greatest stigma.

While Porchlight provides housing and services to a broad variety of homeless households that do include families, we are one of the largest non-profit providers of services to single homeless adults in Dane County. We have 185 units of single room occupancy and efficiency units. These units are often part of programs that focus on recovery from substance abuse and stabilization for those that are disabled. Last year we served 268 single individuals in our housing; of those, 58% were suffering from mental illness and 49% had substance abuse issues. We operate a shelter and daytime resource program at Safe Haven that focuses entirely on helping single adult men and women suffering from serious mental illnesses. We also operate the men's Drop-In Shelter at Grace Episcopal Church that exclusively serves homeless adult men.

In many ways, single homeless adults are the most stigmatized group in our society. Several recent studies suggest that people tend to dehumanize homeless persons in ways that stereotype them as hostile and incompetent. A recent Princeton University study conducted a brain function analysis where randomly selected participants were shown photographs of different social groups and objects and asked to make assessments based upon scales of perceived competence and warmth. Of four distinct clusters, homeless persons were rated as low in warmth (and high in hostility) and low on competence. This level was described as disgust on par with photographs of an overflowing toilet and vomit. More disturbing was the finding that the physiological reactions (as determined by brain scans) to those people rated low on both warmth and competence (homeless persons), were similar to the material disgusting objects. This finding suggested that the participants did not distinguish the people from the objects!

For this reason, it was both surprising and inspiring that one person wanted to single out homeless single adults for help rather than abhorrence. Thank you, Amy Gilliland, for being willing to step up to the plate and help many who most need help but are often the least likely to elicit major support. Your gift meant a lot to us and those we help and reminds us all that we can reach beyond the stereotypes. \*

## Porchlight Wins Knupp & Watson Support

They call it 24 hours of love and advertising. For the last three years, Knupp & Watson has held an advertising marathon in support of local nonprofits. Known as Goodstock, the event commits all 25 Knupp & Watson employees to a 24 hour push to develop logos, TV and radio ads, marketing plans and media recommendations for a number of local nonprofit organizations.

This year Porchlight was fortunate to be among the 14 organizations selected. And the results were terrific. Goodstock gave Porchlight two marketing pieces it has never had, outstanding television and radio spots. And while their creative teams worked throughout the day and night, a media planner was soliciting nearly \$30,000 in donated ad time from local television stations to run the commercial.

The TV ad, "Less Shelters", is a simple, cleverly worded message about what Porchlight strives to do for Madison: get people out of the shelters and into stable housing. "Although emergency shelters may be a necessary respite, we don't see shelters as the solution to homelessness", says Porchlight Executive Director, Steve Schooler. "The creative team at Knupp & Watson focused in on that right away and developed a spot that very effectively delivers the message that we most want people to hear."

Porchlight would like to thank Knupp & Watson's Andy Wallman, Andrew Courter and video consultant John Urban for developing the spots, and Ellen Paulson at Knupp & Watson for securing the ad time and providing terrific media planning advice and support. Thanks also to Charter Communications, WBUW-TV, WISC-TV, WKOW-TV, WMSN-TV, WMTV-TV, WUPN-TV for the media schedules they generously donated to Porchlight. Another special thanks to Porchlight resident Deborah Mason, for her outstanding acting for the commercial. \*

If you would like to see the ad, visit: [www.porchlightinc.org](http://www.porchlightinc.org)



Jan Watson and Porchlight's Katherine Davey preview "Less Shelters"

### Don't Miss the Madison Made Music Project Concert Night!

To fight homelessness and poverty in Madison, more than 150 musical artists submitted songs for a compilation CD.

Fifteen artists were chosen to be included in the first Madison Made Music Project.

- \* Aniv de la Rev \* Mark Croft \* Susan Hofer
- \* The Bar Code \* The Gadjio Players \* Natty Nation
- \* Lou & Peter Berryman \* Goat Radio \* Roots Collective
- \* Calico Drifters \* Corey Hart \* The Selfish Gene
- \* Tony Casteneda Latin Jazz Sextet \* Randal Harrison
- \* Adem Tesfaye

See them perform

**Thursday, September 20th, 7 pm**

*At the Overture Center for the Arts, The Orpheum,  
Cafe Montmartre, King Club and Brocach Irish Pub.*

**Proceeds go to Porchlight.**

For more information, visit: [www.madisonmademusic.org](http://www.madisonmademusic.org)  
or call 257-2534 ext. 20



## Mark Your Calendars!

for the  
2007 Porchlight  
Annual Recognition Dinner

### "Transforming Lives"

**Thursday, November 1st**

**Exhibition Hall  
at the  
Alliant Energy Center**

5:30 pm to 7:00 pm Silent Auction and Social Time

7:00 pm to 9:00 pm Dinner and Program

\$50 per person (\$25 is tax deductible)

\$400 per table of eight

For more information call (608) 257-2534

## Porchlight Products Launched

Porchlight resident, Cynthia Mansfield, has a new job to add to her resume. She's the first employee of Porchlight Products, a social business which uses locally-grown ingredients to produce high-quality foods for local restaurants through artisan preservation.

Several years ago, the Porchlight staff and board undertook a strategic planning process that identified the feasibility of a Porchlight food project. We believed such a project could leverage Porchlight's service model and assets in significant new ways. A food business could take advantage of one of Porchlight's existing assets, the professional kitchen at the Brooks Street facility; moreover, such a business could provide program participants with job skills, work experience and employment, assisting their transformation to independent lives while generating badly needed operating revenue for Porchlight's programs.

Porchlight was fortunate to develop a consulting relationship with Nancy Christy and Andrea Craig who are well known in Madison for their ownership and operation of the Wilson Street Grill and Kennedy Manor restaurants, where for many years they successfully employed people with disabilities. With the generous support of the Madison Community Foundation and local food activist John Taylor, Christy and Craig developed the concept for the food business and the economic model of a three-legged stool linking local farmers with Porchlight and local restaurants.

With support from the CUNA Mutual Group Foundation and the City of Madison CDBG Commission, the project is up and running. Porchlight Products has already produced Rhubarb and Ginger Jam for the Washington Hotel and Coffee Room, and Sicilian Pickled Tomatoes for Lombardino's. As the Madison area harvest progresses, Porchlight will provide products for The Old Fashioned and Harvest restaurants, among other restaurant partners.

Residents and other persons with disabilities hired for the program will begin employment in an environment that provides support and supervision. "By adding the local food purchasing objective, the project turns inside out the prevailing view of people with disabilities (whether that disability is homelessness, mental illness, physical or emotional impairment) as being a 'social problem.' Instead, the employees at Porchlight Products will be the people engaged in solving a social problem: by creating and selling desirable products from regional ingredients, they will contribute to strengthening Madison's food-based economy and local farms," said Craig.

Porchlight Products is the newest feature of Porchlight's Kitchen Program. With major operational funding from the United Way of Dane County, the Kitchen Program gives Porchlight residents the opportunity to receive training in life skills, employment and community building. Since 2002 Jennifer Stiff, the program's director, has trained over 50 residents with curricula that cover everything from food preparation and sanitation, to work ethics and etiquette. Participants get to test their new skills by working in the Brooks Street kitchen preparing and serving its community meals. This experience gives many participants the confidence and motivation to rejoin the community. Steven Schooler, Executive Director of Porchlight, summarized the overall goals of the Kitchen Program, "This is about empowerment of the people we help for whom homelessness has made into the downtrodden and dejected. This gives them a renewed sense of pride in themselves and their abilities."

For Cynthia Mansfield, this job is the critical next step in her efforts to turn her life around, says Stiff. "Once homeless and jobless, Cynthia found her way to Porchlight and is now housed and employed. That is what it's all about. Her attitude, experience and personality make her a perfect fit for this project. ✨



*Cynthia Mansfield with a sample of the first batch of Sicilian pickled tomatoes.*



## Porchlight Needs List

The following items are in high demand and in short supply at the Porchlight donation warehouse. If you would like to donate any of these items, please call (608) 257-2534 or drop them off at the donation warehouse at 1490 Martin Street at Door #3 on the side of the building during regular business hours.

- |                              |                          |
|------------------------------|--------------------------|
| <b>Twin bed sheet sets</b>   | <b>Deodorant</b>         |
| <b>Double bed sheet sets</b> | <b>Laundry Detergent</b> |
| <b>Bath towels</b>           | <b>Baby diapers</b>      |

**\*\* Please note that we are currently oversupplied on children's and women's clothing \*\***

The following items are needed by the Brooks Street food pantry. The pantry serves Porchlight residents living at 306 N. Brooks Street.

- |                               |                     |                      |
|-------------------------------|---------------------|----------------------|
| <b>Canned meats and stews</b> | <b>Frozen meat</b>  | <b>Peanut butter</b> |
| <b>Jam/Jelly</b>              | <b>Pasta sauce</b>  | <b>Canned fruits</b> |
| <b>Cereal</b>                 | <b>Frozen Pizza</b> | <b>Juices</b>        |
| <b>Microwave dinners</b>      |                     |                      |

*Our Mission:* Porchlight strives to decrease the Dane County homeless population by providing shelter, housing, supportive services, and a sense of community in ways that empower residents and program participants to positively shape their lives.

[www.porchlightinc.org](http://www.porchlightinc.org)

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US Postage  
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Madison, WI  
Permit No. 2333

Summer 2007

306 North Brooks Street  
Madison, WI 53715

