

# 2010 Annual Report



## Aging In Place Special



Disabled volunteer helps client with ramp...page 6



**P**WC focused on aging in place long before it became a popular term. In fact, it's at the very core of our mission.

**For 36 years, PWC has championed the aging in place concept**

by allowing people to remain in their homes, where they want to be, in a cost effective manner. Our service model is built on practical, cost effective services that have a long-lasting effect on the client and the entire community.

**And now our service model is growing** to better meet the needs of the community. As our nation wrestles with such issues as aging baby boomers, health care and housing, PWC has developed the skills and resources to improve the lives of low-income homeowners and save significantly verses other less desirable options.

**In 2010, PWC was a winner of Xavier University's Launch-a-Business (X-Lab) competition.** We've used this opportunity to explore how to grow our Modifications for Mobility program for people who are above our traditional income guidelines. We have found few existing resources in the private



sector that offer these services. The modification service has a dramatic impact for those who need it. For a disabled resident who can't get in or out of their home, or a loved one who is in the hospital and can't return home until a ramp is built, the need is immediate and critical.

PWC receives many requests for our modification services by people in need who don't meet our income guidelines.

With the help of Xavier's X-Lab and a host of other community supporters, PWC is exploring

expanding the modifications program to serve this unmet need. Expect more news in the fall of 2011 on this exciting new program.

**In all, PWC is an important and growing part of the aging in place solution.** We will continue to meet the needs of our community in new and creative ways in the months and years to come.

Thank you for your support of People Working Cooperatively.

Jock J. Pitts,  
President, PWC



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# Population is aging

*PWC's service model meets the demand of aging in place needs*  
*photo by Chris Cone*

**D**id you know that according to the U.S. census, there are more than 35 million Americans age 65 or above—a tenfold increase in the 65 and over population since 1900? Over the next 20 years, it's projected that number will double, and one in every five Americans will be age 65 or older.

Another interesting fact - fewer than five percent of the 65 and over population reside in nursing homes. According to the Aging in Place Initiative study ([www.aginginplaceinitiative.org](http://www.aginginplaceinitiative.org)), most Americans are choosing to “age in place,” within the same communities where they have long lived.

How does PWC fit in to this growing trend?

“One of the things that PWC does so well is to allow elderly homeowners to stay in their homes, where they want to be,” said the City of Cincinnati’s Ed

Cunningham. “If they are in their home, they are not only happier but they are maintaining their property values and the value of the entire community. It’s in everyone’s best interest to keep elderly homeowners in their home and the home well maintained.”

Cunningham is the founder of the city’s CARE- code enforcement program that helps elderly seniors who have building code violations. If the senior lives in a city neighborhood enhancement area and meets PWC’s income qualifications, they can receive free home repairs.

“Ideally you want to have options for seniors who get caught in the middle of having code violations and don’t have the means to fix them,” he said. One bad building can bring down the whole community. With PWC, you can move that homeowner and that community up together... It just makes sense.”

Many of PWC’s clients are not only elderly, they are also living near or below the poverty line. The homeowners PWC serves desperately want to remain in their homes and continue to have their independence.

Many clients have spent a lifetime in these homes.

Consider the alternative: if the homeowner must move, they will likely need to be heavily subsidized to meet the cost demands of their new dwelling space, such as assisted care and nursing homes (costs for this can range from \$30,000 to \$75,000 a year) or to public housing.

Paul Krievins, Deputy Director of Energy Programs for the Indiana Housing and Community Development Authority, said PWC is playing a vital role in keeping residents of eastern Indiana safely living at home.

“The baby boomer generation is retiring ... so the need for services is increasing,” he said. “... PWC’s mission and our mission mesh together well. We’re both trying to keep people in their homes.”

Keeping PWC’s clients in their homes is valuable work, as is preserving the community’s housing stock and saving energy. Everyday, PWC’s employees and volunteers are focused on this effort: keeping fragile, low-income homeowners living safely in the homes they love.

# Repair Affair 2011

*Event keeps seniors in their homes, where they want to be.*

**P**WC supports aging in place with a very real hands on approach during its two main volunteer events, Prepare Affair in the fall and Repair Affair in the spring. The most recent event, Repair Affair 2011, saw the need for our help expand into two main service days – May 14 and 21, surrounded by an entire season of repair projects. For the event, over 800 volunteers served over 135 homeowners with modifications, repairs, yard clean up and more.

Sponsors for Repair Affair 2011 were title sponsor, **The Home Depot**; presenting sponsor, **The City of Cincinnati**; major sponsors, **Applied Energy Products, Cincinnati Children's Hospital Medical Center, Prus Construction and Rhodia, Inc.**; supporting sponsors **City of Fairfield, Hixson Architecture Engineering Interiors, Keidel Supply Co, Phillips Edison & Co., Frost Brown**



*Volunteers from Children's Hospital group together for a family photo at Repair Affair, 2011. Photo by Chris Cone.*

**Todd, and Senco Brands; and Allied Construction Industries: Al Neyer, Inc., Danis Construction, Denier Electric Co., Messer Construction, Prus Construction, Quandel Group, Turner Construction and Viox Services, Inc.**

Volunteers worked hard despite a rainy day. Working on a client's home in Mt. Lookout, Steve Herbold of Forest Park volunteered with the Mennonite Church in Oakley. A longtime supporter of PWC, the church volunteers at Prepare Affair and Repair Affair every year.

"It doesn't matter that it's raining," he laughed looking up, as the raindrops grew larger and more fierce. "What matters is that we're here, getting the work done."

New volunteer Jeff Smith of Arduus Medical said he was looking for a volunteer opportunity for his company and that Repair Affair was a perfect fit. He and his team worked on the overgrown landscaping and broken shed at Jimmy's home in

Madisonville.

"There's so much work to be done here," Smith said. "And there's no way he could do it himself. You just feel so good helping. You want to do more. You want to do everything you can."

"It's nice that these folks show up in the rain and help out," said Jimmy. "You get to a certain age and you can't do these things for yourself."

Shirley of Kennedy Heights said Repair Affair was her first service with PWC and she was surprised and pleased with the enthusiastic help from a group known as "Valerie's Volunteers" from Anderson. The group worked on the walls inside the house and other small repairs Shirley needed.

"I am just so pleased, just very pleased," Shirley said. "I don't have any help and I can't tell you how much this means to me. This helps me stay in my house. I just can't believe that people will come and do this for you. It's a wonderful thing."



Cover: **Disability creates friendship**  
*Volunteer with prosthetic leg builds ramp for disabled client*

**V**olunteer Steve Crow's battle with cancer resulted in a prosthetic leg and a calling to help his fellow neighbors.

Crow, of Erlanger, volunteered in June with the Kentucky United Methodist Church to help fellow amputee David of Crescent Springs with a new wheelchair ramp. David lost his leg to diabetes two years ago – and had been trapped in his own home ever since.

The Kentucky United Methodist Church built the ramp as part of a field service day with PWC.

"I've been so depressed, just so upset. I couldn't go anywhere," David said. "It has literally been two years since I went outside the house. You can't imagine what it's like. You just want to give up. Part of me just wanted to die... But now this ramp has literally given me a new lease on life. Just to go outside again and smell the fresh air and hear the birds. It's indescribable."

But the ramp wasn't the only gift David received. Crow was able to talk to Hill about life as an amputee and the two immediately became friends.

"I know what it's like," said Crow. "It's isolating. It's frightening... but you can get through it. I've had help from my family and friends and I want to help (David)."

"I appreciate the ramp, and I appreciate Steve coming over to talk with me," said David. "It's nice to know that people care."

*Volunteer Steve Crow with client David.*

## Client appreciates new furnace

**G**wen, of Cincinnati, loves to express her gratitude toward PWC.

PWC replaced the family's furnace, ensuring their safety from the cold winters. Gwen and her family are most pleased with the cost savings they received from the weatherization service. Running the space heaters through a house with no insulation was very expensive and ineffective. Now they enjoy warmth "with a reasonable cost."

"The service has made a big difference to us, even now that it is starting to be spring, the insulation also keeps the house cooler and the cost of heat went way down," she said.

Gwen, who is disabled, thinks that PWC has great employees, who "explain everything, and then get right to it." She was also happy that "they cleaned up behind themselves so when they were done," so she could just enjoy it.

"PWC is a blessing for the folks who really need help," she said. "I can't thank them enough."



*Gwen and her new furnace.*

### Profile: Gwen

*"For two years we had no heat, we used space heaters, our bodies and blankets to keep warm... The service has made a big difference to us."*

# Connecting with Clayton

Employee enjoys interacting with family;  
Children make up a third of PWC clients

By Eric Donohue

It was a frigid day in February, 2010. Not only was this to be my first day on this particular job, it was my first day working for PWC in Indiana. Having worked on the Electrical Partnership Program in Ohio, I knew this was going to be a challenging transition into the “whole house” energy program.

I was immediately placed on a crew with Kevin Hicks. The contract we were working with for the state of Indiana is highly monitored for quality and safety, so it is really important that all employees be given detailed training. Kevin Hicks is one of the best trainers PWC has on staff.

Once on the job, we learned some information about our client, Amy. Amy is a wonderful person with a big heart, caring for many foster children in her life. According to Amy, a large number of children had come from households where abuse was prevalent.

At the time of our week long visit, Amy was caring for several children on a single, very limited income. The oldest child was nine years old, the youngest only three. Many of the foster children she cares for have disabilities. She’s passionate about their care.

There are not very many situations where PWC “field” employees are able to witness the type of impact that can directly affect the lives of our clients outside of the work we do.

**I feel privileged to have been present for what turned out to be one of the most humbling moments of my life.**

On the last day of our extensive energy conservation job, I had the simple task of repairing and installing new floor registers in a few rooms of the household. Once I began to work on the register, I was joined by then three-year-old Clayton (his name has been changed to protect his identity), the youngest foster child. Amy informed me that she would take him into the family room if he was getting in my way. I responded that he was supervising my work, watching to make sure I did a proper job. He was no trouble. **I could tell that Clayton was interested in the task at hand, so I asked him to hold my flashlight and be my helper.** When I asked, “are you going to hold the light and be my helper?” Clayton responded “yeah, yeah.”

After a few more questions and responses of “yeah,” I heard Amy sitting a few feet away, become overwhelmed with emotion. She was sobbing, visibly upset.

Amy informed me that Clayton suffers from autism, and hadn’t spoken to anyone since he had come to stay with their family. She also told me that he is generally fearful of men.

Clayton had spoken his first words with me. It was an honor I won’t soon forget.

Encounters like this one are more than few and far between. **Clayton taught me that no matter how insignificant the**



Eric Donohue replaces a register for an Indiana family where he made friends with a young family member. Pictured is another child in the family. *Photo by Chris Cone.*

**task may seem, an incredible impact can be made.**

It is easy to think that PWC provides services to people in need of critical repairs, energy conservation, and modifications for mobility. That is what this company does, it’s our mission.

But it is encounters with clients like Clayton that underscore the personal nature of what we do - even energy conservation. While PWC’s typical client is older, **a third of of our clients are children.** Amy said our work has greatly impacted her entire family by lowering energy costs.

“I’m so grateful to PWC,” she said. “The weatherization work has really helped us save money!”

It was just a few words, but Clayton showed me how important our services can be even to the smallest member of the family.

# DOE award a milestone for PWC



*Water heater tank wrapping is one effective energy saving measure.*

*(Below)  
Using energy efficient light bulbs is a simple way to save energy.*

**P**WC received exciting news in late 2010: the U.S. Department of Energy (DOE) awarded PWC a \$1.5 million grant for home weatherization work in Ohio. This is a significant milestone for PWC. It is the first time PWC has received direct funding from the federal government – putting us amongst an elite group of 16 agencies across the nation to receive such a grant.

**What makes this award so compelling** is that it utilizes PWC's unique method of leveraging DOE dollars with both private and public funds to provide a comprehensive service for homeowners. In short - more bang for the buck for both lender and client.

“This money is going to the homeowners who need it most in the region,” said PWC President Jock Pitts. “PWC is tightening up these homes, making them more efficient, blowing in insulation, replacing furnaces and installing high-efficiency equipment when appropriate... Our goal is to cut

usage by at least 20 percent, saving the homeowner's precious financial resources while curbing energy output and reducing pollution.”

**What does this grant mean for PWC's clients?** \$1.5 million means PWC will be able to help at least 675 more local households stay warm this winter, directly benefiting the client and the community in an immediate, effective manner.

Clients like Elizabeth of Cincinnati say the weatherization service is “wonderful.”

“It was just a godsend,” she said. “It really made a difference in my house. The men were so professional and knowledgeable. It's an exceptional service and a wonderful organization.”

**What does the grant mean for PWC?** We are already growing and expanding into new territories and this grant will enable us to hire additional staff as well as recruit 100 or more volunteers.

More people equal more help for those who need it.

**We look forward to showing the results** we can achieve with this program. Meanwhile, if you know someone who is in need of our home energy conservation and weatherization services, please give us a call at (513) 351-7921.





Donor Mary Kartal with Development Manager Bill Hitch.

## 25 years of giving: Mary Kartal

**E**ighty-two-year-old Mary Kartal has been a PWC donor since 1986, 25 years of consistent giving. Her support for PWC is strong because PWC serves the client by helping them with critical home repairs, not by giving the client money.

"I don't like organizations that just hand out money; there is no accountability," she said. "PWC helps people help themselves."

Helping people help themselves is a theme in Mary's long and interesting life. Born in Hungary, she and her family were in hiding during World War II because they were Jewish. "What's interesting was that we weren't practicing Jews. I never thought of myself as Jewish," she said. "But I had three grandparents who were Jewish and to (the Nazis), that was enough reason to take us away." Mary's mother and other family were taken to Auschwitz. Her mother survived.

Mary immigrated to the United States in 1954. She and her husband and young family landed in North Avondale in 1960 – in a house down the street from Charlie Taft, the son of U.S. President William Howard Taft. Mr. Taft was a good spirited

man who was kind to neighbors and had a fondness for fishing, she recalled.

Mary was active in the North Avondale community and today lives in a neat-as-a-pin apartment above the space where Mr. Taft once dwelled. "It's a small world isn't it?" she smiled. She is the grandmother of 10 and her daughters live close by.

In all, Mary is a unique donor who is passionate about family and community. At 82, she is still independent, in her own home, and understands the significance of PWC's mission and the importance of aging in place.

"I'm all for keeping people in their own homes," she said. "It's less expensive and healthier than trying to warehouse someone in a dormitory for old people. It's just not good for them; it's not good for the community. It's just a very bad idea to warehouse people."

"PWC is a good solution for helping people to stay in their own home," she said. "I'm all for that."

## Grants increase

In 2010 PWC increased its focus on grant seeking efforts, and the results were substantial. We more than doubled our grant revenue from the previous year! Some highlights:

- We received our first ever grant in Indiana from the Dearborn Community Foundation.
- We received first-time funding from the Greater Cincinnati Foundation's Weathering the Economic Storm fund, a \$50,000 grant for emergency repairs.
- We increased efforts for grants in Northern Kentucky, resulting in grants valued at \$92,000.

In all, we raised over \$250,000 in corporate and private foundation grants. One client we helped through these grants was former firefighter Michael of Covington, KY. Michael was injured on the job and is unable to work. His injuries make him unable to stand for more than 20 minutes at a time.

Michael received a new roof through People Working Co-operatively. We also fixed his furnace by replacing the motor, and provided him with energy conservation services.

Michael was very thankful for the things PWC has done for him:

"You guys did wonders for me," he said. "It's hard asking for help, but you guys did a wonderful job and I'm so grateful."

## From volunteer to employee...*McIntyre changes lives*



From boardroom, to volunteer, to manager, Jere McIntyre gives 100 percent wherever he is at and whatever he is doing - and People Working Cooperatively always seems to benefit. Former vice president of finance and treasurer for the David J. Joseph Co., McIntyre also served as a PWC board member from 1998 to 2011. Recently, he was hired as director of PWC's Modifications for Mobility Department.

"Jere brings tremendous business acumen to PWC as well as a true passion for our mission," said PWC President Jock Pitts. "... This program is evolving and changing, and Jere has the perfect skillsets to lead the program in a new direction."

PWC sat down with Jere to learn more about why he gives back to PWC and share his inspirational story.

*Why do you give back the way you do?*

I'm from a small town and we were raised to help one another out. If a family member or a neighbor isn't available to help, then it falls to the community.

*I understand you have a woodshop in your garage. How do you use this for PWC clients?*

We mostly use my woodshop for prep work before we are on site doing repairs. For example, we will build customized cabinets for bathrooms or other customized pieces (such as custom steps) needed for mobility modifications beforehand so that on the day of the repair, we have everything pre-made and ready to be installed. Last year, we remodeled a bathroom to be functional for less than \$500 in just two days.

*What was your role in Repair Affair this year?*

Our group is made up of people with a variety of skills and we always ask for the "ugliest" jobs that no one else wants - this way, we get to feel like we really made a difference.

Since we're a group of volunteers, we always overstaff. This allows for one of us to sit and talk with the homeowner. Many of our neighbors are missing that companionship and this is a large part of the overall experience for them.

*What advice do you have for people considering whether or not to volunteer?*

Our neighbors need us. A few years ago my son and I went down to Mississippi after Hurricane Katrina hit. The homeowner had been living in a FEMA trailer and her home was in desperate need of repair.

Many of our neighbors right here in the tri-state are living like this and it shouldn't take a hurricane to get us moving to help them.



*McIntyre talks business with George Glover at Oscar Night '11.*



## 2010 Agency Accomplishments

- PWC celebrates its 35<sup>th</sup> anniversary.
- PWC expands into Indiana.
- PWC is one of the winners of the prestigious Xavier Launch a Business competition.
- National public radio show honors People Working Cooperatively.
- PWC goes to Washington for the first time in 20 years to speak to legislators.
- PWC receives its first (and very significant) grant from the federal government, \$1.5 million from the Department of Energy.
- Largest volunteer turnout in the history of Prepare Affair: 3,735 volunteers serve 1,028 clients. Prepare Affair expands to two days.
- 924 Repair Affair volunteers serve 174 clients.
- Oscar Night America 2010 sells out and nets \$129,000 for the Modifications for Mobility program.



## Prepare Affair 2010

## PWC TOP EMPLOYER

In June 2011, People Working Cooperatively was honored by Enquirer Media as one of the Top 75 Work Places in Cincinnati for 2011.

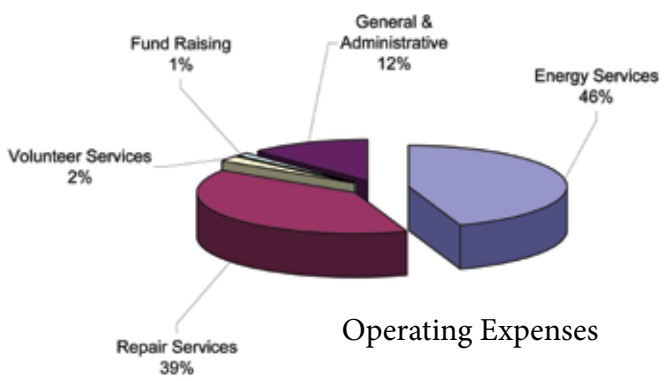
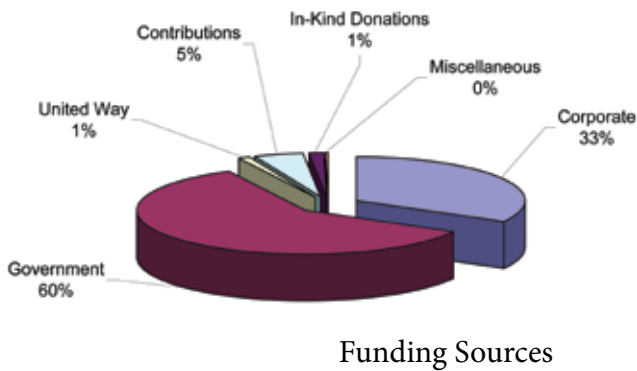
The Enquirer Media Top Workplaces project was conducted with outside partner Workplace Dynamics, which invited businesses with at least 50 employees in the region to take part in surveys measuring workplace satisfaction (Direction, Conditions, Career, Execution, Managers, Pay & Benefits). According to the Enquirer, a minimum number of employees at each company or organization was required to respond. In all, nearly 49,000 workers at 130 companies were surveyed before 75 rose to the top. Employers were categorized into size groupings and then ranked within their groups, according to the survey responses.

PWC scored very well in all categories, but one of our strongest areas was our score in "strong ethics and values"; something we espouse and live daily. Seeking to always improve our organization, we have embarked on some initiatives that should improve our performance in all areas.

"We're honored to be named one of the Enquire Media's Top Workplaces in Cincinnati," said PWC President Jock Pitts. "We rely on the tremendous work ethic of our entire staff to provide life-changing services to our clients. I thank our employees for bringing their personal best to the office and to the field each and every day. And I hope that our team continues to be inspired by the clients we serve. Knowing our work has made a difference in the lives of our neighbors is the greatest honor of all."

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### Funding Sources

|                   |                     |                |
|-------------------|---------------------|----------------|
| Corporate         | \$4,774,222         | 33.13%         |
| Government        | \$8,541,018         | 59.27%         |
| United Way        | \$159,525           | 1.11%          |
| Contributions     | \$703,656           | 4.88%          |
| In-Kind Donations | \$186,677           | 1.30%          |
| Miscellaneous     | \$44,114            | 0.31%          |
| <b>TOTAL</b>      | <b>\$14,409,212</b> | <b>100.00%</b> |

### Operating Expenses

|                          |                     |                |
|--------------------------|---------------------|----------------|
| Energy Services          | \$6,330,305         | 44.62%         |
| Repair Services          | \$5,598,527         | 39.46%         |
| Volunteer Services       | \$325,699           | 2.30%          |
| Fund Raising             | \$186,185           | 1.31%          |
| General & Administrative | \$1,747,395         | 12.32%         |
| <b>TOTAL</b>             | <b>\$14,188,111</b> | <b>100.00%</b> |

## 2010 numbers and statistics

### Client Demographics 2010

|                                       |        |
|---------------------------------------|--------|
| Households served                     | 7,042  |
| Individuals served                    | 15,672 |
| individuals under 18                  | 4,846  |
| Income at or below 30% of area median | 4,224  |
| Had income between 31% & 50%          | 2,572  |
| Headed by someone over 60             | 3,522  |
| Single parent head of household       | 1,272  |
| Households including a disability     | 2,399  |
| African American                      | 6,668  |
| Caucasian                             | 8,373  |
| Other                                 | 631    |

### Services {by job type}

|                                 |               |
|---------------------------------|---------------|
| Energy & Conservation Services  | 7,102         |
| Plumbing                        | 1,390         |
| Furnace/ AC-Repair/ Replacement | 1,255         |
| Roofing & Gutters               | 352           |
| Structural, Other               | 567           |
| Electric                        | 217           |
| Accessibility                   | 372           |
| Lead                            | 50            |
| Volunteer Services              | 1,704         |
| <b>2010 total services</b>      | <b>13,009</b> |



# Donations 2010

Thanks to every donor who contributed to People Working Cooperatively in 2010. If your name is omitted from this listing please contact Christine Owens at 513-351-7921. Thank you for another great year!

## Program Funders

Boone County Human Services  
Butler County United Way  
Campbell County Fiscal Court  
City of Cincinnati  
City of Middletown  
Duke Energy  
Hamilton County Department of  
Development  
Indiana Housing and Community  
Development Authority  
Kenton County Fiscal Court  
Office of Energy Efficiency  
Ohio Department of Development  
U.S. Department of Energy, EE-2K  
United Way of Greater Cincinnati  
Warren County United Way

## Program Grants

### Home Repairs

Dearborn Community Foundation  
Hamilton Community Foundation  
Northern Kentucky Family of Funds at  
The Greater Cincinnati Foundation  
SC Ministry Foundation  
Scripps Howard Foundation  
Weathering the Economic Storm  
Fund, a Partnership of Funders Managed  
by The Greater Cincinnati Foundation

### Modifications for Mobility

W. H. Albers Foundation  
Ruth J. and Robert A. Conway  
Foundation  
The R.C. Durr Foundation, Inc.  
Humana Inc.  
Mercy Neighborhood Ministries, Inc.  
The Daniel and Susan Pfau Foundation

### Other

Duke Energy Foundation  
Sam's Club - #8131

### Volunteer Involvement Program

Citi  
General Mills Foundation  
Helen Steiner Rice Foundation  
Mr. and Mrs. Chet Keough

## The Home Repair

### Bequest Society

William and Phyllis Augspurger  
James M. Garvey  
Donna Hartman  
William and Bonita Hitch  
Jock and Deborah Pitts  
Snowden and Marianne Rowe  
Joseph and Kathy Zielinski

### United Way Designations

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### Our Mission

People Working Cooperatively performs essential repairs and services so that low-income homeowners can remain in their homes living independently in a safe, sound environment.

### Our Core Values

- Focus On Clients
- Foster Teamwork
- Do Our Best Work
- Use Our Resources Wisely
- Build Partnerships

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