



People for People, Inc.

Celebrating Twenty Years of Changing Lives!

800 N. Broad Street
Philadelphia, PA
19130
(215) 235-2340
www.peopleforpeople.org

Herbert H. Lusk II
Founder, CEO

PFP PROGRAMS

Early Childhood
Development Center

PFP Charter School

PFP EARN Center

The PFP Institute

PFP Credit Union

Mentoring Children
Of Purpose

The PFP
Youth Enrichment
Program

What Matters Most
Abstinence Program

The HOPE
Crisis Pregnancy
Center

The VIEW
Banquet and
Conference Facility

May, 2009
Volume III, Issue II

Donate to
People for People, Inc.

Vision, Venture, Victory



When I founded People for People, Inc. twenty years ago, I did so to bring an end to the wide-spread poverty in North Central Philadelphia, but in the process, a model of community redevelopment was created which could be replicated in other cities across the country. God gave me a vision for what could be done, He provided me and those who came to work with me the courage to venture into challenging territory for a greater good, and twenty years later He has granted us a measure of victory in achieving significant goals in our struggle against poverty. However, success is only achieved if you build on a strong *foundation* positioned on a sustainable *vision*.

Vision must be rooted in your soul—it must be fire in your bones, or it will not strengthen and propel you when the going gets tough. It is not enough to look at your landscape, see problems and only think of doing something about them. My heart was broken when I saw people who were suffering, lost and disillusioned, and there came a day when I burned inside to alleviate their poverty and lack of hope. As I studied the community, my vision developed further into a specific and realistic plan of action for *how* to enable them to create better lives. Patience was essential. Rome was not built in a day. On the other hand, there was no time to be lost.

Ventures worth undertaking usually involve obstacles. Mountains will appear that you will have to climb, get around or dig tunnels through. Moving mountains requires the right tools, faithful partners in the work, bottomless tenacity and abundant courage. In my case, it has meant reading things about myself in the news which I know aren't true, written by people with hidden agendas or grudges against me. It has meant years of dogged tenacity in finding people in the community with the same empathy and demonstrating to them the efficacy that their money can have on the health of the overall community when applied in the right places. Without partners in the work like these, PFP would not have realized any substantial victory.

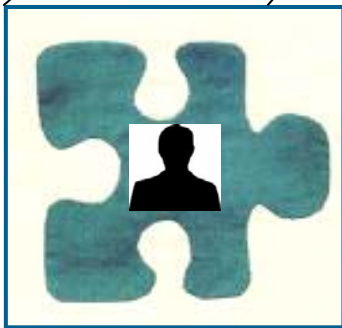
Victory has not been easily achieved, nor has it come all at once. I have had to turn a deaf ear to those "boo-ing" from the sidelines, As Coach Alberts taught me in high school football, you have to keep your eyes on the goal line, put your head down, put blinders on and run as if your life depends on it, because when you are battling poverty, somebody's life does depend on it.

While it is gratifying to survey all that has been accomplished at PFP in these last two decades, there is so much left to be done. As I think back over all that it has taken to come this far, I find myself wanting to create a legacy for the future by leaving trail markers for those who come to know the PFP story, to point out the way for them to create renewal in their own communities. Just remember, once you have your **Vision**, once you have what you need to **Venture** out with courage and you wisely chart your course, just continue to put your feet on the floor every morning, and with God as your guide and your sustainer, you will have the **VICTORY!**

Your gift of \$10, \$15, \$25 per month can go a long way in helping someone change his or her life! Please visit us on the web at www.peopleforpeople.org

Expanding PFP Services to Meet the Needs Of Multiple Generations

What Is the Missing Piece Needed to Complete This Picture?



Could It Be YOU?

Don't Our Children Deserve Better?



Can You Help Us Give Them More?

YOU can help change the daily world of the children and families in this community by helping us move these PFP Charter School students from a parking lot to a clean, safe facility where they can use a gym, and science and computer labs no matter what the weather is. In addition, the PFP Community Center will provide space for after school and mentoring programs, as well as other activities and events for youth and families from the surrounding neighborhood. Please partner with PFP by going online to www.pfpexpansion.org or by sending a check payable to People for People, Inc. to:

Office of Development; People for People; 800 N. Broad Street; Phila. PA 19130

Stand for Africa



On April 17th, Pastor Lusk hosted a **Stand for Africa** dinner and fundraiser for SFA partners in the PFP Charter School Library, to update them on current work taking place in Africa with SFA funds. About 60 people, including pastors who have supported Stand for Africa since its inception in 2003 attended.



Also in attendance was Comcast CN8's **Arthur Fennell**, a good friend of Pastor Lusk, who accompanied him on his last trip in November, 2008 to Tanzania, Kenya and Zambia. On that trip Arthur gathered a great deal of footage and numerous photographs which he brought home and compiled into a new DVD about the SFA work taking place in sub-Saharan Africa on behalf of those suffering from the effects of HIV/AIDS, including the millions of orphans who have lost their parents to that disease.

While there he documented the tremendous difference made by the completion of a new hammer mill which produces meal from grain for a cost of about 15 cents per day to feed a family of 4 people. The mill cost about \$7,000.

In addition, a new borehole has been drilled, creating a well that cost \$8,000 which will provide clean

water for generations. He also records for us what real poverty looks like: the kind of poverty rarely seen in this country. Anyone who would like to see Arthur Fennell's new DVD can do so by visiting www.standforafrica.org and clicking on the video screen on the left side of the front page. Also, the DVD may be ordered from Pastor's Executive Assistant, Mueni Mwanzia, at the number below.



Arthur Fennell, (center standing,) speaks about his trip with Pastor Lusk in November, and about his vision for his new SFA DVD which documents much of the work he saw taking place through SFA.

Pastor Lusk is planning a trip to Kenya from January 4th through 15th, 2010 when he will take a few supporters with him to witness SFA work for themselves. The cost per person is \$2,000. For more information, contact Pastor Lusk's office at (215) 235-2340, ext. 1702.

The PFP HOPE Center

People for People opened the HOPE Center in 2008 in order to bring HELP and HEALING to those facing unexpected pregnancies or trying to overcome guilt and pain associated with past abortions, through qualified, confidential counseling. PFP recognizes that the well-being of parental relationships and families sometimes requires additional help, and the HOPE Center meets these inter-generational needs.

The HOPE Center is located at
716 N. Broad Street and is open six days a week.
M—W—F from 9:00 a.m.—5:00 p.m.;
T and Th 10:00 a.m.—7:00 p.m. and
Sat. 10:00 a.m.—1:00 p.m.
Call at (267) 546-3600 OR (800) 395-4357
(CareNet Option Line)



There Is Always HOPE.



People for People Institute

Sponsors Community Symposium: *Faith, Reason & Justice*



A Conversation on the Prison Industrial Complex

Eastern University's *People for People Institute* sponsored a symposium entitled, *Faith Reason and Justice: A Three-Tiered Conversation on the Prison Industrial Complex*, on Friday and Saturday, April 3rd and 4th, 2009 at *The View*, atop the People for People Building in Center City Philadelphia.

The symposium explored the issues surrounding mass incarceration in Philadelphia and the nation, including discussion regarding national policies, cultural attitudes, and organizations that are working to create change.

Topics included, "The Power and Importance of Change, Creating a New Mindset on Manhood"; "Is God in Prison, Holistic Ministry to Prisoners and the Prison System"; "The Role of Arts in Restoration and Redemption"; and "Beyond the Rap, Is There a Message in the Music?" In addition there was a screening of the documentary, *Hip Hop: Beyond Beats and Rhymes*, followed by a panel discussion exploring if and how hip hop impacts the decisions of its listeners and the possible connections this has to the current over-incarceration rate among young, adult, black males.

The opening address featured Mr. William Dimascio of the Pennsylvania Prison Society, and the keynote address featured Reverend Lin Crowe, former head of the Philadelphia Leadership Foundation, currently with The Navigators.

The People for People Institute was created through a partnership between Eastern University and People for People, Inc., to offer contextualized academic degree programs to constituents of People for People, Inc. and the Philadelphia community it serves.

Good News for People for People, Inc.

- A couple who prefers to remain anonymous recently contributed \$100,000 towards the construction of the new PFP Community Center (see article on page 2 for complete details.) PFP is enormously grateful for the extraordinary generosity of these and other people who recognize the need for this facility and have partnered with us to bring the vision to a reality.
- **H. F. (Gerry) Lenfest**, President and CEO of the Lenfest Group in West Conshohocken, recently contributed \$25,000 towards the PFP Community Center construction as well. Mr. Lenfest and his son, **Brook**, have both been immensely supportive for a long time towards the work of People for People and we are proud to have them as PFP community development partners.
- The People for People Early Childhood Development Center was recently awarded its third Keystone STAR out of a possible four, by the Keystone **STARS** Program of Pennsylvania's *Office of Child Development and Early Learning*, a state initiative to promote excellence in early learning and school age environments. **STARS** stands for **S**tandards, **T**raining, **A**ssistance, **R**esources and **S**upport. The PFP ECDC is licensed to care for 135 children from 6 weeks of age through Pre-K. **Director Jacquelyn Bryant** was also just nominated as "Emergent Leader of the Year" by the Keystone Rising STARS Awards officials.
- The People for People Credit Union has been officially certified by the Federal Government as a *Community Development Financial Institution*, making it possible for the PFP CDCU to now offer more financial products and services to the underserved constituents of the surrounding area. For more information, please log onto www.cdfi.gov.

Mentoring Children of Purpose (MCOP)



According to a **2009** report from the Bureau of Justice Statistics, at midyear 2007, **52%** of all state inmates in this country, and **63%** of all federal inmates were parents of children under the age of 18. This represents an estimated 809,800 prisoners who reportedly had a national total of **1,706,600** children growing up without them in their daily lives.

In a **1999** Pennsylvania Department of Corrections survey of inmates and their family backgrounds, **55%** indicated that they had minor



children and **42%** indicated that they had two or more children under the age of 18. The average age of these children was 7 years old. Based on this survey, there were at least **15,000** children of prisoners that lived in Philadelphia County alone! What's more, it is estimated that about **70%** of children in Philadelphia whose parents have been incarcerated eventually become members of the penal system themselves. *People for People is intensely interested in reversing this trend.*



PFP has long recognized the considerable potential resident in ALL of our local youth, and is focused on nurturing and maximizing it through the PFP **Mentoring Children Of Purpose** initiative (MCOP). In addition to easing the loneliness and stigmatization experienced by children in this situation, our mentors help their mentees sort through the confusing decisions and pressures which present themselves to all young people, *pointing the way* towards the wisest life choices, and helping them to prepare for their own promising futures.

In the four years since the inception of the PFP MCOP initiative, we have been able to match 200 children with mentors who have had a positive impact on their lives. MCOP mentors help the parents at home, who are sometimes holding down more than one job while dealing with multiple children, to reinforce and grow the strengths of the mentees, while encouraging them, guiding them in the right direction and helping them reach for their dreams. If you would like to be a mentor, please contact Reverend Robert Kilby, II by phone at (215) 235-1394; ext. 1913 or email, rkilby@peopleforpeople.org



Mr. Williams and Senator Farnese



Mrs. Osborn

Pennsylvania State Senator Lawrence M. Farnese Visits the PFP Charter School

The children of Mrs. Casey Osborn's PFP Kindergarten class were recently visited by Pa. Senator Lawrence M. Farnese, Jr., and treated to a story which he read to them. In addition to reinforcing the idea of the importance of reading to the children, Senator Farnese also answered inquiries from the children who interviewed him about his work as a Senator with some very good questions!



“The View”

Providing a Splendid View of the City and First Rate Service For Your Special Event!



Space is also available for smaller affairs, and the banquet hall can be arranged for conferences, seminars or banquets with space for musicians and dancing, and has large screen projection capability.

Corporate Conferences
Birthdays
Weddings
Anniversaries
Graduations
“Sweet 16s”
Banquets
Church Events
Business Events
Security
Valet Parking



For a personal consultation, contact Nakiya Jackson, Manager, at (215) 235-4525
Or see more on the web at www.peopleforpeople.org and click on *The View*

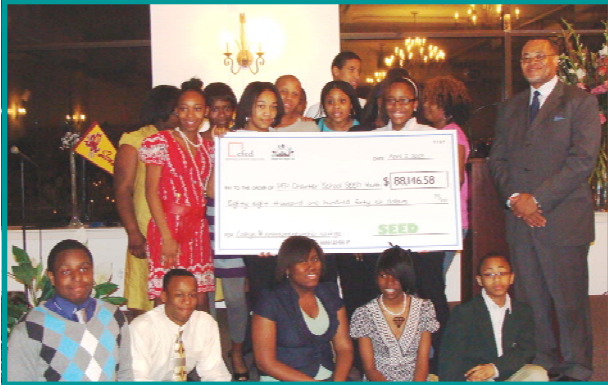
PFP Kindergarten Students “Adopt” Iraqi Soldier

Rebekah Schultz, (right,) is the lead Kindergarten teacher at The People for People Charter School. She has spent the last three years teaching in Kindergarten and each of those years she has found ways to encourage the students to give back to others. She believes it is important that they understand that even at age five or six they are still able to help those in need and to play a positive role in the community. Soldiers’ Angels is a non-profit organization that she has actively supported for over two years. They helped her class to “adopt” a soldier, Joseph, and they corresponded with him faithfully for months. During last December she recruited the entire school to donate cards and candy canes. The students filled the cards out and sent them to Afghanistan, so that Joseph was able to pass them out to the 200 men and women under his supervision. They were all very grateful and though Ms. Schultz and her class did not do this for any type of recognition, an award from his unit showed up a couple weeks later. They are excited to report that in April Joseph and his unit returned to the United States! The class has already adopted another soldier whom they hope to see come home safely, as well.



PFP Charter School SEED Savings Program A Big Success!

Seventy Five Participants in CFED Experimental Program Save \$88,156.48



The People for People Charter School has been one of only 12 sites in the country to participate for the last 4 years in an experimental savings program seeded by the Corporation for Enterprise Development, to demonstrate the powerful effectiveness of students saving for college, first homes and/or first businesses. Each accountholder received an initial deposit of \$500 from CFED and was able to earn a dollar-for-dollar match up to a total of \$1,200.

On April 2, 2009, participants enjoyed a celebratory Graduation Dinner at The View, which was covered by Channel 6, WPVI. Carl Rist, Director of the CFED SEED Policy and Practice Initiative, and Rochelle Watson, CFED Senior Program Manager, (photo lower left,) encouraged the PFP Students to now roll over their savings into “529” savings accounts for college, or into another approved savings vehicle for allowable uses, and to continue to practice their good savings habits for the rest of their lives.



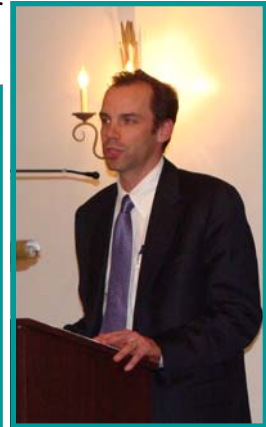
Dr. Leonard Jamison, Dean of the PFP Institute, praised and congratulated the students for their perseverance in saving.



Ashley Newby-Hall receives graduation certificate.



Successful entrepreneur, David Brown, President, *Brown Partners*, spoke about entrepreneurial motivation which led him from humble beginnings to his current success.



Mr. Edward Clare, Jr. from the Pennsylvania State Treasury Department explained “529” savings accounts for college.



Left to right: PFP Charter School Director, Andre Williams; Executive Administrator and PFPCS SEED Program Manager, Andrea Padron; CFED Senior Program Manager, Rochelle Watson; and Director of the CFED SEED Policy and Practice Initiative, Carl Rist, holding plaques given by the school to CFED in appreciation for all that they have done for the PFPCS students.

The PFP Charter School’s unique approach to delivering financial education through entrepreneurship training prepares the students to become entrepreneurs by teaching them business ethics, personal goal setting and saving. Throughout the school year the students exercise their learned skills through small business ventures such as designing, producing and selling greeting cards and artwork, or conducting fruit and pretzel sales.

PFP congratulates our students for exercising wisdom and discipline in saving towards their futures!

*People for People, Inc.
Celebrates 20 Years
Of bringing a full spectrum of
Life-changing programs to
Residents of Philadelphia.
Join us for our special
PFP Banquet in October.
(Date to Be Announced)*

*Watch your mail
for your invitation, and
Mark your calendar!*

*Also, visit us on the web
for new details at
www.peopleforpeople.org*



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STAMP

PFP Newsletter Produced by
The PFP Development Office



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ADDRESS LABEL

Thanks to Rebekah Schultz
PFP Charter School Kindergarten Teacher
For the story about her students
Adopting a soldier in Iraq

Will You Help Us Continue to Change Lives?