

2022 ANNUAL REPORT





Kelcey Johnson, Executive Director (left) and Jeanne Jemison

Dear friends,

2022 was a big year for the Hospitality Hub. After years of planning, fundraising, and incredibly hard work, we opened the doors to the new Hub campus at 590 Washington Ave. The new Hub campus is a safe, kind, and respectful environment that provides services and resources to thousands of Memphians experiencing homelessness. If you have not yet seen it, we welcome you to sign up for a tour on our **website**.

In preparation for the new campus opening and expanded operations, we also welcomed a number of new team members, including additions to our leadership team. I am so proud to work alongside such talented, compassionate, and dedicated individuals to serve our guests every day. Together, we work to ensure that every guest who walks through our doors is greeted with warmth and kindness.

Since we have been in our new building, the number of guests we serve has grown tremendously.

In any given week:

- The Hub's case counselors meet with approximately 250 individuals of all backgrounds experiencing homelessness
- The Hub Hotel shelters 30-40 women and children
- Street Outreach connects with 30+ individuals to offer resources
- Work Local provides temporary fair-wage work opportunities for 100+ individuals

We are deeply grateful to every individual and organization that has supported us in 2022 - you'll read about some of the amazing ways your contributions have had an impact on our guests and on our community. We can't wait to work more closely with you in the new year to make Memphis a great place for everyone, regardless of their life experiences.

With gratitude,

Kelcey Johnson
Executive Director

Our New Hub Campus

Following years of planning, fundraising, and collaboration with partners in the community, we were thrilled to move into our new Hub campus in August 2022. Our new campus expands our capacity to serve and shelter those in need. Here's a peek into our new Hub campus:

Community Room & Partner Spaces

From the moment guests walk into our building, they are greeted by an inviting lobby space with ample seating, coffee, restrooms, and wifi while they prepare to speak to a case counselor. Our Community Room provides space for case counselors to meet with guests to understand the challenges they face in moving out of homelessness and to co-create solutions to address those challenges. Our new building also houses flexible office space and program rooms where partners can provide services to our guests and members of the unhoused community.



Hub Hotel Women's Shelter

The Hub Hotel is the region's first barrier-free emergency shelter for women. It is a thoughtfully created and trauma-informed space designed to promote healing and provide the stability guests need to move out of homelessness.

The Hub Hotel has:

- 17 bedrooms (34 beds and 17 trundles)
- A full kitchen and dining room serving three meals a day
- Scosha Salon, a volunteer-run hair and nail salon for Hub Hotel guests
- Private outdoor spaces including a patio and courtyard
- Shared spaces for meetings, events, and programs

See the Scosha Salon in action [here](#)



Hub Plaza

The Hub Plaza is a world class public park created specifically for people experiencing homelessness. The Plaza provides guests with a place to safely rest and decompress adjacent to the core services offered by the Hub.

The Hub Plaza houses:

- Our Street Outreach office, where team members can engage individuals who may be hesitant to enter the building
- Plenty of green space and shaded seating areas for guests to relax
- Flexible areas for volunteer groups and partners to engage the homeless community
- 10 Hub Studios, temporary shelter units for guests for whom other shelter options are insufficient or non-existent

Interested in learning more about our new campus? Sign up for a tour [here](#).





Our Impact



Guest Services

Each individual we meet has a unique story and set of needs. Our experienced Case Counselors work closely with each guest to identify the next step that's right for them. Whether it's finding a safe place to stay, obtaining a state ID or a birth certificate, connecting to employment opportunities or getting a referral to a partner agency, our Case Counselors support each guest as they navigate their own, unique journey out of homelessness.

2,660 guests served
including 515 families in 2022

33% women

65% men

2% gender non-conforming

2,100+ birth certificates and
state IDs provided

641 COVID lab tests

Adult age breakdown:

6% 18-24 years old

17% 25-34 years old

22% 35-44 years old

23% 45-54 years old

32% 55 and over

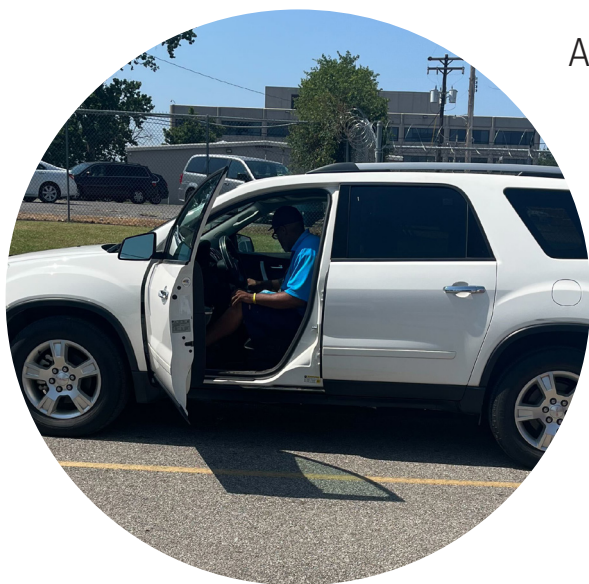
“I graduated from the bus to a **Benz!**”

Guest Services Spotlight

We first met Andre in 2021. He had recently been released from prison and was dropped off with no resources to support his reentry into society. Without even an ID, Andre was referred to the Hub, where he met our Guest Services Supervisor, Bailey.

The first step to helping Andre find employment and permanent housing was to apply for his birth certificate. While a Tennessee birth certificate typically only takes a few weeks, Andre was born on a military base in Germany, which meant added layers of complexity - in all, it took nine months of communications with the authorities in Germany to finally acquire his birth certificate!

In spite of the hurdles that faced him, Andre was ready to begin his journey out of homelessness and persisted in following up with every resource we offered. While waiting for his birth certificate, Bailey helped him to find temporary shelter and sign up for our Work Local program so he could start earning income and saving up. When he finally received his birth certificate, he was able to get a state ID and access full-time employment and permanent housing.



Andre recently visited the Hub to update us on his progress. “Thank you for being a resource when there was no one else,” he says. Pointing to his new car, Andre said, “I graduated from the bus to a Benz!”

See Andre’s Journey [here](#).



Enjoying our Women's Courtyard

Hub Hotel

Although women make up a significant portion of the adult homeless community, there are fewer resources, especially emergency shelter, for women experiencing homelessness. The Hub Hotel is the region's first barrier-free emergency shelter for women. In addition to providing a trauma-informed physical space for guests to heal, the Hub Hotel's 24/7 staff provides guests with intensive support to meet their immediate needs while they work towards permanent housing.

In 2022:

198 guests served in Hub Hotel

Average length of stay in Hub Hotel is **32 days**

50+ hair cut/style services provided through Scosha Salon, our volunteer-run hair and nail salon.

18 workshops/classes offered including yoga, dance, financial literacy, health, vision board and so much more!

“It’s going to be something new, **something better.**”

Hub Hotel Spotlight

After fifty years of full time employment, Angela had built a beautiful life for her family and was on the cusp of finally slowing down. That changed in 2020 with the tragic death of her son. Steeped in grief, Angela experienced the economic downturn of the COVID-19 pandemic as a blur. She lost her job. Her building owners raised the rent. Like so many others, she could no longer afford the home she’d lived in for years.

By the time she came to the Hub, Angela had exhausted all of her savings. “I didn’t know what the Hub was at that moment, but what I do know is that day was the first time someone looked me in the eye and really saw me,” remembers Angela.

We welcomed Angela into the Hub Hotel, our barrier-free shelter for women and their children. At the Hub, Angela had access to the space and resources she needed to get back on her feet. After a few months of dedicated support, she was able to move into a place of her own. “I know that whatever the next step is, I won’t be going back,” she says, “It’s going to be something new, something better.”

See Angela’s new journey [here](#).





Street Outreach Supervisor Liza Hubbard in the field

Street Outreach

We meet individuals where they are - in parks, underpasses, abandoned buildings - to connect them with a path out of homelessness. Our Street Outreach Specialists are especially adept at building trusting relationships and on-the-go case management services to serve those who may not yet know about the Hub or may be hesitant to come to us.

In 2022:

1,907 miles logged by the Street Outreach team

1,493 engagements with guests

349 individuals referred to a service

Thankful to everyone **that has helped him.**

Street Outreach Spotlight

Over a year ago, we met Stanfornordar and his girlfriend Felisa, sleeping at a park. They had been on and off the streets for seven years, and they were ready to get housed. Our Street Outreach team went to work, and Felisa was quickly approved for emergency housing. Stanfornordar, however, faced a bumpier road.

While we continued to advocate for Stanfornordar's housing, we got him signed up for the Work Local program so he could start saving. He was attentive and reliable, so when our partners at the Memphis Medical District Collaborative were hiring, Stanfornordar immediately came to mind.

Several months into his new job, Stanfornordar was diagnosed with throat cancer and underwent major surgery. While our team was processing this latest hardship, we received word that after more than a year, Stanfornordar had finally received approval for housing!

That happened around Christmastime, and we are thrilled to share that today Stanfornordar is cancer free and has moved into a place of his very own!





A guest in one of our Hub Studios

Hub Studios

The Hub Studios provide trauma-informed temporary shelter for those for whom other shelter options are insufficient or non-existent. The Hub Studios fill critical gaps for couples, families with older children, and individuals with severe PTSD. They provide a safe place to stay while we work to help them secure permanent housing.

We temporarily closed the Hub Studios in April in order to expand the successful pilot phase into a permanent feature of the Hub campus. The expanded Hub Studio program is slated to open in late Spring of 2023. We're extremely grateful to the Community Foundation of Greater Memphis for their generous support in helping to expand this remarkably effective work.

In 2022 (Jan - April)

8 guests sheltered through Hub Studios

Guests stayed an average of **32 days** before being permanently housed.

He had a place to call his own

Hub Studios Spotlight

Our Street Outreach team first met Mr. Osman in a parking lot. Mr. Osman told us that he was tired of being homeless and ready to get off the street. Originally from Somalia, Mr. Osman didn't speak a lot of English, but our team was determined not to let that be a barrier for him to get help.

We welcomed him into a Hub Studio and set about advocating for him to be approved for permanent supportive housing. In the meantime, Mr. Osman diligently worked to get all of his vital documents and we helped him find a job so he could start earning income of his own.

When the Hub Studios closed for construction, Mr. Osman left to stay with a friend, and we lost touch with him. Our team persisted in working his case and searched all over Memphis while continuing to advocate for him. When we finally found him, we could share the good news that his housing voucher had been approved!

We were thrilled to help Mr. Osman move into his new place; for the first time in more than three years, he had a place to call his own.





Work Local crew cleaning up our city

Work Local

We partner with the City of Memphis Department of Public Works to clean up blight and provide temporary work opportunities for our guests. Program participants receive a daily stipend, lunch, and the opportunity for next-steps counseling. Working alongside guests, Work Local supervisors develop rapport and serve as additional facilitators alongside case counselors in support of guest's complicated paths out of homelessness.

In 2022:

2,822 Work Local participants

9,282 bags of trash filled

\$141,000+ paid in participant stipends

“Ain’t nothing to it **but to do it!**”

Work Local Spotlight

Maudie “ain’t nothing to it but to do it!” joined our Work Local program over a year ago. At 70 years old, Maudie set the tone and pace for the rest of the crew members. She showed up to each shift focused, energetic, and with a positive attitude about getting the work done.

When we had an opening on our Kitchen team, our Work Local Supervisor, Bart, approached Maudie, knowing that her can-do spirit would fit right in with our team. We were delighted to find out that Maudie is not only a hard worker, she is also passionate about cooking.

Maudie’s story is exactly what makes our Work Local program so magical. Thanks to Bart, we are delighted to have Maudie join our team and to be able to provide more permanent employment to one of our best Work Local crew members yet!





Hub Warming Center at Greenlaw

Warming Center

The Hub operates the City's warming center when the temperature falls below freezing, providing a place of warmth and kindness for the unhoused population to shelter from dangerous conditions. Over the Christmas holidays when Memphis was hit with an Arctic blast, we kept our doors open 24hrs for five full days to shelter individuals from the extreme cold.

In 2022:

The warming center was open for **18 overnights**
and **5 full days**

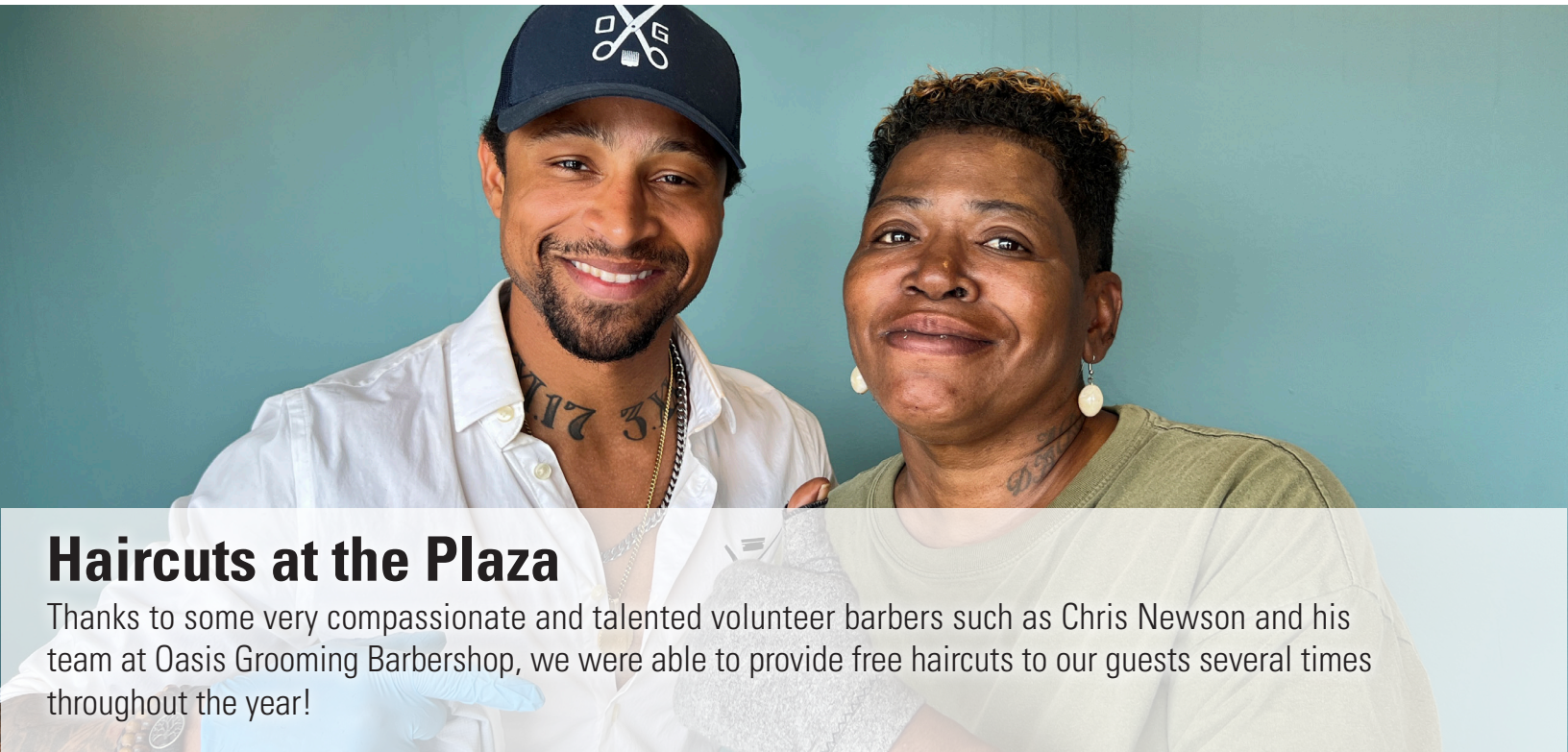
We served **550 guests** and provided **3,250 meals**

We sheltered an **average of 64 guests** at any given time.

Learn more about the Warming Center [here](#).

Community

Our work would not be possible without our donors, partners, volunteers, and other supporters in the community. Here's a quick snapshot of the ways we've worked together in 2022:



Haircuts at the Plaza

Thanks to some very compassionate and talented volunteer barbers such as Chris Newson and his team at Oasis Grooming Barbershop, we were able to provide free haircuts to our guests several times throughout the year!



Feeding our Community

We welcome partners and volunteer groups to use the Hub Plaza to serve the unhoused by providing free meals. Thank you to all of the wonderful volunteers who served numerous meals to our community over the past year (and a special shout out to Big Al and his crew for faithfully serving every week!).



Opening Party

We celebrated our campus opening with our guests, our team, our partners, our supporters and you, our community—all of whom make the Hub possible. All of whom help us create kindness in our city. If you were present to celebrate with us, thank you!



Invaluable Partnerships

With the opening of our new campus and expanded space, we were able to welcome several partners to provide free services to our guests such as food stamps assistance (Mid-South Food Bank), legal services (Baker Donelson), flu and COVID vaccinations (Shelby County Health Department), and so much more!

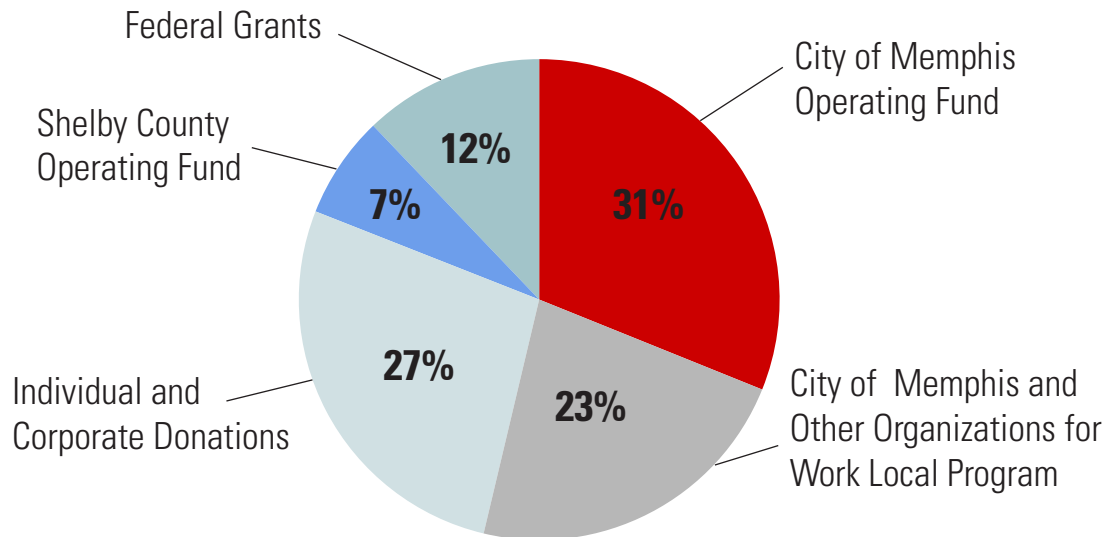


Holidays at the Hub

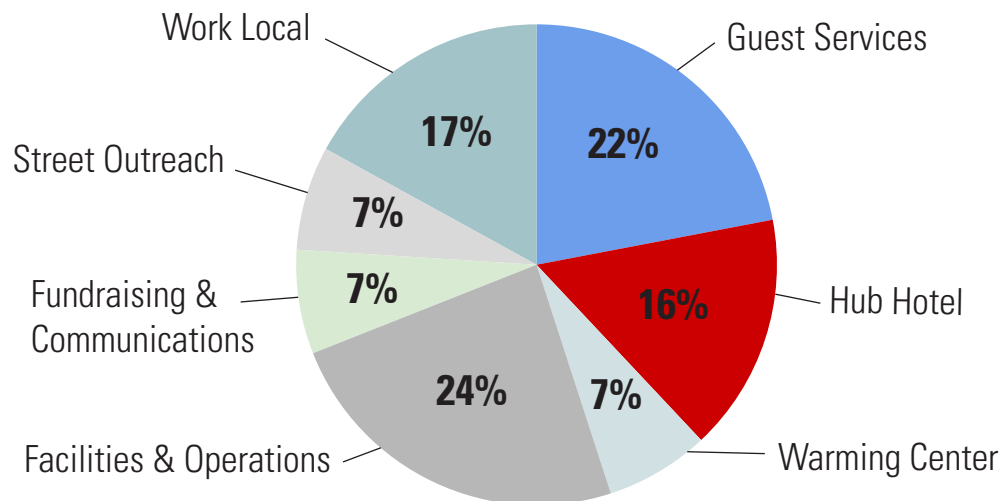
We are so thankful to all of the individuals and volunteer groups who made the holidays an extra special time on campus. Thank you to Pavo Salon for organizing a hot chocolate and stockings party and Chef Tam's Underground Cafe for hosting our guests for a festive meal, and so many more donors who created a wonderful holiday experience for our guests.

Our Financials

Every dollar we receive is used toward our goal of helping people exit homelessness. Here's a snapshot of the money we were able to raise and how we used it in 2022.



Total Revenue \$3,626,970



Total Expenditures \$3,444,961

What's Coming in 2023



Hub Studios

In 2023, we look forward to the new, expanded Hub Studios opening along the Northern edge of the Plaza in late Spring of 2023. Since piloting the Studios in 2021, they have proven to be an excellent tool, particularly in helping individuals who are chronically homeless and/or are unable to access other shelter options to move into permanent housing.



Hub Hall

We are partnering with HUD and the Community Alliance for the Homeless to pilot a new program serving youth aged 18-24. Hub Hall provides transitional housing for up to 12 young people, with the goal of supporting each guest to make the successful transition into permanent housing.

Get Involved

You can create kindness. Whether you have resources, networks, skills, or time to give, there are many ways you can support the Hub's work of helping people to exit homelessness. Here are a few ways you can get involved:

Invest in Impact

The Hub relies on a small group of donors who are committed to investing their resources to making Memphis a great place for everyone. Get in touch with us to learn more about how your donation can make a difference.

Become a Monthly Donor

The Hub's monthly donors provide a vital foundation of support that our guests experiencing homelessness can count on. Join us in our mission to end homelessness by becoming a monthly donor today!

Fundraise for the Hub

Whether you dedicate your birthday, run a marathon, or organize a bake sale, you can make a difference by fundraising to fight homelessness. Starting a campaign is easy and every dollar you raise will go straight to the Hub to support our work of helping people while spreading the story of the Hub and bringing in new donors.

Give In-Kind

In-kind donations are a key way you can support the Hub and our guests. Check our website for the most updated information about our current needs!

Volunteer

We rely on dedicated volunteers to help us extend hospitality to all of our guests, including preparing and serving food, running workshops and activities, and supporting our team in many more ways.

Learn more at www.hospitalityhub.org/get-involved/.

To donate, visit www.hospitalityhub.org/donate/