



FISCAL YEAR 2021 ANNUAL REPORT

A Place for Healing

OUR FOCUS ON TRAUMA-INFORMED CARE



PRIMO CENTER



Letter from Our CEO

Dear Friends,

Several years ago, while driving home from work, I found myself caught in a drive-by shooting. Although I escaped safely, for days that followed, I replayed the event over and over in my mind. I couldn't sleep, and I didn't want to eat. My training told me that these were symptoms of post-traumatic stress, and I was eventually able to process them and move forward in a healthy way. But few people who experience trauma have been given the healing tools that I was fortunate to have learned.

While this occurrence was out of the ordinary, it is hardly unique. Seventy percent of US adults—over 180 million people—have experienced a traumatic event at least once in their lives. This is an astonishing number, and if anything, it is an underestimation. COVID-19, the murder of George Floyd, the attack on the Capitol, and Russia's war against Ukraine have all occurred since this number was reported. The day before the tragic school shooting in Uvalde, Texas, the FBI released a report showing a 97 percent increase in public shootings from 2017 to 2021. Experiencing these events, or even witnessing them on TV, is beyond our "normal" experience and can cause or trigger traumatic stress.

The statistics around trauma are even more concerning among people experiencing homelessness. Housing instability is a major contributor to traumatic stress. More than 90% of sheltered and low-income mothers have experienced physical and sexual assault, and children experiencing homelessness are also at higher risk for traumatic stress. But no one is immune: trauma has a ripple effect, impacting the person who was traumatized, the people closest to them, the community around them, and so on. Trauma can lead to learning issues, employment challenges, mental and physical health problems, and other negative outcomes, including post-traumatic stress disorder.

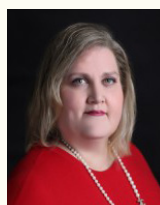
This is why, since 2009, Primo Center has used a trauma-informed approach to care for people and

families experiencing homelessness—now widely considered the gold standard. According to the Center for Health Care Strategies, "Trauma-informed care acknowledges the need to understand a patient's life experiences in order to deliver effective care." Every Primo Center staff person—clinicians, administrators, and support staff—is trained to use a trauma-informed approach in interacting with our residents.

Since implementing a trauma-informed approach, the number of Primo Center families who established permanent housing increased from approximately 50% to over 90%. The percentage of families who received important follow-up care from Primo Center saw a similar increase. Fewer than 5% ever return to homeless.

Since implementing a trauma-informed approach, the number of Primo Center families who established permanent housing increased from approximately 50% to over 90%.

We believe so strongly in the power of trauma-informed care that we have chosen to focus this annual report on our trauma-informed work and on building awareness about this lesser-known epidemic. As recent years have shown, trauma is not going away, but with your support, we are helping our community build resiliency tools to prevent future post-traumatic stress and the costly effects that come with it. Thank you so much for your generosity, care, and commitment.



With gratitude,

Christine Achre, MA, LCPC
Chief Executive Officer
Primo Center

Impact in 2021

BY THE NUMBERS

97%

of families placed in permanent housing **did not return to shelter**

88%

of families placed in permanent housing **left with income and/or benefits**

85%

of families placed in permanent housing **received follow-up services**

82%

of families show signs of **improved functioning**

73%

of participants in the shelter-based programs **reported a reduction in parental stress**

72%

of children 0-5 showed **improved developmental functioning**

The Power of Safety

For a mother of four, feeling safe leads to long-term benefits.

When Natalie first came to Primo Center's Madison Residence with her four children, her demeanor was guarded. Clutching her bags, she kept her eyes fixed on her children at all times. To make sure that she and her children felt safe, our staff placed Natalie (not her real name) with a specific Case Manager who we felt would put her at ease.

Over two meetings with her Case Manager, Natalie slowly began divulging more information about her background, which led the Case Manager to refer her to an onsite therapist. After meeting with the therapist, Natalie and her family received health check-ups at Lawndale Christian Health Center, which included COVID-19 vaccinations.

As she felt more comfortable, Natalie began spending time with her children in the playground area and allowed them to play with the other kids. She also

started voicing her ambitions, which became part of her goals that Primo Center would help her work toward. Soon, Natalie was comfortable enrolling her children in school and was able to seek employment. Within two months, she began a job at Amazon Warehouse, where she still works, and by three months, she became housed through the Chicago Housing Authority Domestic Violence voucher.

Natalie told her therapist and Case Manager that she could not have opened up if she hadn't felt safe at Primo Center. As a result of the trauma-informed care she received, she was able to utilize the services and resources that were available to her and develop tools that she says she will continue to apply to her everyday life.

As she packed her belongings to go to her new home, Natalie told her roommate, "Trust the process! I know it may seem strange to let your guard down and trust people you barely know, but they made me feel comfortable every day."

Primo's Permanent Supportive Housing (PSH) located in Hermosa provides families with a safe and nurturing environment to heal.





KIDS CONNECTED

Connecting the Family to Care

Kids Connected helps a child and her grandmother heal and start anew.

As a result of domestic violence inflicted upon her by her husband, Ms. Roberts and her granddaughter Danielle (not their real names) were experiencing homelessness. When they arrived at Primo Center, Ms. Roberts was not only concerned with her own emotional healing, but also with Danielle's. They were referred to the Kids Connected program, where Danielle was connected to a Child Therapist.

After the trauma they had both experienced, Danielle exhibited anxiety and became increasingly concerned with her grandmother's well-being, frequently asking about death. This was compounded when Ms. Roberts's husband, Danielle's grandfather, died during their time at Primo Center.

With the trauma-informed care Danielle received through Kids Connected, she was able to process her loss and grief around her grandfather's death and manage her anxiety in a healthy way. Danielle became more expressive, learned to combat negative

and irrational thoughts that triggered her anxiety, and developed self-regulatory coping mechanisms.

Kids Connected understands that serving the child requires serving the entire family. The staff collaborated internally and externally to connect Ms. Roberts and Danielle with supportive housing, and the following year, they transitioned into their own apartment. Kids Connected also helped the family obtain furniture and cookware for their new home.

The support didn't end there. Kids Connected assists Ms. Roberts and Danielle with ongoing community support, case management, and therapeutic services and serves as a liaison and community partner for Danielle's educational career, working with her school to ensure that her academic needs are met and supported. When Ms. Roberts endured a heart attack, the program connected her with resources for medical continuity of care and therapeutic support surrounding the health scare.

Today, Danielle is flourishing. Kids Connected was successful in enrolling her into an afterschool program and Girl Scouts of America. Because of the trauma-informed care she received, she is establishing and developing thriving social relationships with peers and adults.

Share Our Spare

Primo Center is grateful for our long-standing partnership with Share Our Spare. They have been a friend to Primo Center since their founding in 2011 by Amy Kadens, following the birth of her first child. Amy realized that being a new mom was challenging even with extra resources and support, and that no parent should ever have to endure the stress of providing the basics. She leveraged her network of friends and family who had extra baby items to share and connected them with Chicago's most needy and vulnerable families.

Share Our Spare's mission is to ensure every child in Chicago has the essentials they need to thrive in the first five years of life. This is in direct alignment with Primo Center's early childhood development services, which include onsite early learning centers, the evidenced-based Parents as Teachers (PAT) home visiting program, and child-parent psychotherapy. Our early learning programs, babies, and younger children have truly benefitted from the new and gently used items from those with "extras" to spare!

Thank you, Share Our Spare, for your generosity and passion for improving the lives of vulnerable children and believing that *all* children are *our* children. Thank you for your humanity and for making the world a better place!



Lavin Family Foundation

“We always look to provide support that addresses multi-layered needs.”

– Carol Lavin Bernick, President
Lavin Family Foundation

Primo Center’s longtime friends at the Lavin Family Foundation truly understand the difficult circumstances experienced by the vulnerable families we serve. They are also aware of the additional strains that the COVID-19 pandemic placed on Chicago’s nonprofits. We are extremely grateful for the magnificent array of clothing, shoes, and basic-needs items that we receive throughout the year from their CC’s Wish List initiative. We wish to express special appreciation to Debbie Grinnell for bringing this opportunity to our families and to Marty Whealy for organizing and coordinating the effort. Thank you, Lavin Family Foundation!



Austin Interim Housing resident showing off the beautiful clothes from CC’s Wish List.



Amy Gudgeon (pictured with Primo Center Staff) along with her family and friends makes sure that our families enjoy a wonderful Thanksgiving!

Volunteers and In-Kind Donors

In challenging times, we turn to those to whom we are closest—for comfort, friendship, and support. In 2021, the COVID-19 crisis continued to create unprecedented challenges for the children and families that Primo Center serves. Although we were not able to hold volunteer-supported events inside our program sites, we adapted and created new ways for volunteers to provide resources and joy to our community. We would also like to thank our dedicated staff, board members and other friends for your steadfast support, thoughtfulness and time.

- 16th Ward Alderman Stephanie Coleman
- 24th Ward Alderman Michael Scott, Jr.
- A.L.I.C.E.
- Acts of Love-Reverend William Hall
- AKArama Foundation-Alpha Kappa Alpha Sorority, Incorporated
- Alden Wentworth
- Amy Gudgeon Friends & Family
- Andrea Metcalf
- Andrea Ruffin Friends & Family
- Apostolic Faith Church
- Beautiful Zion M.B. Church
- Black Fire Brigade
- Burrell Communications-50 Acts of Kindness Anniversary Campaign
- Captain Hooks / Firehouse Grill
- Cake 4 Kids
- Carey Tercentenary A.M.E. Church
- Chicago Alumnae Chapter of Delta Sigma Theta Sorority, Incorporated
- Chicago Metropolitan Alumnae Chapter of Delta Sigma Theta Sorority, Incorporated
- Chicago Police Department District 07
- Church of the Holy Comforter
- Classic Kids Photography
- Demoiselle 2 Femme
- Dr. Sandra Kato and Friends
- Dyomni LLC & Divine Interventions
- Fresh Thyme Farmers Market Store #107
- Glasser Preschool / Oak Park Temple B'nai Abraham Zion Congregation
- Growing Home
- HER Drive
- iF Charities
- Illinois State Police
- Imani Pearls Community Development Foundation-Alpha Kappa Alpha Sorority, Incorporated-Chi Omega Chapter Adopt-a-Shelter 2021
- Jack and Jill of America, Incorporated-North Shore Chapter
- Kids That Kare
- Lance Macon & Friends
- Langley Avenue Church of God
- North Shore Helpers
- Northwestern Department of Dermatology
- Order of the Eastern Star-Chapters #555, #2, #452
- Poodie's Pajama Drive
- Pretty Girls Pray
- Prime Time Sisters Circle
- Project I AM
- Public Equity-Englewood
- Sherwin Williams-1120 West Exchange Avenue Store
- Shoebox Project
- Marva Simmons
- Sisters with Hope, Inc.
- St. James AME Church
- Starbucks-63rd & Halsted Team
- Stephanie Norwood
- Target West Loop
- Team Rubicon
- Teamwork Englewood
- The Birthday Party Project
- The Shoebox Project
- United Way of Metro Chicago
- Vital Proteins
- Westside Cultural Foundation
- Women's Progressive Health Care
- You B4 Me
- Zeta Phi Beta Sorority, Incorporated-Zeta Tau Zeta Chapter

Thank you for
your kind and
generous hearts.



United Way of Metro Chicago/Starbucks Englewood planted a vegetable garden and flowers during their volunteer day of service.

Financial Reports

STATEMENT OF ACTIVITIES	
SUPPORT AND REVENUE	
SUPPORT: FOUNDATIONS, CORPORATIONS AND RELIGIOUS COMMUNITY	\$1,121,087
GOVERNMENT GRANTS	\$4,893,811
INDIVIDUALS	\$656,458
TOTAL SUPPORT	\$6,671,356
REVENUE: MEDICAID	\$727,202
RENTAL INCOME – PERMANENT HOUSING	\$25,287
DEBT FORGIVENESS	\$907,779
INTEREST	\$400
MISCELLANEOUS	\$5,085
TOTAL REVENUE	\$1,665,753
TOTAL REVENUE AND SUPPORT	\$8,337,109
FUNCTIONAL EXPENSES	
PROGRAM	\$6,485,456
MANAGEMENT AND GENERAL	\$1,359,339
FUNDRAISING	\$121,997
TOTAL FUNCTIONAL EXPENSES	\$7,966,792
CHANGE IN NET ASSETS	\$370,317
NET ASSETS, BEGINNING OF YEAR	\$5,529,477
NET ASSETS, END OF YEAR	\$2,899,794
STATEMENT OF FINANCIAL POSITION	
ASSETS	
CASH	\$955,425
UNCONDITIONAL PROMISES TO GIVE	\$1,572,500
GRANTS RECEIVABLE	\$980,221
PREPAID EXPENSES	\$11,535
PROPERTY AND EQUIPMENT, NET	\$1,717,987
SECURITY DEPOSITS – RENTAL	\$43,821
TOTAL ASSETS	\$5,281,489
LIABILITIES	
ACCOUNTS PAYABLE	\$235,102
ACCRUED EXPENSES	\$284,290
SECURITY DEPOSITS	\$6,500
LINE OF CREDIT	\$570,000
LOANS PAYABLE	\$1,285,803
TOTAL LIABILITIES	\$2,381,695
NET ASSETS	
WITHOUT DONOR RESTRICTIONS	\$1,289,794
WITH DONOR RESTRICTIONS	\$1,610,000
TOTAL NET ASSETS	\$2,899,794
TOTAL LIABILITIES & NET ASSETS	\$5,281,489



Donors

Primo Center gratefully acknowledges the following donors for their generosity in fiscal year 2021.

\$50,000 AND ABOVE

Todd and Martha Martin

\$10,000 - \$49,999

Leonard C. Goodman - Crown
Family Philanthropies
Jim Reynolds

\$5,000 - \$9,999

Alec Dike

\$1,000 - \$4,999

John Anos
Michelle Barrett
Troy Colbert

Marilee Conant
Christie Cox
Ali Dacy
Brian Fargo
Harrison Street Real Estate Capital
Elizabeth Holland
Marc and Heidi Kieselstein
Kimberly Evans Killion
Rhonda Kochlefl
Joseph Kunze
Paul Kwiecinski
Roy J. Lane Jr.
Jerry and Marsha Osher
Annette Pugh
Madeline Murphy Rabb
Douglas Ryan
Erin Shakoor
Teresa Sripada
Gene Weisskopf
Sarah A. Wickman
Elizabeth Wohlleb

\$100 - \$999

Wolbcja Abel
Carolyn Bavaro
Mark Bentz
Jami Best
Susanna Brown
Ann and John Butler
Sharon Cail
Danielle Meltzer Cassel
John A. Cassin
Jeanne Century
Kathleen Christy
Chloe Ciccariello
Julie Cole
Kyle Cooper
Dan and Mary Beth Cox
Julie Crothers
Kristen Feurer
Julie and Thomas Fisher
Jamie Flahaven
Stephen M. Fronk

Vanessa Watson Ford
Joan French
Joe Gerald
Kelly Glascott
Lauren Green
Sally R. Hair
Tracey Halama
Jodi Hansen
JoAnn Hanson
Tameka Haywood
David and James Hickey
Patricia Hoffman
John Johnson
Katrina M. Johnson
Stasia D. Johnson
Cassandra L. Kearney
David Kohn
Michael Kohn
Ronald Lampert
Bruce and Linda Lane
Donna LaPietra
Jennifer Liu
Taylor Lundeen
Jessie Mack
Lance Macon
Joshua and Cynthia Martin
Victoria Medvec
Corina Mills
Meghan Mott
Daniel E. Murphy
National Association of Black
Journalists
Jeanne Nutter
Patricia I. Omorogbe
Order of the Eastern Star
Kedar Pandit
David Parrish
Mark F. Peppers
Maryam Pezhouh
John W. Pfeiffer
Nicole Ranttila
Mikhail Rezazadeh
Jose Cruz Rivera
Nicole Romito
Vikki Rompala
Benoit Roux
Candice Rowe-Gresham
Dan Rudrud
Richard R. Ryan

Tara Sharp
Troi Sharpp
Raj Shah
Bill and Stephanie Sick
Carolyn Smith
Lisa M. Starceovich
Susie Steinberg
Nellie Stoeckel
Molly Stout
Carrol A. Tillman
Adrienne Weissman
William and Katie Wicklander
Sarah Elizabeth Vehlow

\$1 - \$99

Jezabel Acosta
Jessica L. Adelsbach
Stacy Aramouni
Madeline Bareiss
Elizabeth Barr
Christine Berardi
Susan Bergdoll
Lori Blum
Julian M. Blumenthal
Diane M. Bonselaar
Bianca Bradford
Judy M. Brown
Lauren Brown
Amanda Cage
Kathy Clementi
Meshach Coggins
Shalanda Cook
Rachelle Cooper
Missy Degleffetti
Latisha Ellison
Colin Erchull
Mary L. Feril
Nathan Franklin
Maria S. Friedman
Keith Garrett
Courtney R. Green
Geraldine E. Green
Angela Henderson
Adrian D. Horowitz
Lulu Huang
Lori Ingram
Diana Jarrell
Kathryn Kelly
Valeria Knighton

Helen Kopec
Kathleen Kornfeind
Joseph Kramer
Jason Lane
Sara F. London
Mark Lynes
Ian Mahoney
Kayla Manning
Jazmine McDougald
Shantae McGee
Monique McGhee-Hampton
Kina Monroe
Taylor Mosley
James Murphy
Megan S. Murphy
Peggy Neal
Kimberly Nielsen
Thomas G. Opferman
Jennifer Paulson
Cynthia Pendleton
Ann Plehl
Victor Li Quan
Sara Rashid
David Riley
Joanne Rinaldo
Dana Roberson
Zachary Roberson
Jacqueline Rosenau
Tim Royko
Caroline Schagrin
Lorraine A. Schmall
Bud Sims
Claire Stewart
Eileen O. Stotzer
Cheryl Thompson
Rolanda Turner
Allison L. Wade
Jamila Waite
Kristine Waite
Antionette Walker
Corrin Walters
Melissa Warner
Alyssa Wasilewski
Hannah Willage
Wendy Wilson
James K. Winston
Carla Wood
Angel Woods
Adam Woodworth

Board and Executive Leadership Team

Executive Committee

Quintin E. Primo III, *Co-Chairman*
Chairman and CEO
Capri Investment Group

Diane Primo, *Co-Chairman*
CEO
Purpose Brand

L. Heather Mitchell, *President*

Lee I. Miller, Chair, *Executive Committee*
Co-Head of Management and Investment
Committees
Abundant Venture Partners

Elizabeth Wohlleb, *Treasurer*
Managing Director
Harrison Street

Danielle Meltzer Cassel
Shareholder
Vedder Price, P.C.

Thomas Kim, LCSW, MBA
Chief Operating Officer
Storks

Mina Malik
Lecturer, Harvard Law School

Leslie McClellan, MD

Jeff Spight
Chief Executive Officer
Bumbershoot Health

Christine Achre, MA, LCPC
Ex-officio
Chief Executive Officer

Board of Directors

Ahmed Farag, MD
President
Diagnostic Imaging Specialists of Chicago

Trish Hoffman
CEO
Blitz Group, LLC

Elizabeth Holland
CEO
Abbell Associates

John Holmes
President and CEO
AAR Corp.

Marc Jacobson
Prudential Insurance Broker

Michael Madkines

Michael G. Pagliuco
Principal

Lisa Skolnik
Partner, Senior Vice President
Purpose Brand

Robin Gay Stafford, DDS

Chris Westall
Bounteous
Chief Strategy Officer

Dana Orr Williams
Senior Legal Counsel
The Northern Trust Company

Executive Leadership Team

Christine M. Achre MA, LCPC, *Chief Executive Officer*
Erik Harmon, MBA, *Chief Administrative Officer*
Shelley Cooper, *Chief Community Relations Officer*

LaTanya Gray, *Chief Program Officer*
LaShunda Brown, *Chief Officer of Quality and Impact*
Jacqueline Maddox, *Chief Compliance Officer*



Jermesha Smith, Parent Educator unloads diapers and other items from Share Our Spare.



North Shore Helpers brings tons of smiles and holiday cheer to our families even during the Covid pandemic!



Chicago's largest provider of services and shelter
for families and children experiencing homelessness
Since 1978

Christine Achre, MA, LCPC

Chief Executive Officer

6212 S. Sangamon St. • Chicago, IL 60621 • (773) 722-0544

PrimoCenter.org • Follow us on social media



The Primo Center (FEIN 36-2966006) is a tax-exempt charitable organization as described in section 501(c)(3) of the Internal Revenue Code. Your contributions are tax-deductible to the extent allowed by law.

For more information, please contact Jason Lane at jason.lane@primocenter.org or (224) 254-0413.