



2010

“WHAT A GREAT YEAR!”



2010 ORGANIZATIONAL ACCOMPLISHMENTS

Founded in 1985, BND is committed to our mission of enhancing the quality of life for individuals, youth and families. With your support, even in the midst of slowing economy, we have been able to celebrate 25 years of service to the community. What an exciting year it has been for Brand New Day, Inc. (BND). We've experienced growth in each of our lines of business. In addition, we established a new Youth Services line of business to assist our youth and young adults in completing their high school academics; secure construction training; and become more engaged in their community.

2010 AWARDS AND RECOGNITIONS

National and Regional

- National Neighborworks® Association - **Practitioner of the Year-2009-2010**. Awarded to Ms. Krishna Garlic for outstanding achievement by the NeighborWorks® America Network. The Excellence Awards highlight individuals who foster and lead great projects and practices in the housing and community development industry and who are shining examples of the Network of Excellence.
- **Wachovia Regional Foundation, a Wells Fargo Company. A 2010 Neighborhood Planning Grant**, in the amount of \$85,000 to engage residents and other stakeholders in the East Ward Neighborhood of the Township of Irvington in extensive neighborhood planning process for the purpose of identifying and implementing short and long term goals for neighborhood revitalization.
- Bank of America - **Neighborhood Excellence Initiative – Neighborhood Builder™**. Awarded to BND, in the amount of \$200,000, over a two year period, to strengthen BND's capacity and organizational infrastructure as it relates to the revitalization of communities and leadership development of BND's executive staff.
- **American Recovery Reinvestment Act 2009: State of NJ/DCA and City of Elizabeth's Neighborhood Stabilization Program 1 (NSP1)**. Awarded \$600,000 for Russell C. Block Condo Project
- **American Recovery Reinvestment Act 2009: State of NJ/DCA's Neighborhood Stabilization Program 1 (NSP1)**. Awarded \$2,000,000 for the Irvington Home Ownership project.
- **American Recovery Reinvestment Act 2009: Newark and Essex County-Neighborhood Stabilization Program 2 (NSP2)**. Awarded \$715,000 for Greenwood Gardens Apts. and \$ 330,000 for the Irvington Projects
- **NeighborWorks® America** Awarded funding for both Russell C. Block Condo Project and Irvington Projects.
- **NJ Attorney General's Office-Edward Byrne, Memorial Justice Assistance Grant Program and the YouthBuild Newark Intermediary Initiative (FY09 Combined Federal Appropriation: from HUD & Dept. of Labor)**. BND received AARA funding to establish two YouthBuild Initiatives. The YouthBuild Elizabeth-OAG program serves 30 at-risk youths and The YouthBuild Elizabeth serves 45 of the re-entry youth population of Elizabeth (ages 16-24). Our goal is to establish a concrete pathway to career attainment and leadership development while reducing the recidivism rate in Union County.
- **Partners: Wachovia-Wells Fargo, Elizabeth Development Company, City of Elizabeth HOME & CDBG, NJ DCA-Neighborhood Revitalization Tax Credit Program, NJ Redevelopment Authority, PSE& G, Sovereign Bank, Township of Irvington and City of East Orange** supporting AARA/NSP 1-2 projects in Union and Essex Counties
- **NeighborWorks® Achieving Excellence in Community Development Program**. Through our collaboration with Harvard University's Kennedy School of Government, Ms. Garlic was accepted along with several diverse executive professional will receive executive coaching and practical guidance relevant to your field.

Local

- **The Elizabeth Coalition to House the Homeless** --Certification of Appreciation for participation in Operation Warm Heart. April 2010
- **Union County Board of Chosen Freeholder**—Special Recognition during National Community Development Block Grant Month. April 2010
- Mayor J. Christian Bollwage and the City of Elizabeth—Special **Recognition during National Community Development Block Grant Month.** April 2010
- **The Elizabeth City Council**—Special Recognition as a Neighborhood Builder. November 2010

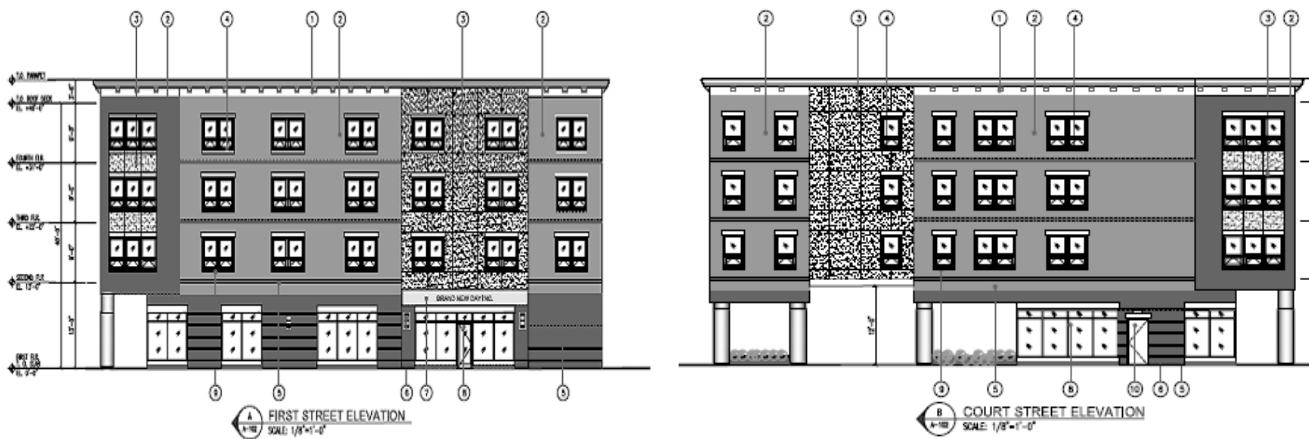
REAL ESTATE DEVELOPMENT

Elizabeth



Russell C. Block Condominiums 217-219 First Street

At the groundbreaking of the condominium project, we experienced a touching moment as the project was named the "Russell C. Block Condominiums" in honor of our long time pioneer and founding board member on the eve of his 80th birthday. This is a six (6) condominium unit for-sale project to first-time low-to-moderate income homebuyers. A dilapidated building that was the epicenter of illegal activity will be converted into six condominiums each with three-bedrooms and two-baths, community room and parking facility. This project was recently a successful recipient of the Neighborhood Revitalization Tax Credit program sponsored by the State of New Jersey. Public Service Electric & Gas (PSE&G) will provide \$310,000 in funding for BND's homeownership project, awarded September 2008. This project was also awarded \$600,000 Neighborhood Stabilization program grant. This project has been awarded County NSP and HOME funds and City HOME funds. Construction will begin July 2010. A small construction loan is needed for this project.



The Renaissance Project 170-176 First Street & 101 Broadway

This project site is currently being utilized as BND's offices in Elizabeth. This project will include the creation of eighteen new units of rental apartments and the new home of BND's Home Ownership Center that will provide financial counseling to New Jersey residents. An additional 24 units of expired LIHTC units will be rehabilitated for a project total of 42 units. The funding for this project will be provided by Elizabeth HOME, Low Income Housing Tax Credits, Union County HOME, NJHMFA and FHLB NY. BND hired a tax credit consultant to assist with construction financing, Federal Tax Credit Syndicator & FHLB Sponsor.



Irvington Nelson Estates at Standard Place

Through our Irvington Scattered Site Home Ownership project, Brand New Day, Inc. will construct eleven new single-family homes in a three block area of a redevelopment area of Irvington, New Jersey. The homes will be available to homebuyers by September 2010. Funding for the project will come from the Township of Irvington, NeighborWorks America, and the Federal Home Loan Bank's AHP funds. In May 2009, BND was awarded a Neighborhood Stabilization Program grant of \$2,000,000 to acquire and redevelop 11 foreclosed properties in the East Ward neighborhood of the Township of Irvington. This investment has been leveraged with \$550,000 of Township of Irvington City HOME funds to build a playground and 11 new homes. Phase II for another six units is in the planning phase. BND has been awarded \$585,000 of NSP2 funds.



East Orange Greenwood Gardens 65-67 4th Avenue

This project consists of the redevelopment of 11 residential rental units in East Orange, NJ for low income individuals. The funding for this project comes from the New Jersey Redevelopment Authority, NeighborWorks America, Neighborhood Stabilization Program 2, City HOME & CDBG and Federal Home Loan Bank of Pittsburgh. This project is securing a lender for permanent financing or other grants to bring down the permanent debt.

COMMUNITY EDUCATION & ORGANIZING

Brand New Day's Home Ownership Center

In February 2009 Brand New Day was designated a NeighborWorks® Home Ownership Center. The Homeownership Center offers one-stop shopping to purchase, renovate, insure, maintain and manage a home within one location. The center adopts a comprehensive approach to develop homebuyers ensuring the creation of default resistant borrowers. The Homeownership Center collaborates with partners from the private sector, for profit sector including banks, realtors, and other associated professional organizations to provide efficient service for homeowners and homebuyers. This concept will encompass a full lending cycle to be used as a tool for stabilizing and revitalizing neighborhoods. After extensive renovations to our current facility, the Home Ownership Center officially opened October 8, 2010.

"Achieving Homeownership"-- Even in this midst of this economic crisis, "Homeownership" continues to represent the American dream, offering families an opportunity for stability, security and wealth creation. Financial fitness counseling and homeownership education are integral components in this success. Together, they play important roles in expanding homeownership opportunities for first-time homebuyers particularly, minorities, low-and moderate-income families, female heads of households and individuals in underserved communities. Efforts have been hampered by the lack of financing for new home purchases. BND continues to work with potential homebuyers in cleaning up their credit and assistance in increasing their credit scores for mortgage commitment eligibility.



Mr. Torres, one of our 2010 First time Home buyers who purchased a home in our South Park Condominium Development here in the E-Port section of the city.



Responding To the Foreclosure Crisis **Courts Mediation**

In January 2009, BND began a partnership with the New Jersey Attorney General's office and NJ HMFA in providing counseling and mediation services to participants referred to us by the New Jersey Attorney General's office. BND accompanies the client to court in an effort to resolve the foreclosure issue.



Ms. Krishna Garlic, CEO, listens as Ms. Hattie Hawkins shares her testimony regarding BND's efforts in assisting her in saving her home from foreclosure.

Community Organizing and Leadership Development

The group is currently working, through a grant received by Brand New Day from the Wachovia Regional Foundation, to address these concerns. BND worked with the Township to acquire several abandoned lots in the East Ward and develop 11 four bedroom, single family homes that are being sold to low-moderate income families for less than \$180,000.

ASSET AND PROPERTY MANAGEMENT

It's BND's ongoing goal to preserve and stabilize affordable housing in the communities we serve and where affordable housing is needed. BND manages its and those of its subsidiaries in accordance with NJHMFA guidelines, HACE, LIHTC syndicators guidelines, city and state requirements. Activities Included:

- Implemented repairs outlined in the Capital Needs Plan for several buildings including replacement exterior doors, roofing, parking areas, common areas improvements, etc.
- Ongoing improvements relating to the appearance of buildings and grounds. BND has made a real effort at improving our properties curb appeal, a major focus for the year to improve funders' and tenants satisfaction.
- Co-operated with City of Elizabeth's EHIP, HACE and NJHMFA in conducting housing inspections throughout the year. Any violations cited were correctly in a timely fashion.
- Continued improvement of our Monthly Analysis of income and expenses.
- Established routine monthly and quarterly inspections of all properties in order to encourage tenants in proper housekeeping and to identify areas needing repairs.
- Continued cost savings by participating in the Multi-Family Initiative's Property Insurance plan for NeighborWork® network members.
- Asset Management activities continued to focus on long term goals as relates to the preservation of BND's real estate portfolio.
- Continued to improve purchasing procedures for cost savings.
- Coordinated various inspections performed by city and state housing inspectors. Minor violations cited were quickly corrected.

YOUTH SERVICES

BND has a history of operating comprehensive youth-programs that build entrepreneurship, leadership, basic employment, post secondary education and construction skills. These programs made it possible for disadvantaged young adults (ages 16 and up) to transition into post-secondary education and/or non-subsidized jobs. Over the past five years, more than 100 of BND's students have either attained employment in the construction industry, or received scholarships to attend universities and trade schools.

In 2010, BND received AARA funding to establish a YouthBuild Initiative. The YouthBuild Elizabeth program serves 30 at-risk youths and 45 of the re-entry youth population of Elizabeth (ages 16-24). Our goal is to establish a concrete pathway to career attainment and leadership development while reducing the recidivism rate for 45 youths while giving a second chance to an additional 30 youths. In 2010, we provided the following services:

- Case management assisting students with various social issues;
- Academic and vocational training programs assisting students in obtaining credentials;
- Employment activities to train and place students in construction trades and/or employment with appropriate soft skills and job readiness;
- Mentoring to provide students with successful role models;

- Community-wide violence reduction efforts engaging a broad base of stakeholders in the process of reducing violence in the community;
- Restorative justice to get students engaged in community service and

The first graduation of students from the YouthBuild Elizabeth to take place in late Spring 2011 and will produce four primary outcomes: (1) Literacy and numeracy gain; (2) High school diploma attainment rate; (3) Placement in employment/post-secondary education/occupational skills training program/military; and (4) No imprisonment for repeat offenses or new crimes. At least 80% of clients will meet these outcome measures.

List of Partners: Housing Authority of Elizabeth, United Way of Greater Union County, City of Elizabeth, Police Athletic League, NAACP (Elizabeth Branch), Elizabethport Presbyterian Center, Union County College, Neighborworks America, Prevention Links, Rutgers University, Union County College and others.



Ms. Theresa “Te” McGraf with YouthBuild students participating in two week long Mental Toughness Program prior to being selected for enrollment.

STAFFING

Brand New Day realized significant growth in our organization as staffing increased from 19 in 2009 to 40 full and part-time employees as a result of the YouthBuild Initiative and the HomeOwnership Center. In addition, we continued to host 3 VISTA volunteers through September 2010; two Kean University interns; and one volunteer from the State of New Jersey 55+ Program. From a list of over twenty Welfare-to-work volunteers, six were gainfully employed by BND.