

EST 2016



# HELP Initiative DE 22' Annual Report

HELPING  
PEOPLE TO HELP  
THEMSELVES



501(c)(3) nonprofit organization

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# About Us

HELP Initiative, a heartfelt 501(c)(3) nonprofit company that started its mission on April 16, 2016. Our goal is to create homes that are healthy, energy-efficient, lead-safe, and people-centric. We're dedicated to improving the lives of low-income communities by providing top-notch energy-efficient services, empowering them to become self-reliant.

We have successfully incorporated diversity, inclusion, and equity principles into our service delivery model. By embracing these values across all aspects of our operations, especially with our diverse staff, we can readily address the needs of the diverse communities we serve statewide.

With each passing year, we reach out to more communities, making a positive impact. Our incredible team of partners from various sectors, including energy, tech, healthcare, faith-based organizations, government, and the private sector, join forces to transform lives, one home at a time. Together, we're spreading warmth and making a difference. We'd like to make a special acknowledgement to our funder and partner **Energize Delaware** for their ongoing support since the company's inception helping us each step of the way.

**"Never doubt that a small group of thoughtful committed individuals can change the world. In fact, it's the only thing that ever has"**

Margaret Mead

## Backstory

# Improving the quality of life for Delawareans

The HELP Initiative is spearheaded by Executive Director Charles Kistler and Board President/Government Relations Director Harold Stafford. With over three decades of experience each, their expertise drives the organization's success.

We showcase a fearless approach to service delivery by venturing into high crime areas, going door-to-door, street-by-street, and block-by-block to connect with residents. With our mission to provide essential services like light installations, we initiated the impactful "Lights-ON Dover Strong Campaign" in 2017, which later evolved into the renowned "Lights-ON Delaware Strong Campaign." Through our proactive efforts, the HELP Initiative leaves a lasting impact on communities and demonstrates our commitment to making a difference. During 2022, the HELP Initiative installed lights at **3964 homes** in a total of **12 towns and cities** statewide.

By partnering and working closely with the faith-based Unified Seaford Campaign and many other organizations in our attempt to prevent duplication and fragmentation of services. The culmination of this unification movement led to the HELP Initiative's Delaware Strong-Unify Delaware Campaign.

Delaware Strong-Unify Delaware originated from a focused and highly effective community lighting and safety program. Over time, Lights-ON Delaware Strong has grown to encompass the full range of HELP Initiative's initiatives and services, including Lights-ON, Health-ON, Jobs-ON, and Safety-ON. All these programs have been integrated under the unified brand umbrella of Unify Delaware. With a synchronized statewide effort, these programs work together as a cohesive force, uplifting underserved communities across Delaware.

**10k**   **3.9k**   **\$100.3k**

Total Homes

Homes Serviced in 2022

Energy Savings



## Challenges

As we embarked on our campaigns in 2022, we encountered a significant challenge: **building trust** among the residents we served and ensuring the **safe administration of our services**.

In today's world, it's not common to stumble upon an opportunity that genuinely aims to save money without any hidden agenda. Adding to the complexity, we emerged from a lingering pandemic, which amplified concerns about strangers visiting homes and the potential risks involved.

Questions arose: Could we inadvertently spread illness? Could our staff members fall ill? How do we address resident skepticism towards our technology and organization while continuing to provide our services?

We won't deny that finding immediate answers to these challenges was a daunting task.







# Epiphany

In the face of adversity, we stood firm, resolute in our mission to serve those in need. The rejections and skepticism we encountered only fueled our determination. While the fear of illness posed a significant challenge, we were not ones to back down easily. We embarked on a journey of strategic thinking, consulting experts within our field to devise a new system that would enable us to carry on our vital work while prioritizing safety.

As we delved deeper into what had brought us this far, it became evident that partnership was our greatest asset. We recognized that forging alliances with like-minded organizations was crucial not only to achieving our company's goals but also to demonstrating our ability to make a tangible difference in the lives of residents. It was within this realization that one of the greatest ideas of 2022 was born, poised to revolutionize our approach and propel us even further toward our mission.



Our best year

# Transformation

In a remarkable transformation during the year 2022, our Public Safety Director took the reins and ushered in a **new era of safety for our organization**. The establishment of comprehensive COVID-19 safety procedures and training for our staff became a turning point that ensured the well-being of both our team members and the clients we served. Through diligent implementation, these protocols created a shield of protection, preventing the transmission of the virus during our crucial door-to-door home visits.

Moreover, a moment of revelation emerged as we recognized our pioneering role in harnessing the **power of GIS spatial mapping technology**. Our innovative approach set us apart as the sole nonprofit that successfully utilized this advanced tool to document energy savings in precise kilowatt hours. By mapping the impact of our LED bulb installations, we not only quantified energy conservation on a per-home basis but also uncovered a profound truth. Our interventions not only brightened homes but also illuminated communities, leading to a **notable reduction in criminal activity**. This extraordinary realization propelled us forward, reaffirming our commitment to catalyzing transformative change and leaving a lasting impact on the lives we touch.



# Highlights



We established agreements with Bayhealth Hospital, Tidal Health and Westside Family Health.



Fortification of our call center to better serve and manage our growing client inquiries. We received over +1k call inquiries in 2022



Integrated our services into the Unite Delaware platform to connect our residents to even more services around Delaware.



In 2022 we officially installed lights at +10,000 homes since the inception of the Lights On Program



We are the first nonprofit company to have entered into an agreement with the Delaware Department of Labor who designated the HELP Initiative as a Pre-Apprenticeship Sponsor for interns seeking employment and training.



Developed partnerships with Polytech Adult Vocational/Technical and Sussex County Adult Vocational/Technical Schools, the Delaware Skills Center, and the Wilmington Jobs Corp Center to provide interns vocational training in special trades such as HVAC, electrical, plumbing and general construction core.



# Top Stories

## Small decisions big impact

Ms. Wilson, a Seaford resident, was facing eviction from her home. Her space was riddled with pest infestation and clutter. With a group effort from various Seaford based organizations and us we were able to remediate her problem and prevent her eviction.

Deborah Farmer became the first JOBS-ON intern to graduate and become a part of our staff. What's even more amazing was that Deborah Farmer was originally connected to us after servicing her father's home through our heater repair and replacement program. Her gratitude from us helping her father quickly transferred over into her enthusiasm helping others on the street.



# Delivering Results



"Our history together includes the Lights-On Delaware Strong project where our residents had the opportunity to improve the security lighting for their homes and obtaining a safety camera at their front doors. These improvements not only prevent crime but they help solve criminal occurrences."

**- Thomas A. Johnson, Jr. Chief of Dover PD**

"Over the years, I have established partnerships with many entities interested in improving our communities. However, few possess the passion of Mr. Kistler, Mr. Stafford and the rest of their team. They have demonstrated an unselfish commitment to enhancing our communities and the lives of our community members."

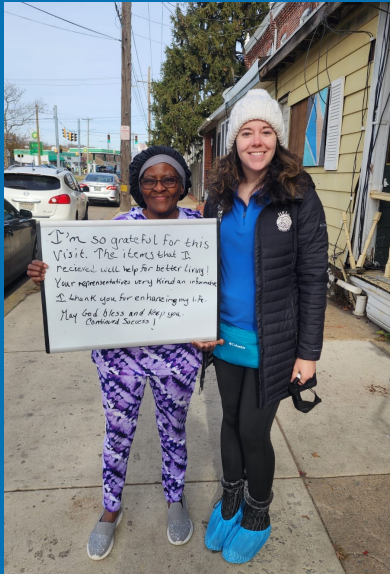
**- Vaughn M Bond, Jr. New Castle County Director of Public Safety**

"We value our partnership with the HELP Initiative as we build community trust through the installation of residential public safety measures like lighting, smoke detectors, Smart911 registration and safety-related education."

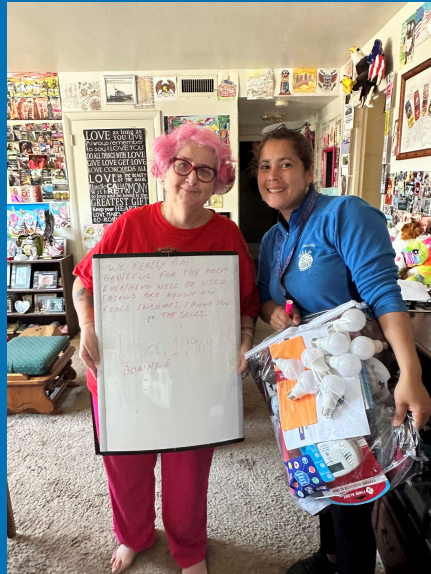
**- Chief Wilfredo Campos Wilmington Police Department**



# Delivering Results



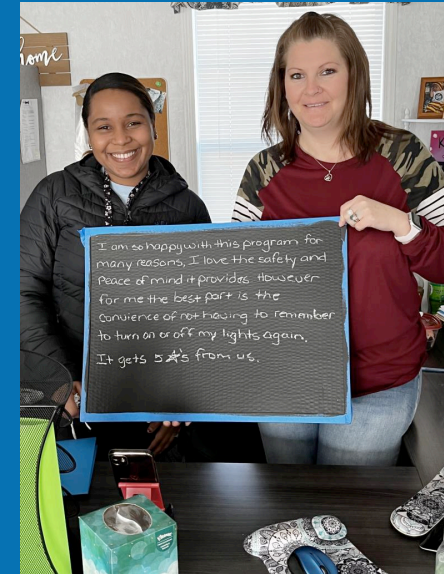
Enhancing home life.



Another home made safe!



Testing children for lead exposure.



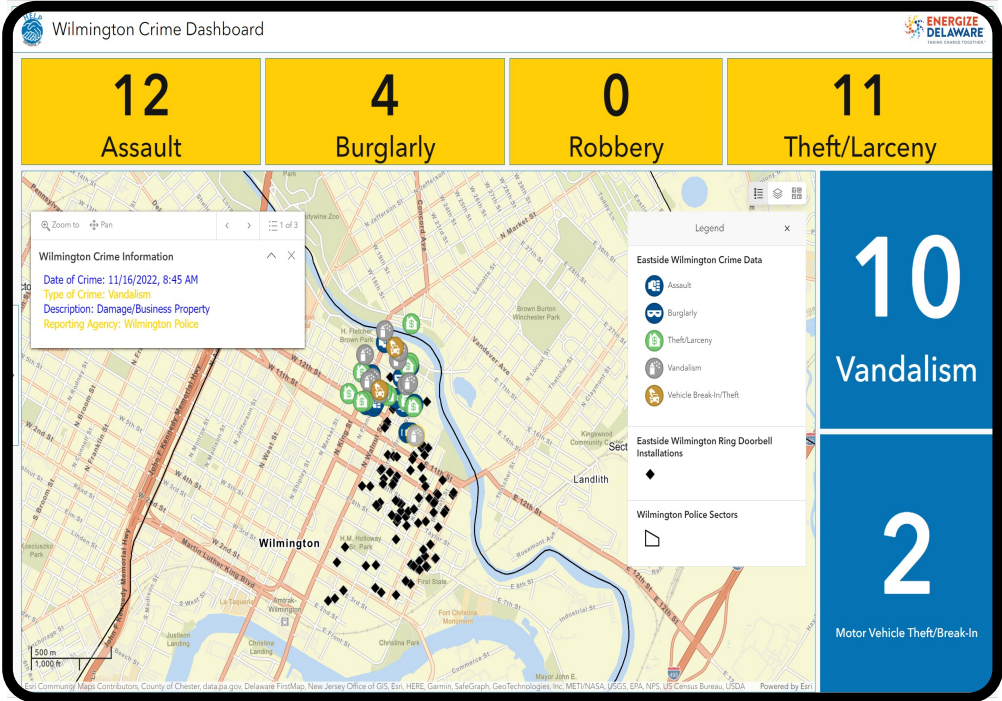
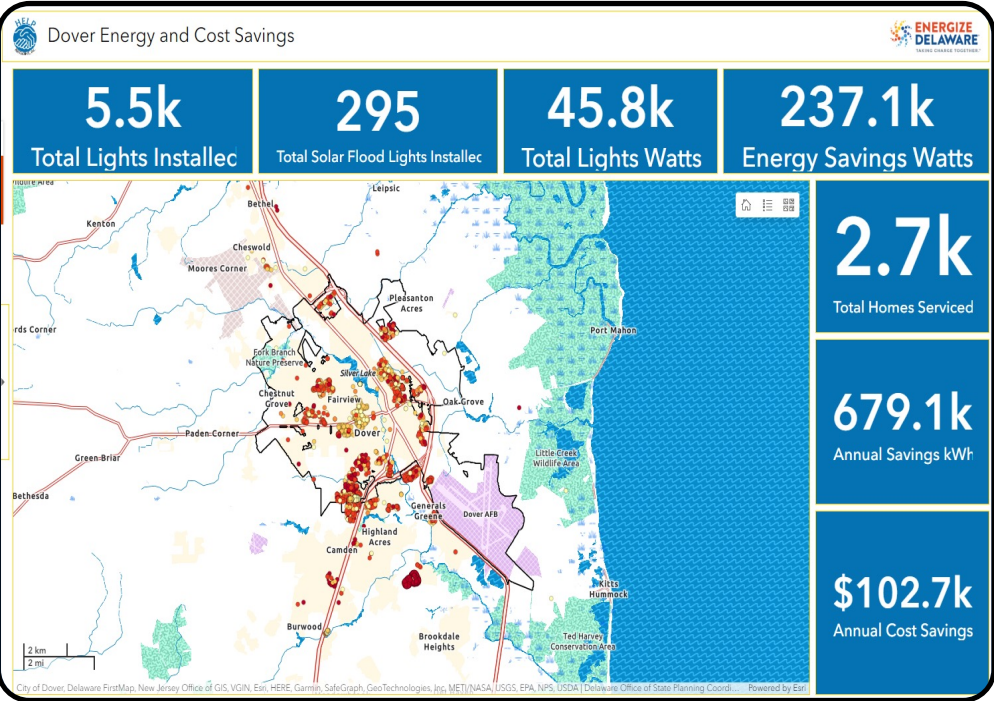
Creating peace of mind for residents.



# Dynamic Dashboard

## GIS Spatial Hub

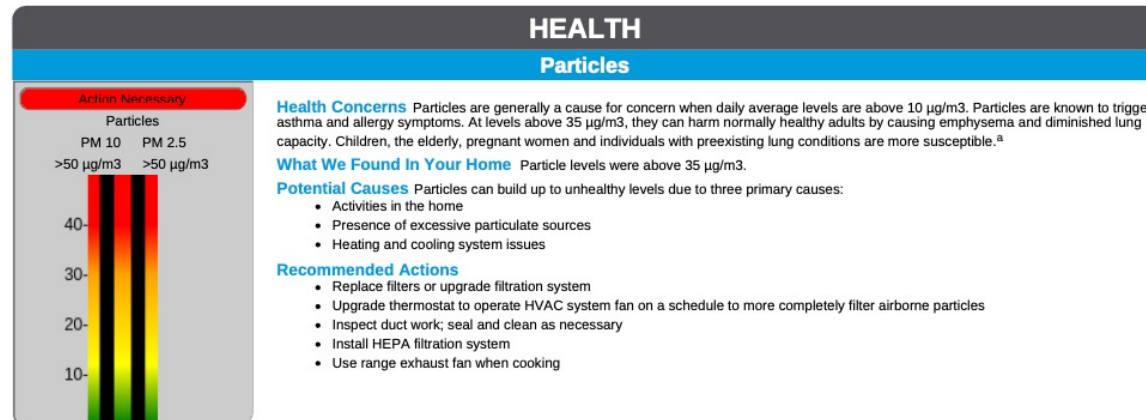
The GIS Spatial Hub was a project that changed the way we can visualize our impact. With the help of our data team, we've been able to map out the impact of the Lights-ON program, see crime deterred, and coming soon the impact of the healthy and safety kit measures. **Click the image below to see our public data!**



# Vision

## Indoor Air Quality - IAQ

**The profound impact of indoor environments on our lives cannot be overstated, as we dedicate a staggering 64% of our time within enclosed spaces. The significance of indoor air quality transcends our awareness, bearing profound implications for our long-term health outcomes. With us using AIR devices, we hold a steadfast commitment to comprehending and addressing potential air quality issues with utmost seriousness. We diligently assess and monitor indoor air quality, enabling us to identify potential risks at their earliest stages. By taking proactive measures to mitigate these concerns, we strive to safeguard the well-being of residents, especially those already grappling with medical conditions, while also preventing future health complications.**



## Energy Efficiency and Behavioral Modification

**The Sense home energy monitor enables real-time energy tracking and device identification. The small orange box serves as the monitor's central component, analyzing electrical signals and sending data to users' smartphones. Installation is straightforward, involving clamping sensors and connecting to a 240V breaker. The monitor samples data at a high frequency of 1 MHz, allowing for detailed energy monitoring and device detection. Machine learning algorithms analyze data in the cloud to identify individual devices. The monitor and servers work together to provide real-time energy data through user-friendly apps. Sense's technology offers a comprehensive solution for energy management.**



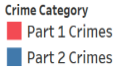
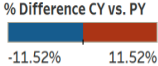
# Vision

## Public Safety

In Milford, Delaware, our diligent efforts through the Lights-ON program resulted in an impressive 11% reduction in crime. As we forge ahead, our focus remains unwavering on cultivating safer communities. To achieve this, we are committed to expanding our initiatives, leveraging the power of License Plate Recognition (LPR) technology and comprehensive residential data. By harnessing these advanced tools, we aim to enhance our crime prevention measures and further fortify the security of our neighborhoods.

Crime Comparisons by Category  
YR1 (Aug. 2018 to Jul. 2019), YR2 (Aug. 2019 to Jul. 2020)

Crime Category	Rolling Year			
	YR1		YR2	
	Number of Crimes	% Change	Number of Crimes	% Change
Part 1 Crimes	56		57	1.79%
Part 2 Crimes	408		361	-11.52%
Grand Total	464		418	-9.91%



## Jobs-On

In shaping our company's future, we prioritize the implementation of accredited training and curriculum through the esteemed Building Performance Institute (BPI). Our focus is on equipping young adults with essential skills for success in green-industry jobs, creating a robust talent pipeline. Aligned with BPI standards and approved by the Delaware Department of Labor, our Green Skills Training and Education Program (Green STEP) ensures excellence and compliance. Through formalized agreements, we foster seamless collaboration between the Green STEP Pre-Apprenticeship Program and the Registered Apprentice Program, facilitating smooth transitions for participants. By embracing BPI accreditation, we envision a sustainable future, where our company thrives as an innovative force committed to environmental stewardship.

# Staff | Board



## Staff from top left to right

Harold Stafford President | Charles Kistler Executive Director | Bether Rojas Deputy Director | Jenna Carpenter Finance and Administration | Eric Cheek, Data Analytics | Gene Dallahan Marketing | Rosalynd Alam de Rodriquez Program Manager

Dashayna Brown Program Manager | Hunter Hodges Data Analytics | Deborah Farmer Program Coordinator | Melarie Binet Communications Manager | Eric Wright Jr. Program Manager | Bob Laird Field Install Manger | Barbara Womack Program Manager

## Board of Directors

**Mr. Harold E. Stafford** Former Delaware Secretary of Labor

**Mr. Jamal Jumani** Director- Microsoft Data and AI Solutions

**Dr. Chanda Jackson** Delaware Family Cabinet Council Delaware Department of Health & Social Services Member of Capital School District Board of Directors

**Dr. Eric Cheek** Electrical Engineer Consultant

**Mr. Dan Kasper** Professor and Coordinator of Energy Technologies and International Education Delaware Technical and Community College

**Mr. Vaughn Hopkins** Information Technology Specialist Delaware State University

**Ms. LeAnn Myers** Vice President of Clinical Operations, Way Springs Clinic

**Ms. Diane Laird** Executive Director Downtown Dover Partnership, Inc.

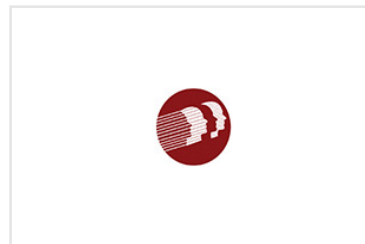


# Partners

**We believe in going further together.**

Our partners truly make this work possible. Collaboration has been the driving force behind everything we do. We'd like to give a special thanks to our funding agent Energize Delaware for making all of this possible

## Energy-ON



## Health-ON



TidalHealth.



## Jobs-ON



## Safety-ON



## Other Stakeholders and Partners



# Donations

## We need your help

The HELP Initiative of Delaware is a 501(c)(3) nonprofit company dedicated to helping low-income Delawareans. Focusing on issues like crime, weatherization, neighborhood lighting, home health and safety, housing improvement, and energy education, we seek to improve the living standards of our most vulnerable neighbors.

These interventions are typically done at no cost to our clients. By making these homes more energy efficient, we enhance the disposable income of people in that community.

To meet our ambitious goals, we seek your monetary support. So many times, we ask, "What can I do?" Your tax-deductible donations will support these important initiatives. [Please help us lend a helping hand! Your dollars will be put to excellent use.](#)

**Donate**



# THANK YOU

