

2011 Annual Report



STAFF BIOS

ANUJ GUPTA, *Executive Director*: Anuj oversees the day to day operations of the organization in addition setting the strategic direction and vision for Mt. Airy USA. Prior to this position, Anuj served for three years (2008- 2010) in Mayor Michael A. Nutter’s administration in a number of roles including Chief of Staff and Deputy Commissioner of the Department of Licenses & Inspections; Deputy to the Managing Director, and Deputy Recovery Officer for the administration of the City’s Recovery Act Funds. Prior to joining Mayor Nutter’s administration, Anuj was an attorney at Ballard Spahr Andrews & Ingersoll, LLP where he practiced in the firm’s real estate/affordable housing group from 2004-2008. Anuj is a graduate of the University of Pennsylvania Law School (J.D., 2003), the University of Pennsylvania’s Fels Institute of Government (M.G.A., 2003) and Carnegie Mellon University (B.S., 1996).

CYNTHIA BRADLEY, *Housing Counselor*: Cynthia R. Bradley joined Mt. Airy USA in 2007 as a community organizer. In 2011, Cynthia joined the organization’s housing counseling staff. Cynthia has completed several required local, state, and national courses including: Basic Housing Counseling, Anti-Predatory Lending/Foreclosure Prevention, and Standard Solutions to Mitigate Mortgage Default and Delinquency. While continuing training, she has full responsibility for developing and facilitating the bi-monthly First Time Home Buyer’s Workshops, Anti-Predatory Lending/Foreclosure Prevention Workshops, held monthly, and Home Improvement Workshops, which are held quarterly. Cynthia holds a Master’s Degree in Theology from La Salle University.

STEPHANIE BUTLER, *Director of Housing Counseling*: Stephanie has worked in the housing counseling industry for 13 years and holds numerous certifications in housing and credit counseling. She is a certified Mortgage Counselor for Pre-Purchase, Post Purchase, Foreclosure Intervention (Specialist) and Predatory Lending under The Delaware Valley Mortgage Plan. She is also a certified counselor for The Homeowners Emergency Mortgage Assistance Program and Pre-Closing Education under The Pennsylvania Housing Finance Agency. Stephanie achieved Honors in Real Estate Practice and Real Estate Fundamentals and was awarded her Paralegal Certificate with Academic Honors and a B.A. in Business Management at Temple University.

BRADLEY R. COPELAND, *Director of Real Estate Development*: Brad joined Mt. Airy USA in May 2008. As Director of Real Estate Development he is responsible for the planning, implementation, and day to day management of all MAUSA’s real estate activates. Brad ensures that MAUSA’s three areas of real estate concentration—Commercial and Mixed-use Development, Residential Housing Development, and Asset Management—are creating value for the neighborhood and achieving the organizations operating goals. Prior to joining MAUSA Brad was a Project Manager at the People’s Emergency Center CDC while being concurrently enrolled in a doctoral program in Religious Studies at Temple University. Brad holds a B.A. in English Literature from the University of Pennsylvania and a M.Div. from Westminster Theological Seminary.

GAGE DURAN, *Real Estate Development Project Manager*: Gage joined MAUSA in 2011 and manages the architecture and construction of MAUSA’s development projects. He also runs MAUSA’s housing repair programs. Prior to joining MAUSA, Gage worked at architecture firms designing nationally awarded and published residential designs as well as schools and commercial fit outs. Gage holds a BA in Architecture from the University of Southern California’s School of Architecture and a M.S. in Sustainable Design from Philadelphia University’s College of Architecture and the Built Environment where he now teaches. Gage is an Associate member of the American Institute of Architects (AIA) and a LEED® Green Associate.

ALISHA GRANT, *Administrative Assistant & Counseling Intake Officer*: Alisha joined Mt. Airy USA in June of 2011. She coordinates and oversees all supportive service, general administrative activities and technology for the organization. Alisha also provides support to the housing counselors by scheduling appointments and data entry. She is currently pursuing her real estate license.

KIMBERLY HENRY, *Housing Counselor*: Kimberly joined Mt. Airy USA in June of 2010 providing support to the housing counseling operation. Recently, Kimberly joined the ranks of housing counseling and has earned numerous certifications in the field. Armed with knowledge and compassion, Kimberly is known to hold each client’s hand as they attempt to purchase a new home or save their existing one from foreclosure. Kimberly holds a B.S. in Biology from Hampton University as well as a certificate of completion from Schlicher- Kratz Institute of Real Estate.

HILARY MALSON, *Commercial Revitalization & Communications Associate*: Hilary joined Mt. Airy USA in August of 2011 for a one year fellowship through the Philly Fellows program. Hilary is helping launch the new Business Association of Mt. Airy and is developing www.gomtairy.com, a destination website promoting Mt. Airy as a vibrant community. Additionally, she coordinates and writes MAUSA’s organizational communications. Hilary holds a B.A. in the Growth and Structure of Cities from Haverford College.

ELIZABETH MOSELLE, *Director of Commercial Corridor Revitalization*: Elizabeth is responsible for all Main Street business district improvement initiatives. Elizabeth has spearheaded and developed the organization’s multi-million dollar “Rock the Blocks” initiative, a comprehensive capital improvement and beautification program which has produced dramatic, visual changes to the physical landscape of Mt. Airy’s Germantown Avenue shopping district. She has worked to develop the Business Association of Mt. Airy and is also responsible for a range of resource development and communications activities. Prior to joining Mt. Airy USA in 2006, Elizabeth managed residential initiatives at the Allegheny West Foundation in North Philadelphia. She grew up in Mt. Airy and holds a B.A in History from The University of Michigan.

JASON SALUS, *Real Estate Development Advisor*: Jason assists the organization in the acquisition, development, management and financing of the organization’s real estate activities. Since joining the Mt. Airy USA team, he managed the completion of two multi-million dollar developments: the mixed use ‘Winston Commons’ condominiums on Germantown Avenue and the Montana Street townhomes. Jason is currently leading the effort to develop the Mt. Airy Transit Village, a four-phased, mixed-use, transit-oriented development. Jason is the elected Treasurer of Montgomery County. He holds a degree in Finance from Penn State University and an MBA from Temple University.

DENNIS WATSON, *Maintenance Superintendent*: Dennis is responsible for day to day maintenance routines and systems management for the organization’s facilities. With over 30 years of construction experience, Dennis also completes a variety of installations and repairs.

LETTER FROM THE EXECUTIVE DIRECTOR

Friends,

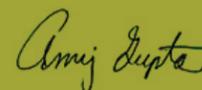
“Outcomes” have become the latest buzzword in the community development and non-profit world. Understandably, in a world of limited resources, funders, stakeholders and beneficiaries want to know what the impact will be for every dollar invested. In 2011, in addition to building upon its successful track record in community revitalization, Mt. Airy USA took a step back to measure its outcomes and forge a strategic plan for the coming years.

The pages ahead include the results of that study completed by the Econsult Corporation and they tell a powerful story. Just a few of the highlights: Mt. Airy USA’s acclaimed housing counselors have helped homeowners avoid foreclosures in the past four years that prevented an \$8.5 million decline in surrounding property values; our work towards improving the Germantown Avenue business community helped facilitate an approximate 17% drop in crime around the corridor above and beyond the citywide drop in crime during the same period; and since 2000, Mt. Airy USA’s real estate development work has facilitated the creation of 390 construction related jobs and a substantial boost to property values surrounding the development projects.

While these outcomes are useful, they can only tell a portion of the story. Ultimately, the true community impact in 2011 was measured by the faces of new homeowners that have purchased high-quality, affordable homes through Mt. Airy USA’s vacant property rehabilitation work; it is measured by the thousands of people, from around Greater Philadelphia, that streamed into Mt. Airy on a warm summer night to have a taste of local food vendors at a street festival hosted in partnership with The Food Trust; and it is measured by the hundreds of nodding heads that have participated in free, public workshops intended to educate prospective homebuyers about the entire home purchase process to enable them to make sound, informed home purchase decisions.

2011 was a very productive year indeed, but much work remains to be done. The challenges we face as a community are substantial. The foreclosure crisis continues to run rampant, we face an incredible lack of quality affordable housing options for our citizens and small business owners are fighting to keep their doors open. In 2012, we will work in partnership with our sister organizations, residents and business owners alike to make an impact on these issues. Our goal is to ensure that the “outcomes” – both quantitative and qualitative – continue to tell a story of positive change for years to come.

Sincerely,



Anuj Gupta
Executive Director

BOARD OF DIRECTORS

Michael Cohen – President
(Rodman Properties, Inc.)

Dan Muroff - Secretary
(Muroff Government Strategies, LLC)

Kim Alvarez
(Avenida Restaurant)

John Curry
(Harvest Equities, Inc.)

Derek Green
(Office of Councilwoman Marian Tasco)

Parris Hall
(Renovo Ventures)

Clifton Jones
(New Covenant Church of Philadelphia)

Jerome Mitchell
(The Gathering Place)

Ahsan Nasratullah
(JNA Capital)

Ted Reed
(Reed Group)

Lesley Seitchik
(Valley Green Bank)

Kareem Thomas
(CitiBank N.A.)

Howard Treatman
(Harvest Equities, Inc.)

Peggy Zwerver
(Earth Bread & Brewery)

HOUSING COUNSELING

Promoting strong and viable neighborhoods by creating long-term, successful homeowners.

Mt. Airy USA's Housing Counseling Program delivers high-quality services to low and moderate-income first time homebuyers and existing homeowners. Our goal is to turn clients into successful homeowners by educating them about the home buying process, helping them develop a detailed work plan, and providing access to financial resources for home repair, maintenance and emergency mortgage assistance. Our program also aims to bolster the financial savvy of these consumers by helping them avoid foreclosure, predatory loans and disreputable home contractors and to repair damaged credit.

FORECLOSURE PREVENTION: Mt. Airy USA's housing counseling department works every day to help homeowners facing foreclosure find a solution that keeps them in their homes. In recent years, because of the national foreclosure crisis, Mt. Airy USA's counselors have made this service a priority. The counseling team, which includes Director Stephanie Butler, Kimberly Henry and Cynthia Bradley counsel well over 100 individuals facing foreclosure every year. In addition to helping individuals and families, the counselors work closely with the City, State and Federal government to increase awareness for solutions to the foreclosure crisis.

FIRST TIME HOMEBUYERS' WORKSHOPS: The goal of these workshops is to provide homeowners with a strong foundation of knowledge before they begin the home purchase process. Prospective homeowners receive comprehensive information from experts about mortgage lending, credit and budgeting, real estate, home inspections, and available sources to help with down payment and closing costs. Each participant receives a packet of information, containing an application for one-on-one counseling offered by MAUSA's certified housing counselors.

FIRST TIME HOMEBUYERS' ONE-ON-ONE COUNSELING: Mt. Airy USA's counselors work one-on-one with clients to walk them methodically through the home purchase process and find a loan product that meets their financial position. During these sessions, clients learn how to manage and build credit, create and use an individualized budget, and negotiate the intricacies of financing, mortgages, and home maintenance, the importance of a home inspection and what down payment assistance grants and loans that they may be eligible for.

POST PURCHASE COUNSELING: Maintaining a home is a big responsibility. Mt. Airy USA's housing team helps educate existing homeowners by providing home maintenance workshops, one-on-one counseling for home repair loan or grants and counseling sessions focused on repairing credit and developing household budgets.

HOME IMPROVEMENT AND ENERGY WORKSHOPS: These workshops inform homeowners about sources for home improvement loans, minor home repairs, energy savings, recycling, fire prevention and other safety tips. Participants gather on Saturday mornings several times a year to share lunch and learn low-cost home repairs and energy tips presented by representatives from city agencies, utility companies, and energy experts. Participants usually receive energy saving light bulbs and/or recycling bins.

2011 AT A GLANCE

- Provided foreclosure counseling services to over 140 clients.
- Facilitated 22 First Time Homebuyers' Workshops for 280 people, providing education about the home purchase process and specific information about obtaining a mortgage, purchasing homeowner insurance and working with a realtor.
- 84 one-on-one counseling sessions were completed covering credit report understanding, budget planning and the homebuyer process.
- Nearly 50 people attended two home improvement and safety workshops.

FORECLOSURE COUNSELING: JAMES'S STORY

James* owned his construction company for 22 years. When the housing market started to fall in 2006, his business for building new homes was slowing down. As the years went on construction jobs were few and far between and he had to lay off several of his employees. James and his wife were now living off of their savings. In 2010, his wife passed away, the family had burned through its savings and he found it impossible to keep up with the bills. The mortgage was now five months behind and the lender stopped accepting payment. Mt. Airy USA received a notice in the mail to attend a Conciliation Conference Hearing at City Hall [City's Mortgage Diversion program].

James was introduced to Ms. Stephanie Butler, Mt. Airy USA Director of Housing Counseling. "Speaking to Ms. Butler, she explained the program process and assured me that she is here to help me keep my home Ms. Butler prepared everything that was needed for the attorney to submit to the lender to review for a loan modification."

"After several months and attending the conference hearings 3 times I was approved for a permanent loan modification through the Making Home Affordable Modification Program. With the loan modification my monthly payments have been reduced by \$892.15."

"I am delighted we were able to help James after he fell behind, but people in a similar situation should know that they don't need to wait until they're behind in their mortgage," advises Ms. Butler. "They can work with a certified housing counseling agency like Mt. Airy USA now to help them modify their loans to an affordable mortgage payment."

As for James, his business is picking up and he is grateful for MAUSA's help. ***"Without Mt. Airy USA's support, advocacy and housing counseling services, I'm not sure where I would be now. Most likely not in my home,"*** he says. ***"Their help made all the difference for me during a very tough time."***

*Not his real name.

"Attending Mt. Airy USA'S Homebuyer's Workshop and One on One Counseling was a great decision. Receiving the education to help me navigate through the process of owning a home helped me understand the importance of credit, budgeting, savings and how to maintain a home. Also knowing that you need to be mentally and financially prepared to handle that important investment."

Chantell Johnson First Time Homebuyers' Workshop and One-on-One counseling participant



1. Housing Counselor Kimberly Henry offers one-on-one counseling assistance to a Mt. Airy homeowner.
2. Participants at Mt. Airy USA housing counseling workshops receive comprehensive information about the home buying process.

ECONSULT STUDY FACTS

- Properties saved from foreclosure, through foreclosure counseling, since 2008 have preserved \$3.2 million in property values
- Homeowners facing foreclosure that receive counseling are more likely to keep their home than those that do not receive counseling
- The First Time Homebuyers Counseling Services to individuals are estimated to have prevented 74 foreclosures
- First-time homebuyer counseling prevented \$8.5 million in property value loss throughout Philadelphia
- First-time homebuyer counseling improved the value of neighborhood property values and added approximately \$230,000 in annual property tax revenues for the City and School District

THE AVENUE PROJECT

Bringing the vibrancy of Mt. Airy to Germantown Avenue.

The Avenue Project (TAP) is a strategic commercial revitalization initiative improving Mt. Airy's main street, Germantown Avenue. The program has catalyzed the much-talked about "Mt. Airy Renaissance." TAP offers a wide range of services to local merchants and commercial property owners. Through careful planning and initiatives like "Rock the Blocks" – a campaign of physical improvements including vibrant murals, lighting, and landscaping - TAP has spearheaded a revitalization of one of Philadelphia's most storied thoroughfares. TAP's programming is aimed at:

- 1) **Design & Physical Improvement:** TAP's design-related impact on "The Avenue" has included the renovations of numerous storefronts, facade grants to area merchants and property owners, free design assistance for merchants, and a comprehensive streetscape improvement project.
- 2) **District Marketing & Retail Promotional Initiatives:** TAP leads and coordinates activities designed to promote area businesses and market the Avenue's offerings to the region.
- 3) **Business Retention & Recruitment:** Support existing businesses as they grow, while encouraging new businesses to consider a Germantown Avenue location through assistance with funding proposals, licensing and permitting, and identifying locations. TAP also facilitates educational workshops and access to resources.

ROCK THE BLOCKS: Rock the Blocks' goal is to create a safer and more inviting landscape for pedestrians, attract new retail shops and restaurants to the area and develop vibrant public spaces.

Façade Improvement Program: We work one-on-one with small business and commercial property owners to secure grant funding, design, plan, and complete storefront renovations.

Streetscape: In 2011, TAP completed a streetscape improvement project along the Avenue that transformed the physical environment in and around Germantown Avenue. The project installed new pedestrian scale street lighting, sidewalks and curbs, new trees, benches and more. The \$3.5 million project included a \$1.85 million Federal commitment secured by Congressman Chaka Fattah in addition to funding from the Commonwealth of Pennsylvania, the City of Philadelphia and the Delaware Valley Regional Planning Commission for installation, project management, design, engineering and planning.

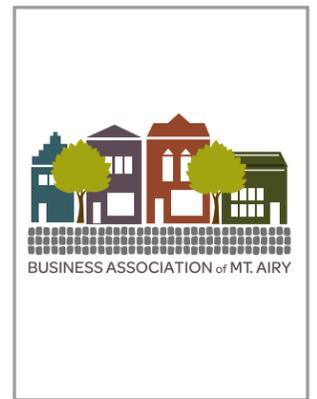
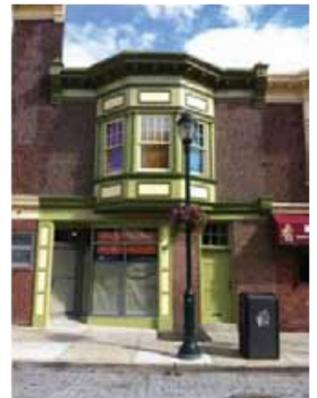
Lovett Library Garden Re-Design: TAP, in partnership with the Free Library, facilitated a design and planning process with the Community Design Collaborative and a robust group of area stakeholders for improvements to an underutilized green-space adjacent to the Lovett Memorial Library. The project will enrich the current site to generate increased foot traffic by creating a destination park and further connect the dense commercial nodes of Germantown Avenue.

2011 AT A GLANCE

- Completed 5 façade renovations, leveraging public and private investments for a combined total of ~\$92,000 in exterior improvements.
- Completed construction of a \$3.5 million streetscape improvement project on Germantown Ave.
- Implemented a community design and planning process with the Free Library and the Community Design Collaborative to redevelop the Lovett Library Garden into a dynamic public space.
- Partnered with The Food Trust to hold the first "Mt. Airy Night Market." The street food festival was a huge success, attracting over 7,500 people in attendance and generating a huge boost in sales for local establishments.
- Launched a free outdoor summer movie series "Moonlight Movies in Mt. Airy," at the Lovett Library Garden in partnership with the Free Library and Trolley Car Diner. Attendance exceeded 100 local residents at each screening.
- Provided technical assistance and education to over 30 existing and prospective businesses.
- 7 new businesses opened on the Germantown Avenue corridor.
- Developed the new Business Association of Mt. Airy (BAM) and GoMtAiry.com destination website. Both are set to launch in 2012.

"Night Market in Mt. Airy was the highlight event in 2011. Not only was it a profitable night for the local businesses, but it was exciting to see so many new faces on the Avenue. With the help of Mt. Airy USA, nights such as this put Mt. Airy 'on the map!'"

Peggy Zwerver, owner of Earth, Bread + Brewery



1. The Lovett Memorial Library: site of the new Moonlight Movies series and future public park.
2. 6751 Germantown Avenue Before and After completing renovations through the façade improvement program. Through MAUSA, the owner received free design assistance and a grant from the City to help support the project.
3. Chanea Davis, owner of Bella Nor Boutique, a new business TAP recruited to Mt. Airy's Germantown Avenue in 2011.
4. Crowds of people came to Germantown Avenue on August 4th 2011 for the first Mt. Airy Night Market.
5. The Business Association of Mt. Airy logo was developed through a highly collaborative process with area business owners.

"The Free Library is excited to partner with Mt. Airy USA in its efforts to begin to develop and revitalize the Lovett Library's outdoor public space. We are very grateful that this project has the backing of The Community Design Collaborative to help facilitate a design vision for its use. The efforts of Mt. Airy USA to improve the Germantown Avenue corridor appear to be reaching a critical mass that will, I believe, create the foundation for sustained community enrichment and growth."

Joe Benford, Extensions Division Chief, Free Library of Philadelphia

ECONSULT STUDY FACTS

- Mt. Airy USA provided technical assistance to 215 businesses from 2006 – 2011 which included financing, site selection and renovation assistance
- Since 2006, an estimated 205 jobs have been created from businesses that received technical assistance from MAUSA
- Home prices within ¼ mile of Germantown Avenue went from being valued lower than comparable property values from 1991 to 2006, to appreciating faster than similar properties from 2007 to 2011
- Between 2007 – 2011, incidents of several types of violent and property crime fell 25% within a quarter mile of Germantown Avenue versus an 8% decline citywide during the same time period
- Between 2008 and 2010 MAUSA also helped businesses receive an aggregate \$143,000 from 16 grants from The Merchants Fund
- Between 2000 and 2011 MAUSA completed 73 façade improvement projects on Germantown Avenue and surrounding side streets at a total cost of ~\$1.7 million.

REAL ESTATE DEVELOPMENT

Removing blight and stabilizing communities through strategic real estate investments.

Mt. Airy, USA undertakes real estate development projects that turn blighted and underutilized sections of Mt. Airy into vibrant and thriving community assets. MAUSA has completed projects that have produced high quality affordable housing, improved commerce along Mt. Airy's commercial corridors by attracting quality retail and service providers, and have produced a substantial positive economic impact on the neighborhood. MAUSA's real estate development department focuses on three areas of activity: Commercial and Mixed-use Development; Residential Housing Development; and Asset Management.

Commercial & Mixed-use Development: Historically, this has been MAUSA's core real estate competency. MAUSA's projects have created opportunities for increased quality commercial tenancy along Mt. Airy's commercial corridors. Past projects include: 18,000 square feet of new commercial space at the Phebe Commons, 5,000 square feet of rehabbed commercial space and 6 residential condo units at the Winston Commons, 1,800 square feet of commercial space at 6633 Germantown Avenue, along with a host of similar smaller scale commercial properties on Germantown Avenue.

Residential Housing Development and Home Repair: This is a growth area for MAUSA real estate, and development activities encompass both new construction and rehabilitation of "for sale" and "for rent" housing. To date MAUSA has constructed 11 ground-up townhomes on the 200 block of Montana Street, and has completed seven rehabs of bank owned properties under the City of Philadelphia's Neighborhood Stabilization Program. Going forward, MAUSA will be looking to increase the annual number of residential "for sale" units it produces. MAUSA real estate will also be concentrating on expanding its portfolio of "for rent" properties in order to ensure a wide variety of quality housing options for Mt. Airy residents. In addition to the "for sale" and "for rent" program areas, MAUSA has become a one stop shop for neighborhood homeowners who want to make improvements to their property. MAUSA can coordinate every step of the home improvement process for homeowners including: conducting an initial property inspection; working with homeowners to determine needed and desired repairs; putting together financing packages that meets the homeowners' needs; and managing the construction process through to completion. MAUSA has also become very successful in helping income eligible homeowners apply for home improvement grants (e.g., the Targeted Housing Preservation Program) or low cost loans (e.g., the PHIL-loan program).

Asset Management: MAUSA real estate self-manages its 35,000 square foot real estate portfolio, and provides an array of property management services to MAUSA and its related entities. Regular services include: lease management and tenant negotiation; performance of ongoing maintenance and capital improvement projects; analysis of portfolio financial performance; preparation of annual property budgets; maintenance of loan portfolio compliance; and risk management.

2011 AT A GLANCE

- Awarded a \$250,000 grant to rehab two mixed-use properties on Germantown Avenue.
- Acquired 6651-53 Germantown Avenue to rehab as a mixed-use project.
- Signed term sheet with the environmentally focused Wissahickon Charter School to build their expansion campus at the Mt. Airy Transit Village site.
- Completed and sold three NSP properties with an average time of 6 days on market prior to going under contract.
- Completed four homeowner improvement projects coordinating \$80,000 worth of repair work.
- Processed 15 more homeowner improvement projects that will result in \$200,000 worth of repair work in 2012.
- Managed \$20,000 worth of capital improvements to MAUSA portfolio properties.
- Implemented transition of portfolio management software.
- Brought 6 new tenants to Germantown Avenue properties

1950 PLYMOUTH STREET: BEFORE & AFTER



ECONSULT STUDY FACTS

- Between 2000 and 2011 MAUSA real estate completed real estate projects totaling \$19 million.
- The total economic impact of these construction dollars was \$28 million at the local level.
- MAUSA's real estate projects have produced \$270,000 in local construction related tax revenue for the city of Philadelphia.
- 85 local construction jobs were created as a result of MAUSA real estate development projects.
- MAUSA's 35,000 square portfolio of owned real estate is responsible for the existence of roughly 280 jobs and \$300,000 in annual wage tax revenue to the City of Philadelphia.
- Properties within a ¼ mile of Mt. Airy USA projects went from having discounted property values as compared to other similar properties to significant property value improvements such that they had similar or higher values than comparison properties.

MLK DAY OF SERVICE

MAUSA's commitment to community service continued in 2011 with an MLK Day of Service Project at Roosevelt Middle School. Our partners were Ken Weinstein and staff of the Trolley Car Diner and East and West Mt. Airy Neighbors, as well as students and staff from the George School and Howard University Alumni. We helped refurbish the school's Reading/Study/Library Room and the adjoining Parent Consulting Room. Over 150 volunteers moved and attached bookshelves, sorted, alphabetized, and cataloged books. In addition, some minor repairs and painting and furniture re-arranging was done to make the rooms more user-friendly for middle school students, staff, and parents.



1. Cynthia Bradley, Anuj Gupta, and Steve Masters are all smiles at Roosevelt Middle School.
2. Brad and Will Copeland organize the shelves at the library.
3. Volunteers from the George School lend a hand.
4. Howard University Alumni joined in at our MLK Day of Service.

"GUESS WHO'S COMING TO DINNER?" ANNUAL FUNDRAISING EVENT

Every October for the past seven years, more than 30 of the region's most celebrated thinkers, artists, leaders, media personalities, chefs, and authors have gathered in Mt. Airy to break bread with 300 interested and excited neighbors in support of our work. The 2011 event, chaired by CEO of Liberty Property Trust, William Hankowsky, was the organization's most successful to date. The evening raised nearly \$70,000 towards Mt. Airy USA community development efforts.



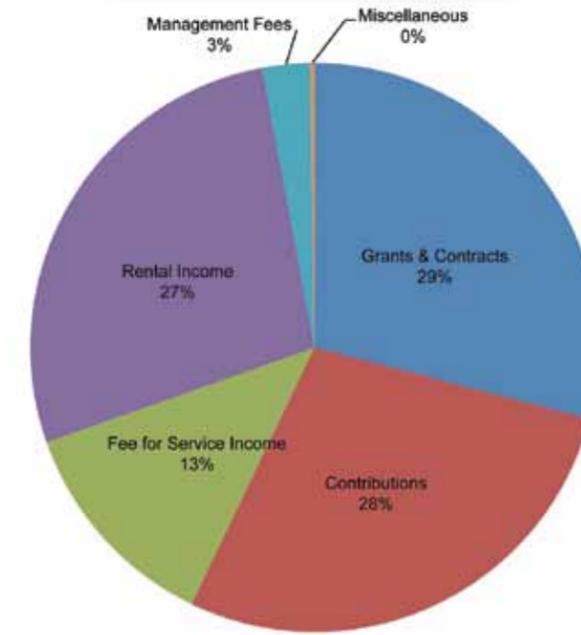
1. Elizabeth Moselle, MAUSA Director of Commercial Corridor Revitalization, Jason Henderson, and Special Guest Amanda Steinberg, CEO of Daily Worth
2. Event Invitation
3. Special Guest Michael Rosenzweig, CEO of the National Museum of Jewish American History, MAUSA Executive Director Anuj Gupta, Special Guest Congresswoman Allyson Schwartz, and Gar Giles

Event photography by Howard Pitkow

FINANCIALS

Mt. Airy USA 2011 Revenue Sources

Total Revenue
\$885,215



"Mt Airy USA is a fantastic resource for our community. To begin with, this organization knows everything about Mt. Airy. With its committed and professional staff, Mt. Airy USA works in many ways to improve life in our neighborhood. The organization promotes our area, stimulates business, assists homeowners and also develops and oversees projects which make Mt. Airy a better place to live. I feel very optimistic about Mt. Airy's future knowing that Mt. Airy USA is around. But we need to support Mt. Airy USA so that it can continue doing an excellent job."

Dan Gordon, Mt. Airy resident

2010 SUPPORTERS AND CONTRIBUTORS

\$100,000
Rittenhouse Claridge

\$10,000 +
Samuel S. Fels Fund
Citi Bank
PNC Bank Foundation
Bank of America
Northwest Fund
Lincoln Financial Group Foundation
Liberty Property Trust
Philadelphia Foundation

\$5,000-\$9,999
TD Charitable Foundation
Drumcliff Foundation
Susquehanna Bank
National Penn Bank
DOMUS
William & Rosemary Hankowsky
Chestnut Hill Hospital
Chris Henkels

\$2,500-\$4,999
Sovereign Bank
Valley Green Bank
Robert J. Elfant
Janney Montgomery Scott
M. Gordon Daniels
The Cozen O'Connor Foundation
Comcast
Samuel and Amy Cohen
Telecom
Judy & Ken Weinstein

\$1,000-\$2,499
State Farm Insurance
RSM McGladrey, Inc.
Elfant Wissahickon Realtors
Martin Elfant Inc., Agency
The Allstate Foundation
Citizens Bank
John & Jennifer Curry
East River Bank
Lutheran Theological Seminary
Lesley Seitchik
New Millenium Foundation, Inc.

\$500 - \$999
Effie's Friends Inc.
Rachael Flynn
Kavital Patel
Kleinbard, Bell & Brecker, LLP
Econsult Corporation
Commonwealth Land Abstract Settlement
Metcalfe Architecture
Law Offices of Denise Joy Smyler
Peter & Jo-Anna Novelli
Daniel & Melissa Muroff
Howard Treatman
Ronald Rubin

Government Funding Partners
City of Philadelphia Commerce Department
City of Philadelphia Redevelopment Authority
Office of Housing & Community Development
Pennsylvania Housing Finance Agency
United States Department of Housing & Urban Development
Pennsylvania Department of Transportation
Pennsylvania Department of Transportation



MT AIRY USA

Rocks the Blocks

with a New and Improved Mt. Airy Streetscape.

Look forward to new curbs, sidewalks, landscaping, lighting and more!

The New York Times Travel

Endeavor Endorses Doubterly Lane

BY LUCY PERRY: For years, the main commercial artery of the Mount Airy neighborhood, which was all once known as Doubterly Avenue in northern Philadelphia, has been marred by a series of all-too-common road-related ailments that simply are not necessary to enjoying Doubterly Lane. But in recent years, the city has been working to improve the street's appearance, which has led to a number of diverse programs that are helping to bring the street back to its former glory. Starting by installing double curbs and utility pole covers, Mount Airy is in the midst of a multimillion-dollar effort to return to its former glory. The city has also installed a new street lighting system and is planning to install a new street lighting system.

NIGHT MARKET PHILADELPHIA

DESTINATION MOUNT AIRY

Metropolitan Minds

A Mt. Airy Speaker Series



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