



**Project GO, Inc.**  
**2024 Annual Report**

# 2024 BOARD OF DIRECTORS

**PRESIDENT - JENNY KNISLEY - P**

**VICE PRESIDENT - KENNETH MARLOW- L**

**TREASURER - SCOTT MIZE - L**

**SECRETARY - JENNIFER HAMELIN - L**

**SPENCER SHORT - P**

**MARCY SCHMIDT - P**

**JOSHUA ALPINE - P**

**TIFFANY WALKER - L**

**JENNIFER HENDRICKS BLACK - PR**

**WILLIAM L. DUNBAR - PR**

**STEVE GARLAND - PR**

**P = Public (Elected) Official  
L = Low Income Representative  
PR = Private Representative**

## THANK YOU!

## **PROJECT GO, INC. VISION STATEMENT**

**Help people in need become self-sufficient  
by driving innovative solutions  
through community partnerships**

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## **PROJECT GO, INC. MISSION STATEMENT**

**Project GO, Inc. is a 501-c-3 Community Action Agency  
that advocates for, and enhances the quality of life  
of low to moderate income and at-risk families and  
seniors.**

**To accomplish this, we:**

- **Develop, build, and manage affordable housing**
    - **Improve home energy conservation**
    - **Provide emergency energy assistance**
  - **Empower people at risk and in poverty to become self-sufficient**
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# Project GO, Inc. Annual Report From the Executive Director

## 2024: What a Year It Was!

We entered 2024 filled with optimism and anticipation — energized by the promise of new opportunities and hopeful about the broader outlook for the nonprofit sector and the U.S. economy.

Our goals for the year were ambitious: to innovate, collaborate, and deepen our impact on the communities we serve. The demand for our services continued to rise, underscoring just how essential our work remains for those facing economic hardship.

2024 marked the final year of our three-year Strategic Plan — a period of transformation, particularly within our Energy Programs Department. We focused on staff development, redefined roles within the Energy and CSBG Departments, and made strategic improvements to program structure and process. This was no small task, but we met the challenge head-on, laying the foundation for a more resilient and growth-oriented organization. Through it all, we continued to meet every one of our production goals and deliver high-quality services to those who depend on us.

Our **Utility Assistance Program Staff** had another outstanding year, processing over 4,400 applications and helping clients avoid utility shut-offs. We provided support for gas, electricity, wood, propane, and oil needs. Notably, 28% of those we served were new clients — a 3% increase from 2023 — showing that more Placer and Nevada County residents are experiencing economic insecurity. In addition to LIHEAP, we leveraged PG&E's REACH Program to assist over 300 more clients.

Our **Weatherization Program Staff** worked hard in 2024, conducting Outreach, Intake and Home Assessment duties to provide No Cost Weatherization to 1,026 Individuals in 329 Housing Units in Placer and Nevada Counties, installed by our Weatherization Crew. Those service numbers included 313 Seniors and 99 Individuals with Disabilities. We provided over \$3,700. per dwelling — the value of home improvements to make homes more comfortable, more energy efficient, and to reduce home utility bills. Our crews installed Refrigerators, Dishwashers, Washers & Dryers, as well as Insulation of attics and floors, energy efficient lighting and other energy saving measures. In addition, 43 low-income families received new HVAC units and/or Water Heaters, valued at over \$8,500. per dwelling unit. We have successfully assisted over 50,000 low-income residents of Placer and Nevada counties since our inception, reducing the reliance on gas, electricity, wood, propane and oil and doing our part to save our planet while helping those in need.

## 2024: What a Year It Was! cont.

Our **Community Services Block Grant (CSBG) Program Staff** administered over \$400,000. in funding that was allocated for Placer County. We provided that funding, through a Request for Proposal process, to four non-profit organizations: Auburn Interfaith Food Closet (AIFC), Lighthouse Counseling Services (LTHS) , Sierra Senior Services (SSS) and Sierra Community House (SCH). The services provided by these four non-profit organizations meet the needs that we identified in our Community Needs Assessment, including the need for safe, affordable housing (highest ranking); finding and maintaining quality employment; access to health and mental health services; early education and career development, credit building, budgeting, saving; food insecurity; and civic events, recreation activities, community groups. Many of these programs and services are directed to our Senior population, with Placer County representing a higher population than the state or national average (19.96 % age 65 and older and 33.23% aged 55 and older). Keeping this in mind, we make particular efforts to ensure that the programs supported by CSBG funds address the particular needs of those seniors. We have worked with these agencies to address a broad assortment of needs in our community, including but not limited to: nutritional assistance, meal delivery for homebound seniors and people with disabilities, mental health services, legal aid, rental and utility payment assistance, counseling, enrollment in CalFresh, WIC, Medi-Cal, diapers, financial literacy, wellness checks, violence prevention and education, victim support and advocacy, crisis intervention services, and referrals. We believe that our CSBG funding is providing many services to many individuals as well as providing leverage from other funding sources, thus increasing programmatic and/or organizational capacity.

Our **Housing Department** continued to provide decent, affordable housing to 515 low-income seniors and families, housing more than 15,558 individuals since 1998. In 2024, we maintained an impressive 95.57% average occupancy rate across all five properties. Colonial Village Roseville stood out for the fourth consecutive year, reaching 100% occupancy for 11 months and only slightly below in the remaining month due to turnover timing.

At Project GO, housing is at the heart of everything we do. Whether it's paying energy bills, improving energy efficiency, or providing roofs over heads, our programs are rooted in the belief that secure housing is foundational to a person's well-being.

## 2024: What a Year It Was! cont.

None of our success would be possible without the power of collaboration. Our progress is fueled by a strong network — our dedicated Board of Directors, our passionate and resilient staff, and our invaluable community partners. The phrase "It takes a village" is not just a saying for us — it's a reflection of how we work.

Without the Board's "whatever it takes" spirit, we could not succeed. Without our staff's "can-do" attitude in the face of challenges, we could not succeed. Without our community partners' unwavering "whatever you need" support, we could not succeed. Together, our village has:

- Weatherized over 50,000 low-income residences since 1998,
- Provided utility assistance to over 4,000 families annually,
- Offered affordable housing to more than 15,000 seniors and families since 1998, and
- Delivered a wide range of critical services through our CSBG-funded subcontractors, including food access, shelter, safety, and mental health support.

As we look toward 2025 and beyond, we remain committed, energized, and ready for the next chapter. Thank you for being part of this journey. Together, we will continue to make a lasting impact.

With gratitude,  
Lynda J. Timbers  
Executive Director  
Project GO, Inc.

# Project GO, Inc.

## 2024

### Program Revenue Comparison

#### PGI Programs - 2024 Revenue Comparison

Dept.	% of 2024 Revenue	2024	2023	Up/down
PGI - General / Partnership	13%	\$ 661,652	\$ 617,951	\$ 43,701
Property Management	7%	\$ 335,796	\$ 327,409	\$ 8,387
CSBG				
2023 CSBG	0%		\$ 418,124	\$ (418,124)
2024 CSBG	8%	\$ 424,890		\$ 424,890
2024 CSBG Disc	1%	\$ 26,000		\$ 26,000
ENERGY				
2021 ARPA	0%		\$ 60,615	\$ (60,615)
2021 LIHWAP	0%		\$ 184,722	\$ (184,722)
2022 DOE BIL	8%	\$ 390,445	\$ 68,908	\$ 321,537
2022 LIHEAP	0%		\$ 29,720	\$ (29,720)
2022 SLIHEAP	0%		\$ 12,491	\$ (12,491)
2023 LIHEAP	0%	\$ 11,709	\$ 2,794,782	\$ (2,783,074)
2023 ESLIHEAP	6%	\$ 324,976	\$ 789,919	\$ (464,943)
2023 SLIHEAP	0%	\$ 2,187	\$ 29,552	\$ (27,365)
2024 LIHEAP	56%	\$ 2,869,187	\$ 107,082	\$ 2,762,105
2024 SLIHEAP	1%	\$ 29,229		\$ 29,229
2025 LIHEAP	0%	\$ 7,134		\$ 7,134
COLAD Trust	0%	\$ 2,500	\$ 40,000	\$ (37,500)
	100%	\$ 5,085,705	\$ 5,481,275	\$ (395,570)

\*Unaudited

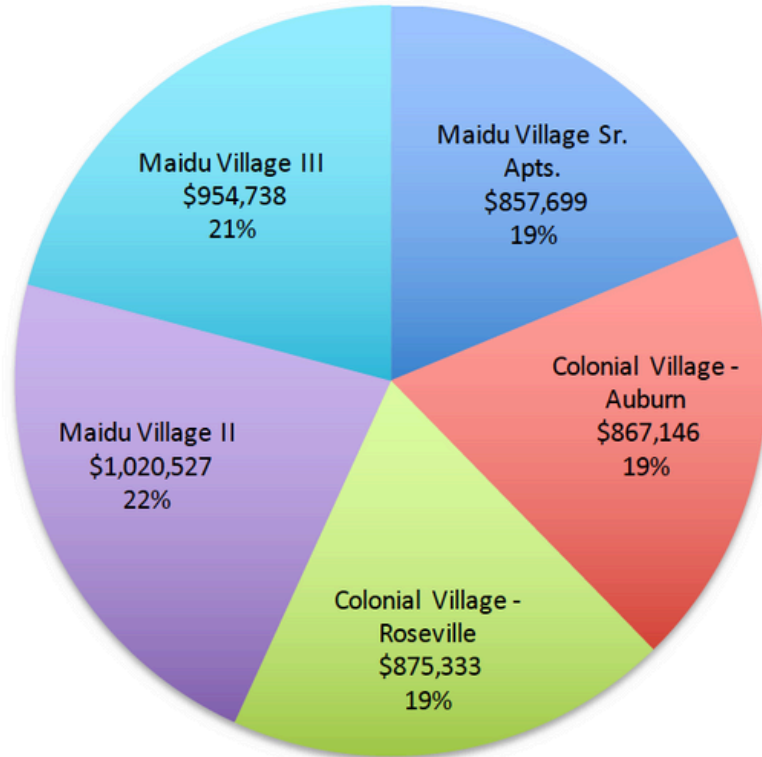
PGI	13%	\$ 661,652
PROPERTY	7%	\$ 335,796
CSBG	9%	\$ 450,890
ENERGY	72%	\$ 3,637,367
	100%	\$ 5,085,705

# Project GO, Inc.

## 2024

### Program Revenue Comparison

**PGI Properties - 2024 Revenue Comparison**



\*Unaudited

**PGI Properties - 2024 Revenue Comparison**

Dept.	% of 2024 Revenue	2024	2023	Up/down
Maidu Village Sr. Apts.	19%	\$ 857,699	\$ 842,626	\$ 15,073
Colonial Village - Auburn	19%	\$ 867,146	\$ 807,312	\$ 59,834
Colonial Village - Roseville	19%	\$ 875,333	\$ 823,581	\$ 51,752
Maidu Village II	22%	\$ 1,020,527	\$ 985,697	\$ 34,830
Maidu Village III	21%	\$ 954,738	\$ 924,317	\$ 30,421
<b>Total Revenue</b>	<b>100%</b>	<b>\$ 4,575,443</b>	<b>\$ 4,383,533</b>	<b>\$ 191,910</b>

Total Rev. Up 4%



# Project GO, Inc.

## 2024

### Program Expense Comparison

#### PGI Programs - 2024 Expense Comparison

Dept.	% of 2024 Expenses	2024	2023	Up/down
PGI - General / Partnership	3%	\$ 142,293	\$ 121,080	\$ 21,213
Property Management	7%	\$ 323,039	\$ 314,022	\$ 9,018
CSBG				
2023 CSBG	0%		\$ 418,124	\$ (418,124)
2024 CSBG	9%	\$ 424,890		\$ 424,890
2024 CSBG Disc	1%	\$ 26,000		\$ 26,000
ENERGY				
2021 ARPA	0%		\$ 60,615	\$ (60,615)
2021 LIHWAP	0%		\$ 184,722	\$ (184,722)
2022 DOE BIL	9%	\$ 390,445	\$ 68,908	\$ 321,537
2022 LIHEAP	0%		\$ 29,720	\$ (29,720)
2022 SLIHEAP	0%		\$ 12,491	\$ (12,491)
2023 LIHEAP	0%	\$ 11,709	\$ 2,794,782	\$ (2,783,074)
2023 ESLIHEAP	7%	\$ 324,976	\$ 789,919	\$ (464,943)
2023 SLIHEAP	0%	\$ 2,187	\$ 29,552	\$ (27,365)
2024 LIHEAP	63%	\$ 2,869,187	\$ 107,082	\$ 2,762,105
2024 SLIHEAP	1%	\$ 29,229		\$ 29,229
2025 LIHEAP	0%	\$ 7,134		\$ 7,134
COLAD Trust	0%			\$ -
	100%	\$ 4,551,090	\$ 4,931,017	\$ (379,928)

\*Unaudited

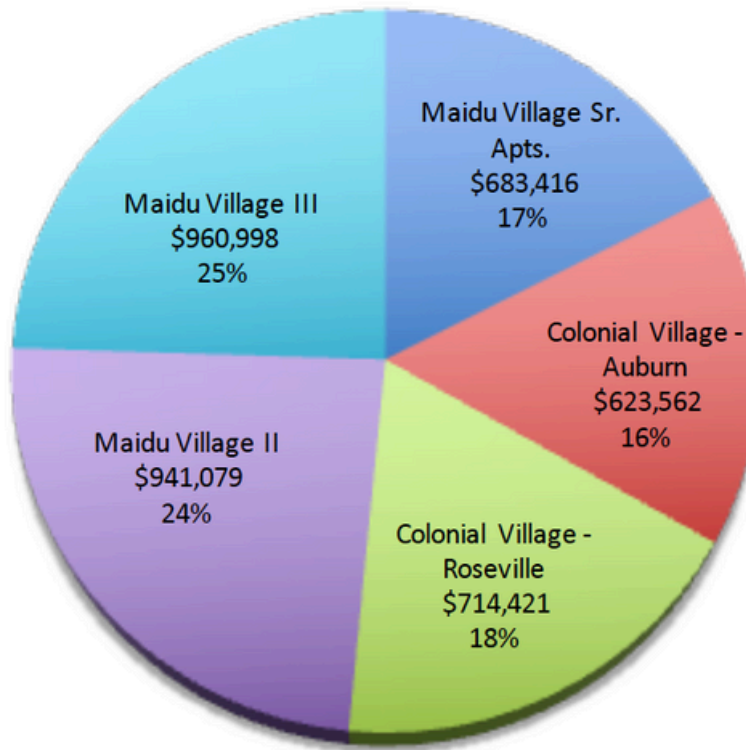
PGI	3%	\$ 142,293
PROPERTY	7%	\$ 323,039
CSBG	10%	\$ 450,890
ENERGY	80%	\$ 3,634,867
	100%	\$ 4,551,090

Estimated Profit/Loss	\$ 534,615	\$ 550,257	\$ (15,642)
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	Profit/Loss
PGI - General / Partnership	\$ 519,359
Property Management	\$ 12,757
CSBG	\$ -
ENERGY	\$ 2,500
Combined	\$ 534,615
<b>Add back Depreciation</b>	<b>\$ 79,903</b>
	<b>\$ 614,518</b>

# Project GO, Inc. 2024 Program Expense Comparison

**PGI Properties - 2024 Expense Comparison**



\*Unaudited

**PGI Properties - 2024 Expense Comparison**

Dept.	% of 2024 Revenue	2024	2023	Up/down
Maidu Village Sr. Apts.	17%	\$ 683,416	\$ 602,650	\$ 80,765
Colonial Village - Auburn	16%	\$ 623,562	\$ 611,431	\$ 12,131
Colonial Village - Roseville	18%	\$ 714,421	\$ 618,853	\$ 95,569
Maidu Village II	24%	\$ 941,079	\$ 882,396	\$ 58,684
Maidu Village III	24%	\$ 960,998	\$ 908,093	\$ 52,905
<b>Total Expense</b>	<b>100%</b>	<b>\$ 3,923,476</b>	<b>\$ 3,623,423</b>	<b>\$ 300,054</b>
Profit/Loss		\$ 651,967	\$ 760,110	\$ (108,144)

Total Exp. Up 8%  
Profit/Loss Up -14%

# Project GO, Inc. 2024 Housing Report

<b>515</b> Individuals Housed	<b>15,558+</b> Individuals Housed Since 1998	<b>34</b> Individuals Moved In
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PGI's mission to provide affordable housing and "More Than a Roof" services, continues to be the guidepost for our efforts and we are pleased that our achievements have reached beyond our goals.

We remain committed to creating and maintaining decent, affordable housing for families, individuals and seniors, which will in turn help to create safe, sustainable communities where our children can learn and grow, our elder population can continue to thrive, our homeless have another chance in life, our unemployed can find work, and our veterans who have lost their way, can rejoin the society they fought to uphold - "More Than a Roof".

Collaborations with local private and public agencies to assist homeless individuals and families in obtaining and sustaining housing, with continued intensive case management services, rental assistance, referrals to counseling, physical and mental health care, substance abuse prevention, child care, money management training – these are many of the components of the collaborative involvements between Project GO, Inc. staff and these other organizations that resulted in successful transitions for our mutual low-income clients.

## Tenant Occupancy

For our five apartment communities, we had an average occupancy rate of 95.57% in 2024. Over 515 low-income individuals, families and seniors were provided with decent, affordable shelter in our apartment communities in 2024. Project GO, Inc. Housing staff are successfully "hands-on" managing these five communities, which continues to create daily challenge and learning opportunities. We estimate that we have housed over 15,558 individuals since 1998 in the apartment communities that we own and for which we provide in-house property management.

# Project GO, Inc.

## 2024

### Housing Report

**95.57%**  
Occupancy  
Rate

**\$686,740**  
Rental Subsidies Received  
(Sec 8, VASH, etc.)

Continuation of the  
Senior Nutrition Program  
and Congregate Dining  
at MVII Every Weekday

#### Rental Subsidies

In our five apartment communities, PGI received a total of \$686,740. in rental subsidies in 2024, including Section 8 Vouchers, VASH Veterans Vouchers, and other subsidies.

#### Tenant Food Subsidies

Continued our partnership with the Senior Nutrition Program, a non-profit organization that provides the Meals-on-Wheels program for seniors, as well as the Senior Nutrition Program (SNP), which returned to the Community Room of Maidu Village II each weekday, providing a hot meal to any senior who wishes to participate, after putting it on hold due to COVID.

We also continued the collaboration with the Placer and El Dorado Food Banks, to bring fresh food and produce to our Senior residents. These programs started during the COVID Pandemic, but were so highly received, that they were continued into 2024. Pallets of food are brought to our Senior Community Rooms for distribution to the Senior residents by Volunteers from the Food Banks and the Health Education Council.

# Project GO, Inc. 2024 Utility Assistance Program Impact Report

Total Applications Processed Across  
All Utility Assistance Contracts  
**4,299**

Individuals Served  
**7,871**

Unique Households Served  
**3,676**  
Placer County - 2,374  
Nevada County - 1,302

**Average Total Benefit \$596.07**

Average Monthly  
Household Income  
\$1,967.89

19% of Household Income  
Spent on Utility Costs, on  
Average

76% of Households Include  
Vulnerable Populations  
(Under 5yo, Over 60yo, and/or with Disabilities)

1,082 Households  
with disabled  
individuals

2,287  
Applicants over  
60 years old

2,294  
Renter Occupied  
Households

1,099  
Owner Occupied  
Households

**\$2,819,890**  
**Total Payments**  
**Across All Contracts**

**\$519,120**  
**Total Wood, Propane,**  
**and Oil Payments**

# Project GO, Inc. Dollar Energy Fund's REACH Program

Total Applications Submitted to  
Dollar Energy Fund  
**317**

**Average Total Benefit \$976.68**

**\$309,607**  
Total REACH  
Payments to Our Clients

**\$9,510**  
Reimbursement to PGI  
for Applications

**\$1,024**  
Average PG&E Account  
Balance for Our Clients

New in 2024, PGI began taking applications for Dollar Energy Fund's REACH program. Only available to PG&E customers, the REACH program offered additional utility payments to our clients who were past-due on their accounts. PGI was reimbursed \$30 for each complete application, which generated \$9,510 in income. The maximum payment for REACH in 2024 was \$2,000.

# Project GO, Inc.

## 2024 CSBG Subcontractor Impact Report

Agency	Details	Outcomes
<b>Auburn Interfaith Food Closet</b>	Delivering fresh food to homebound individuals who can not visit the food bank in person	<ul style="list-style-type: none"> <li>• Food boxes delivered to 429 individuals in 251 households</li> <li>• 47% of individuals over the age of 64+</li> <li>• 4,624 Volunteer hours donated</li> </ul>
<b>Lighthouse Counseling and Family Resource Center</b>	No-to-low cost counseling for individuals and families, supportive services, and educational classes and programs	<ul style="list-style-type: none"> <li>• 1,856 Individuals served, with 55% under 18 years old</li> <li>• Mental health counseling for 352 people</li> <li>• 22 Individuals participated in parenting classes</li> </ul>
<b>Sierra Community House</b>	Crisis intervention and family support, hunger relief, legal services, and community engagement	<ul style="list-style-type: none"> <li>• 2,165 individuals served across many different programs, 25% of whom identified as Hispanic, Latino, or Spanish</li> <li>• 112 Individuals participated in domestic violence programs.</li> </ul>
<b>Sierra Senior Services</b>	Hot meal delivery for homebound seniors in the Tahoe/Truckee area	<ul style="list-style-type: none"> <li>• 137 individuals received hot, healthy meals</li> <li>• 32% of clients served over the age of 75</li> <li>• 1,975 Volunteer hours donated</li> </ul>

### Summary

Individuals  
Served  
**4,587**

Households  
Served  
**2,162**

Dollars  
Spent  
**\$180,000**

These CSBG subcontractors leveraged more than \$8.6 million dollars with these funds, maximizing the impact of these CSBG dollars to serve thousands of individuals and families in need.

# Project GO, Inc. CSBG Subcontractor Success Stories

## From Auburn Interfaith Food Closet:

Julia is 83, she lives alone in Auburn; she has lung cancer, making it hard for her to breathe, and walk. She has been our guest since October 2023. She recently sent us a lovely note thanking us as "the food I received has helped me keep my home. Because of your work, I am able to pay my property taxes and homeowner insurance, and keep my home. Thanks to each one of you."

Mitch is 66, he takes care of his mentally disabled son (34). He has serious back and neck problems, that led to several surgeries, preventing him from driving. He is now unable to leave his home and uses a walker. His monthly household income is \$2,030. We make sure to deliver food to him regularly, and particularly when he returns from hospital. He really appreciates our support.

## From Sierra Community House:

"Bob", a single father of two children was working in landscaping during the summer/fall of 2023. By January 2024, his household budget was getting tight, so he sought food assistance through the SCH Hunger Relief program. Through participation in this program, "Bob" learned about other supports available through SCH, which led him to meet with a Family Advocate who helped "Bob" to assess his household budget and to connect with resources, including enrollment in CalFresh. "Bob" also worked with his advocate to complete a rent and utility assistance application in April 2024. By late May 2024, "Bob" reported being back to working full time and able to cover his own rent expenses. SCH assistance enabled "Bob" and his two children to maintain their housing during a seasonal loss of work, which is extremely common in our community.

## From Sierra Senior Services:

When Walter joined our program in August 2024, he was in a very fragile place. Living alone, he struggled daily just to get out of bed. He often called us confused, disoriented, and clearly not feeling well. He would call regularly on the weekends saying he was hungry and did not know what to do, which made us realize we are his only source of food. In response, we increased the amount of meals we delivered to him to better meet his needs. Over time, with consistent nourishment and regular check-ins, we began to see slow but meaningful changes. Today, his progress is clear. He's developed a daily routine, waking up around the same time each morning. He no longer calls us in a state of confusion, he sounds more alert, more grounded and less weak. He is up, dressed, and prepared for the volunteers to arrive.

## From Lighthouse Counseling and Family Resource Center:

At just 16 years old, Allison\* had already endured more than most. Allison became overwhelmed with symptoms consistent with post-traumatic stress disorder, experiencing consistent nightmares, destructive thoughts and memories about her complex trauma, debilitating panic attacks, avoidance of triggering stimuli, and other symptoms. Allison first started counseling sessions with us in January 2025 and has since reported a significant reduction in symptoms while being provided treatment utilizing trauma focused cognitive behavioral therapy. Through psychoeducation, nurturing guidance and support, and supportive reflection, she has consistently attended considerable changes in cognitive coping, identifying and practicing relaxation techniques learned in treatment, learning and understanding the effects of trauma on herself and her worldview, and learning how to self-soothe through intense emotions and physiological symptoms.

Our CSBG subcontractors play a vital role in providing key services to low-income individuals in our community. Their countless programs address a wide array of needs most crucial to our population.



