

**LET'S MAKE
IT BETTER.
TOGETHER.**



**VALLEY OUTREACH
ANNUAL IMPACT REPORT
FISCAL YEAR 2019/2020**

2019/2020 BOARD OF DIRECTORS

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**THIS REPORT
COVERS OUR LAST
FISCAL YEAR, FROM
OCT. 1, 2019 TO
SEPT. 30, 2020.**

“Volunteering is a great way to understand our organization and why our mission matters. Our outgoing board chair, Laura Fredericks, has been a volunteer for years at Valley Outreach – getting to know the people we serve and encouraging and uplifting the team with her positive presence. Her community connections, kindness and compassion made her an exemplary board chair. We are grateful she will remain on our board as Becky Billingsley transitions into the chairperson role this year.

– Tracy Maki, CEO



*Tracy (top) coordinating
with Laura (bottom).*

DEAR FRIENDS,

In a year of challenges, we continued to fulfill our mission to help people move their lives forward. With the support of our community—through volunteers and generous financial gifts—we are proud to be here, stronger than ever.

Our team wasted no time adjusting our programs when the COVID-19 pandemic shut down the world around us last March. With our building closed to the public, our programs continued; we didn't pause our core food shelf work—not even for a day. Our pandemic-related solutions included drive-up food and clothing distribution, strengthened and simplified with new mobile technology and online ordering. We partnered with Washington County on large-scale food distributions and collaborated with peer food shelves. Case management and resource assistance endured and became critical to navigating new Coronavirus Aid, Relief, and Economic Security (CARES) Act benefits with clients.

We felt the weight of racial injustice ripple across our communities. Our Diversity, Equity and Inclusion statement, thoughtfully discussed and crafted with our staff and Board of Directors, outlines how we strive to show up. According to the most recent U.S. Census Bureau 2020 data, people of color and indigenous people are at least twice as likely to live with hunger. As a trusted partner for our clients, that partnership extends to elevating the voices of marginalized people. We must do our very best to build and nourish an environment in which inclusiveness is a reflex, not an initiative.

We invite you to read our Fiscal Year 2019/2020 Annual Impact Report. We are sharing a narrative of our dynamic organization, significantly impacted by waves of change. We leveraged donor contributions and CARES Act dollars, expanded our work—on and off-site—and invested significantly in our future.

We are community-powered and immensely grateful to our donors, funders, partners, volunteers, board members and staff.

LET'S MAKE IT BETTER. TOGETHER.

Sincerely,

Tracy Maki, CEO

Laura Fredericks, Board Chair

MISSION, VISION, DEI STATEMENT

OUR MISSION

We help people move their lives forward through basicneeds services and personalized support.

OUR VISION

We help create a vibrant and resilient community where everyone's needs are met.

DIVERSITY, EQUITY & INCLUSION

We are better together.

As an organization, we are building and nourishing an environment in which inclusiveness is a reflex, not an initiative.

We strive for consistent progress towards social and economic equality. We are an ally in creating positive change, never hesitating to advocate for justice, and listening to those most affected by broken systems.

In all we say and all we do, we commit to diversity, equity and inclusion across race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, status as a veteran, basis of disability and other aspects of personal identity.

These values are non-negotiable.

HOW WE SERVE THE COMMUNITY

Valley Outreach offers a wide array of support to people in need—whether it's food, clothing or help navigating resources.

All our services are available free of charge. We adapted all our programs this year in response to the COVID-19 pandemic.

FOOD

Our SuperShelf certified food shelf makes it easy for people to access healthy foods while promoting individual choice. People can choose from a variety of products like fresh produce, deli items, milk, eggs, meat, and packaged goods. While our building is currently closed, we're distributing an assortment of nutritious foods through our drive-up service using mobile technology so shoppers can still select the food they want.

CLOTHING

Our clients may select high-quality, like-new clothing at no cost through our StyleXchange program. We provide growing kids with clothes that fit, adults with apparel right for the workplace, everyone with warm gear for cold weather and the whole family with new socks and underwear. While our building is closed, clients use an online form to let us know what items they need and their preferences and volunteers act as personal shoppers.

CLIENT SUPPORT SERVICES

We provide personalized client support services based on individual needs determined through one-on-one meetings (now over the phone or Zoom in response to the pandemic) with our professional, highly-skilled staff and volunteers.

Our primary services fall into the following categories:

- Resource and Application Support – We provide help navigating the complex network of social services.
- Case Management – We help when people don't know where to start. Clients work with our credentialed staff to identify specific goals, assess priorities and create a plan with support from our team.
- Emergency Financial Assistance – We have financial assistance available to help with expenses related to client goals.* It's most often used for things like rent, security deposits, utilities, car repairs, and medical expenses.

* Emergency Financial Assistance is currently only available to people living within the Stillwater Area School District.

HOW WE DELIVER ON OUR MISSION

Our strategic plan is the foundation of our operations and helps ensure that all the work we do is in support of our mission. The imperatives of our strategic plan, listed below, enable us to quickly prioritize, adapt our plans to best serve the community and lean into our work.

We design and implement programs for a broader, basic needs organization.

We believe in the power of people to affect positive change and we're committed to cultural competency in all we say and all we do.

We strive to be a collaborative leader in the St. Croix Valley and in Minnesota, creating stability for individuals and resilience for communities.



New mobile technology for clients.

HIGHLIGHTS FROM FISCAL YEAR 2019/2020

- **Expanded and rebranded our clothing program, StyleXchange.** The new space is twice the size as our previous space. With this increased capacity, we can provide free apparel to anyone in need of clothing.
- **Supported large pop-up food distributions.** We partnered with Washington County, Christian Cupboard Emergency Food Shelf and White Bear Lake Emergency Food Shelf to reach more people in need of food support due to the pandemic.
- **Expanded food delivery.** We work with Washington County to offer food delivery directly to homes. This partnership, in response to the pandemic, significantly increases the number and frequency of deliveries over our pre-pandemic numbers.
- **Purchased a new-to-us box truck using CARES Act funds.** The truck will help streamline food pick-up from local retailers and make it easier for us to bring food to community distributions.
- **Added new mobile technology to our drive-up service.** The technology allows us to connect securely with clients via text message, gives clients more control over their experience, and makes for easier language translation. We are the only food shelf in the State of Minnesota using this application now, and the improvements we make will be shared with other organizations who adopt it in the future.
- **Started our SuperShelf food shelf expansion/remodel.** In response to the COVID-19 pandemic, we moved up a planned food shelf expansion. The remodel will significantly increase our food storage capacity. Operationally, it is easier to complete while our building remains closed to the public.
- **Raised more than \$135,000 at our 7th Feed the Valley Cook's Challenge event.** Our first virtual, mission-focused fundraising program was a great success.

IMPACT



“I just want other people to know that it’s OK, and it’s not going to make you look a certain way. People want to help, and you don’t have to think less of yourself. Nobody’s going to think less of you.

– Nicole, new Valley Outreach client featured in MPR News story, **Amid huge demand, food shelves urge people to seek help**, available online.
Photo credit: Mark Zdechlik, MPR News

EVERYONE NEEDS HELP SOMETIMES.

All the numbers in this report represent members of our community—individuals, families, seniors and children. We are here for people when they are not sure where else to go.

In the last year, we served a total of 3,925 households, a 50% increase over the previous year. This translates to more than 13,000 people. Nearly 60% of the families we served were new to Valley Outreach.

Of the people we served, 35% were children.

We supported seniors (55+) through 6,400 visits to our food programs, which include our food shelf, Bonus Friday and Mobile Choice. A 10% increase from last year.



IMPACT



975
HOUSEHOLDS
PER MONTH

“Valley Outreach is important to me because, after I pay rent, utilities and prescriptions there isn’t much left for food. I am diabetic, wear a pump, and use insulin. Doesn’t leave much for luxury items like food.

– A Valley Outreach client comment from the 2019 Minnesota Food Shelf Survey (available on SuperShelfmn.org Spring 2021)

FOOD PROGRAMS

Thanks to our SuperShelf certified food shelf, we make it easier for our shoppers to access healthy foods while promoting individual choice. We prioritize distributing nutritious food through our drive-up service, too. In late summer, we started offering food choices again through our new mobile technology.

We distributed enough food for more than 1,215,000 meals—equal to nearly 1,460,000 pounds of food—a new record for us.

We served on average 975 households per month through just over 16,600 visits to our food programs.

BONUS FRIDAY

Just like the name implies, shoppers may come in and pick-up extra items between shopping trips for extra produce, bread or other items. 2,292 households participated in Bonus Friday between September 2019 to March 2020.

MOBILE CHOICE

Through our Mobile Choice program, 51 households received food every month.

In response to the COVID-19 pandemic, we expanded our capacity to deliver food to those in need through a new partnership with Washington County.

As a result, we supported 304 food deliveries directly to the homes of 186 families across five counties from April through September.

CORONAVIRUS FOOD ASSISTANCE PROGRAM (CFAP)

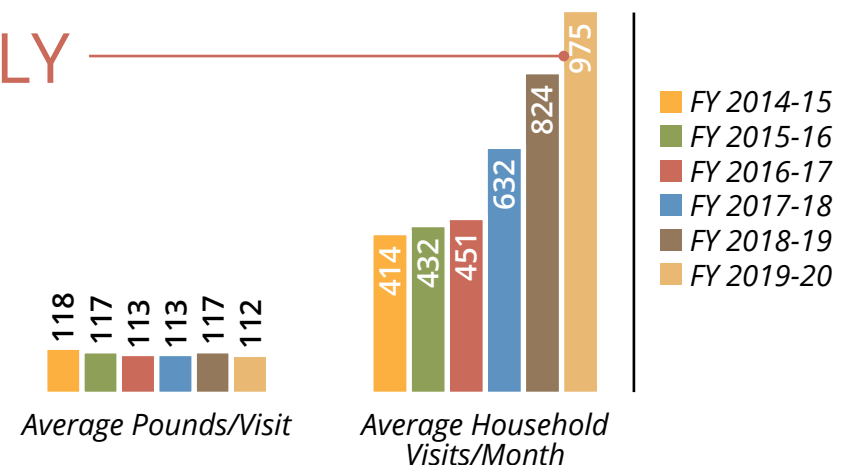
We served nearly 760 households and distributed almost 40,000 pounds of food through our Bonus Box Mondays in September and October of 2020.

SNACK PACK

Last year, we delivered 4,740 Snack Packs to local schools before they closed in response to the pandemic.

136% INCREASE IN MONTHLY HOUSEHOLD VISITS

Our household visits to food programs have increased by 136% over the last six years, while the average amount of food distributed per visit has remained largely the same, averaging about 115 pounds over the years. This shows our commitment to building capacity ensuring the quality of our services remains high while we meet substantial growth in the use of our programs.



IMPACT



660
HOUSEHOLDS
RECEIVED
CLOTHING

“The staff and volunteers here are incredibly amazing, hardworking, and kind people. They pass no judgment and are happy to help. I’m truly thankful for this place!

– A five-star Google review of
Valley Outreach

CLOTHING PROGRAM

Six hundred and sixty unique households received clothing and we distributed more than 37,400 items. While we served nearly the same number of households as the previous year, we did see a drop in total items distributed due to our building closure and adaptation to drive-up service.

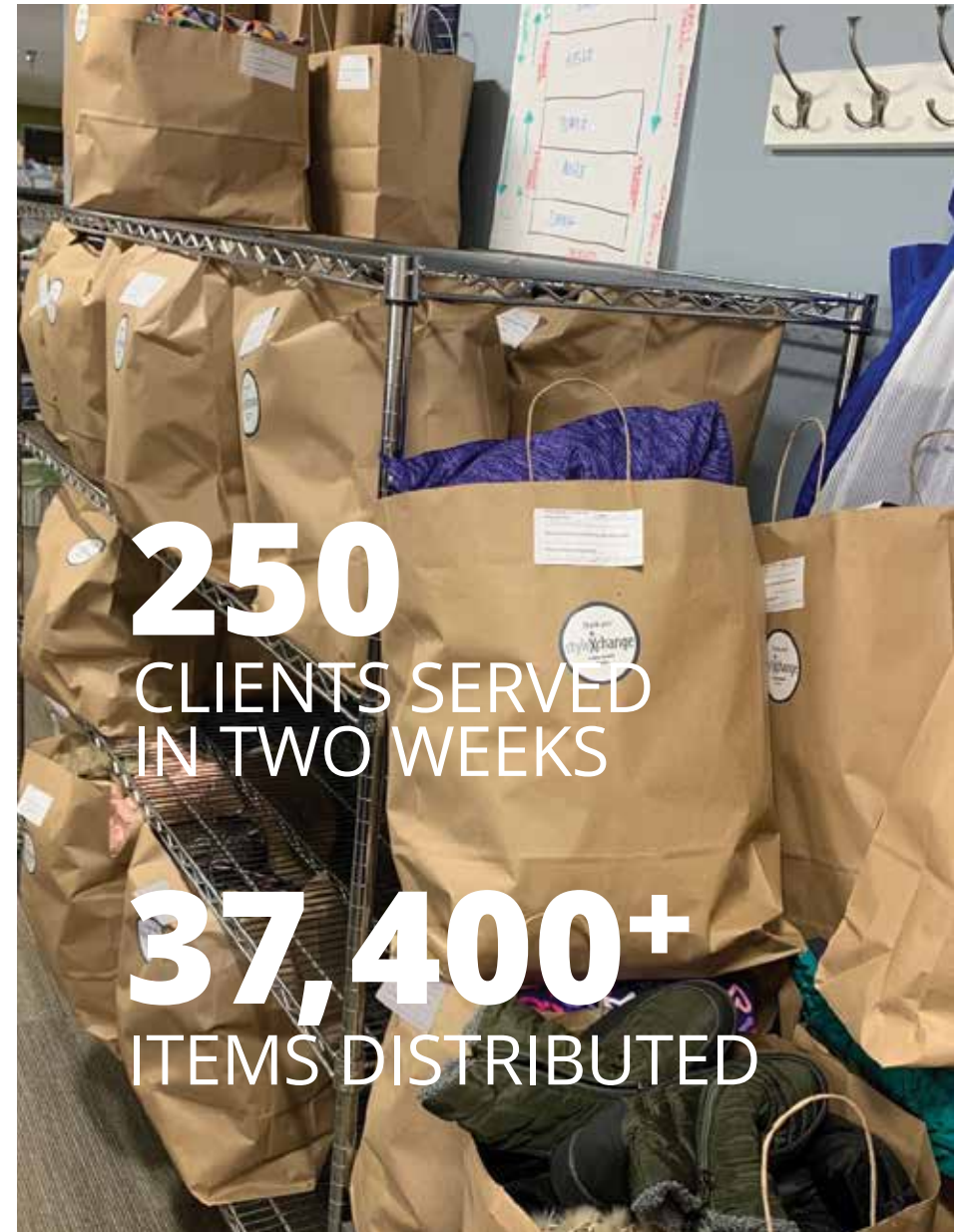
In March of 2020 we opened our new clothing program, StyleXchange, for about 2 amazing weeks before closing in response to the pandemic. During the short period it was open, nearly 250 clients—from across our newly expanded service area—shopped. Our clothing program now aligns with our food programs so any client—no matter where they are from—may receive clothes at no charge. According to our clients, the new shopping experience really hit the mark ...

"I'm so excited I can hardly shop!"

"It's beautiful and so much easier to shop."

"You guys are like a real store!"

We can't wait to reopen when it's safe for us to do so.

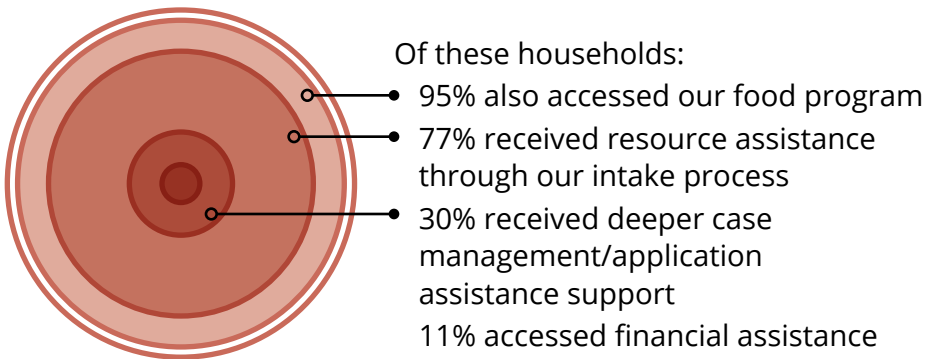


IMPACT

CLIENT SUPPORT SERVICES

We provide a variety of supports and services to help people move their lives forward on their terms. When people come to Valley Outreach, they often need help with more than food and clothing.

Last year, our Client Support Services team, which includes licensed social workers, served about 1,800 households, the same number of households as the previous year. We believe if we were operating business as usual, this number would be higher.



CLIENT SUPPORT SERVICES: STORIES

The reasons people come to us in need of help are varied—poverty is complex and there are several reasons people find themselves in difficult situations. Data only tells a small slice of the story. Here are some examples of the impact we make on people's lives. *All these stories have been edited to maintain confidentiality.*

“**From a former client turned donor in a handwritten note:** “A few years ago, I was going through a really hard financial time. You helped me out with some food and helped me take care of my past due bills to prevent my power from being shut off. I would like to show my gratitude with this donation so you can help someone else in a difficult situation.”

“**An excerpt from a personal note from a former client to a staff member:** “Thank you so much for your dedication to your program and for the kindness that you have shown to all the clients who walk through the doors of Valley Outreach. I will never forget how you treated me with dignity and respect when I needed a helping hand. You went above and beyond to help me to land on my feet again. You did not know this, but your encouragement helped me to believe in myself again.”



Learn more about how our services integrate to help the people we serve.

Watch Marian's story on our website
valleyoutreachmn.org

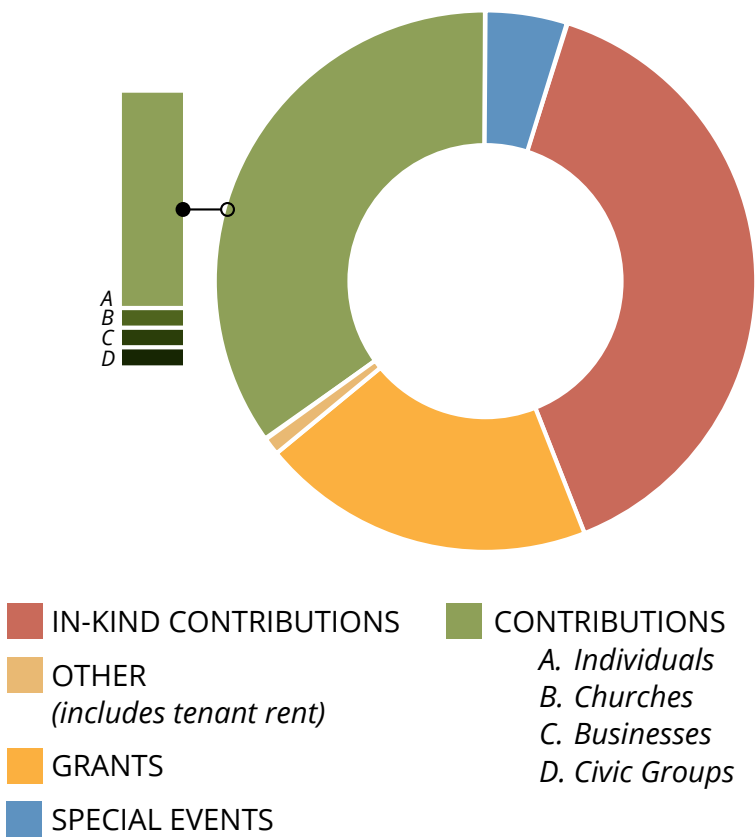
“**A pre-pandemic client story:** “We received a call from a client who ran out of food. He also mentioned that he lives in his car. Our staff member invited him to come to Valley Outreach to shop our **To Go Market** because it seemed to best fit his needs—he could come in and pick up less food more often. He came in and was absolutely delighted to choose from pre-made foods from our deli section. He was hesitant to take anything at first, but with encouragement was able to take all that he needed, including some peanut butter and bread. When he was finished shopping, he had tears coming down his face. He was so thankful we were here, appreciative, and humble. As he was leaving, he said that we saved his life. We encouraged him to connect with our Client Support Services team so we could learn more about his story and share more ways we may be able to help.”

“**A client story after the pandemic:** “Recently, a young person came to Valley Outreach for the first time feeling lost and alone; they turned to us for help with food and resources. They expressed concern for their future, as they work at a restaurant that was shut down due to the pandemic. This left them struggling to pay bills. We talked through available supports for rent, energy, and food assistance—the more our staff member shared and asked questions, the more they cried. Their experience of paralyzing fear because they had no family support was met with abundant resources.”

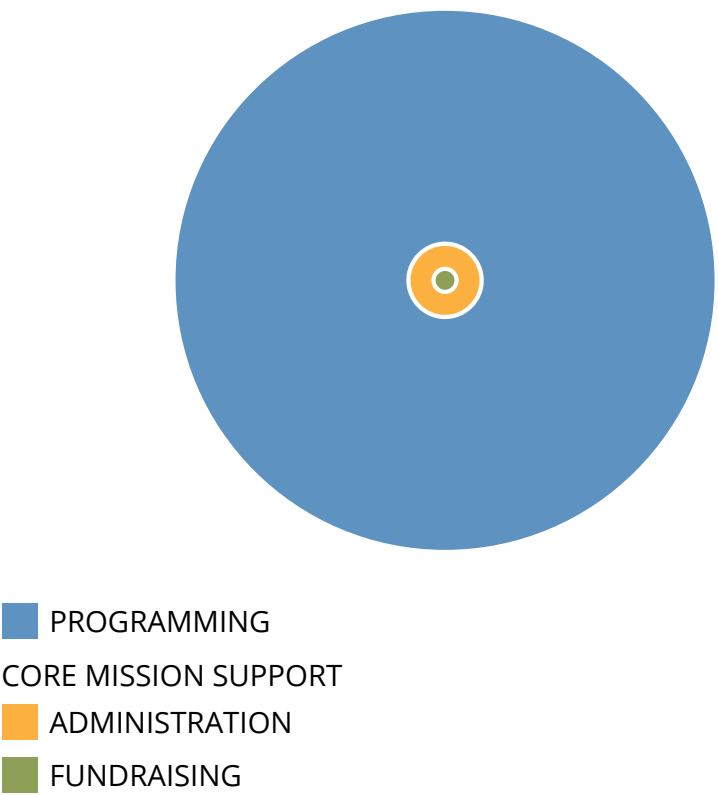
FINANCIALS

FISCAL YEAR 2019/2020 OVERVIEW

REVENUE
\$3,035,447.00



EXPENSES
\$2,335,215.00



In fiscal year 2019/2020 we received an unexpected—and much needed—increase in financial donations and grants in response to the pandemic. These funds are being spent quickly through capital projects and staffing to meet steep growth in demand for our services.

For a complete overview of our financials, read our Fiscal Year 2019/2020 Audited Financial Report at valleyoutreachmn.org/annual-reports.



THANK YOU

**WE CAN ONLY DO
WHAT WE DO WITH
THE SUPPORT OF OUR
DONORS AND VOLUNTEERS.**

DONORS

Individual giving is critical to our success.

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Craig and Terry Halverson

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 Tracy Maki and John Dybvig

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Foundations, Civic Groups, Business and Faith Organizations

\$10,000.00 +

Anonymous (2)
Andersen Corporate Foundation
Andersen Corporation
City of Bayport
DiaSorin, Inc.
First Presbyterian Church
Fred C. & Katherine B. Andersen Foundation
Hardenbergh Foundation
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Lakeview Hospital Grants Committee
List Family Foundation
MAHADH Fund of HRK Foundation
Margaret Rivers Fund
Otto Bremer Trust
Ralph S. French Charitable Foundation
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United Way of Washington County East
Weekes Family Foundation

\$5,000.00 +

Edina Realty Foundation
First United Methodist Church
Minnesota Masonic Charities
Open Your Heart to the Hungry & Homeless
Our Savior's Lutheran Church
Shepherd of the Valley Lutheran Church
St. John's Lodge #1, Stillwater Masons
St. Paul Lutheran Church
Trinity Lutheran Church

\$2,500.00+

3M Foundation
Ahola, Mack and Associates
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Coldwell Banker Burnet Foundation
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Kowalski's Markets
Lake Elmo Bank
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St. Croix Valley Athletic Association

The Next Generation Fund of the
Hugh J. Andersen Foundation
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\$1,000.00 +

Afton Bayport Lakeland Lions Club
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Bachmann for Congress
Bard the Cat Charity Fund
Darn Knit Anyway
David J. Brown, LLC
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Fiduciary Counseling Inc.
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Lagersmith, LLC
Leo's Grill and Malt Shop
Lower St. Croix Valley Fire Department
MidWestOne Bank
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Palement Law Office
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SRI, Inc.
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St. Croix Yacht Club
St. Francis of Assisi Catholic Church
St. Peter Lutheran Church
Stillwater Elks Lodge #179
Stillwater Evangelical Free Church
Stillwater Investment Management, LLC
Stillwater Seventh-Day Adventist Church
Stillwater Sunrise Rotary
The Wilford Family Foundation
Wander Project
Women's Association of Stillwater Country Club

\$500.00 +

AgriBank
American Polywater
Applewood Tuesday Fun Golf League
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Baytown Quilters
Bethlehem Foundation
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Church of St. Michael Council of Catholic Women
Cornerstone Land Surveying, Inc.
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 Goldman, Sachs & Co.
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 Heritage Embroidery
 Ideal Credit Union
 Lake Elmo Lions Club
 Lee Stoerzinger Wealth Management
 Manger Restaurant & Wine Bar
 Memorial Lutheran Church
 OSI Physical Therapy
 Roof Tech
 Royal Credit Union
 St. Andrew's Lutheran Church
 St. Francis of Assisi Women's Council
 St. Lucas Community Church
 State Farm Companies Foundation
 Stillwater Police Association
 Stillwater Snowmobile Club
 Stoudt Law
 The Estates at Linden
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 Valley Drug
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\$250.00 +

Abrahamson's Nursery
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*A full list of our donors is available online at
valleyoutreachmn.org/annual-reports*

*If your name is missing or misspelled or your organization
 missing, please email kelly.unger@valleyoutreachmn.org.*

RENE HEIMER AND TANYA HEIMER GERALD

DONOR AND VOLUNTEER



Beginning early in the pandemic, Rene Heimer, an avid quilter, started sewing masks. First for hospital and nursing home staff, friends, relatives, and various places where there was a need. Then, in partnership with her daughter, Tanya Heimer Gerald, they began selling the masks through pop-up sales and their Facebook group, "Masks for Good", with 100% of proceeds donated to Valley Outreach. So far, this dynamic duo has raised more than \$23,000 for Valley Outreach with their stylish masks.

“When I was a child, the cupboard was often bare. My mother was a single parent raising eight children. Once you know the feeling of food deprivation, it never leaves you. I also know the shame that went along with that. When the pandemic hit, all of those feelings erupted again.

“This time, I was prepared. My community needed me and I have skills. Making and selling masks has helped to heal the little girl in me and helped to feed my neighbors. Pairing up with my daughter, Tanya, has allowed us to serve our community together and for me to pass on family values. I love the Valley Outreach program. No shame, no explanations. Just come hungry and you will be fed. Thank you for your service to the community, we are pleased to partner with you.

– Rene Heimer, co-founder of Masks for Good Facebook group.

STAFF & VOLUNTEERS

STAFF

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Case Manager*

Amy Brown
Data Administrator

Megan Buchanan
Director of Services & Implementation

Sandra Carlson
Director of Finance & Administration

Cynthia Frederick
*Client Support Services –
Case Manager*

Jessica Hauser
*Development &
Communications Manager*

Ellen Jellum
Administrative Coordinator

Jaimie Johnson
Logistics Coordinator

Tracy Maki
Chief Executive Officer

Kenny McCoy
Volunteer Manager

Caleb Mingus
Program Manager

Liz Riley
VP of Programs & Strategy

Kris Schwartz
*Client Support Services –
Intake Manager*

Kelly Unger
Individual Giving Manager

Our programs depend on the time and commitment of 450 volunteers who donated more than 17,500 hours.

500+ HOURS

Sharon Longnecker

400-499 HOURS

Karen Brandt
Anthony Hoffbeck
Beth Anne Sutcliffe

300-399 HOURS

Tim Almquist
Nathaniel Hanson
Karen McLaren

200-299 HOURS

Timothy Berens
Claire Casey
Cal Caturia
Marilyn Garcia
Dave Herder
Chris Nelson
Candace Osborne
Dave Osten
Roger Peterson
Dan Schoepke
Michele Stephen
Sue Walsh

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Alyssa Augustson
John Boulger
David Brookman
Monique Dosedall
Laura Fredericks
Lucy Golish
Miriam Hackmann
Kathy Hagen
Nathan Hesse
Sherry Hillman
Marj Livingston
Tubby Lohmer
Bill Martin
Linda McGough
Joseph Pozzini
Jerrie Schneider

Dorothy Stormont
Debbie Trunzo
Sara Wagner
Deb Wall
Trudee Watson
Louie Winslow

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Robin Buchanan
Robert Clements
Phyllis Green
Peggy Ludtke
Jan Lund
Judith Tank
Jackie Valerius

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Jeannine Hoffbeck
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70-79 HOURS

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Dwight Woodruff
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Shuchin Wu

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Annette Beach
Mark Briol
Trudy Brownson
Hank Drews
Kathy Fagerlund
Vicki Hogeboom
Robert Horning
Stephanie Kapfer
Sirid Kellermann
Sharon Rue Lewis
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Alex Potter
Michael Quinn
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Elissia Rodriguez
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Cade Ruppert
Cyndy Silkworth
Patrick Sommers
Mike Tate
Joyce Van Zee
Ron Van Zee
Ann Voth

20-29 HOURS

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Sarah Anderson
Christina Arndt
Catherine Balay
Avery Barrios
Diane Belter
Cynthia Brey
Carolyn Briol
Karina Burns
Will Corbett
Trish Doede
Louise (Lou) Engwer
Lynne Finley
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*A full list of our volunteers is available online
at valleyoutreachmn.org/annual-reports*



450
VOLUNTEERS
17,500 VOLUNTEER
HOURS

Our volunteers have been incredibly flexible during the pandemic while we adapted our services. We are so very grateful for their ongoing support. We are always in need of new volunteers to help us in our mission and we'd love for you to join us.

CAN YOU HELP?

Apply today at valleyoutreachmn.org/become-a-volunteer/

SARA WAGNER

VOLUNTEER

“I volunteer at Valley Outreach because everybody needs food. Valley Outreach makes that happen in an efficient, dignified and kind way.



LYNNE FINDLAY

VOLUNTEER

“I love the sense of purpose and the ability to give back that Valley Outreach provides me. I love working hard and have been able to figure out my new normal supporting the mission of this organization.



COMMUNITY POWERED



LET'S MAKE IT BETTER. TOGETHER.

We can only do what we do with the help of our generous community. And we can do so much more when we work together. It's so easy to make a difference in someone's life and better our community. Please join us!

VOLUNTEER

We rely on volunteers to serve thousands of people every year. We have a variety of opportunities for individuals and groups to make a difference in the lives of people we help.

 valleyoutreachmn.org/become-a-volunteer

DONATE FOOD, PERSONAL PRODUCTS AND CLOTHES

We welcome donations of non-perishable food, fresh produce, personal care items, baby food, diapers, wipes, gently-used clothing and new underwear and socks.

 valleyoutreachmn.org/food-donations

 valleyoutreachmn.org/clothing-donations

MAKE A FINANCIAL DONATION

Every dollar donated helps us serve the community and ensures we are a consistent presence for those in need. We accept cash donations in several ways and work hard to be good stewards of the gifts we receive. Gifts to Valley Outreach are tax-deductible and accepted online, in person and via the mail.

 valleyoutreachmn.org/financial-donations

VALLEY OUTREACH

1911 Curve Crest Blvd. West
Stillwater, MN 55082

651-430-2739

www.valleyoutreachmn.org

info@valleyoutreachmn.org

DRIVE-UP DONATION HOURS

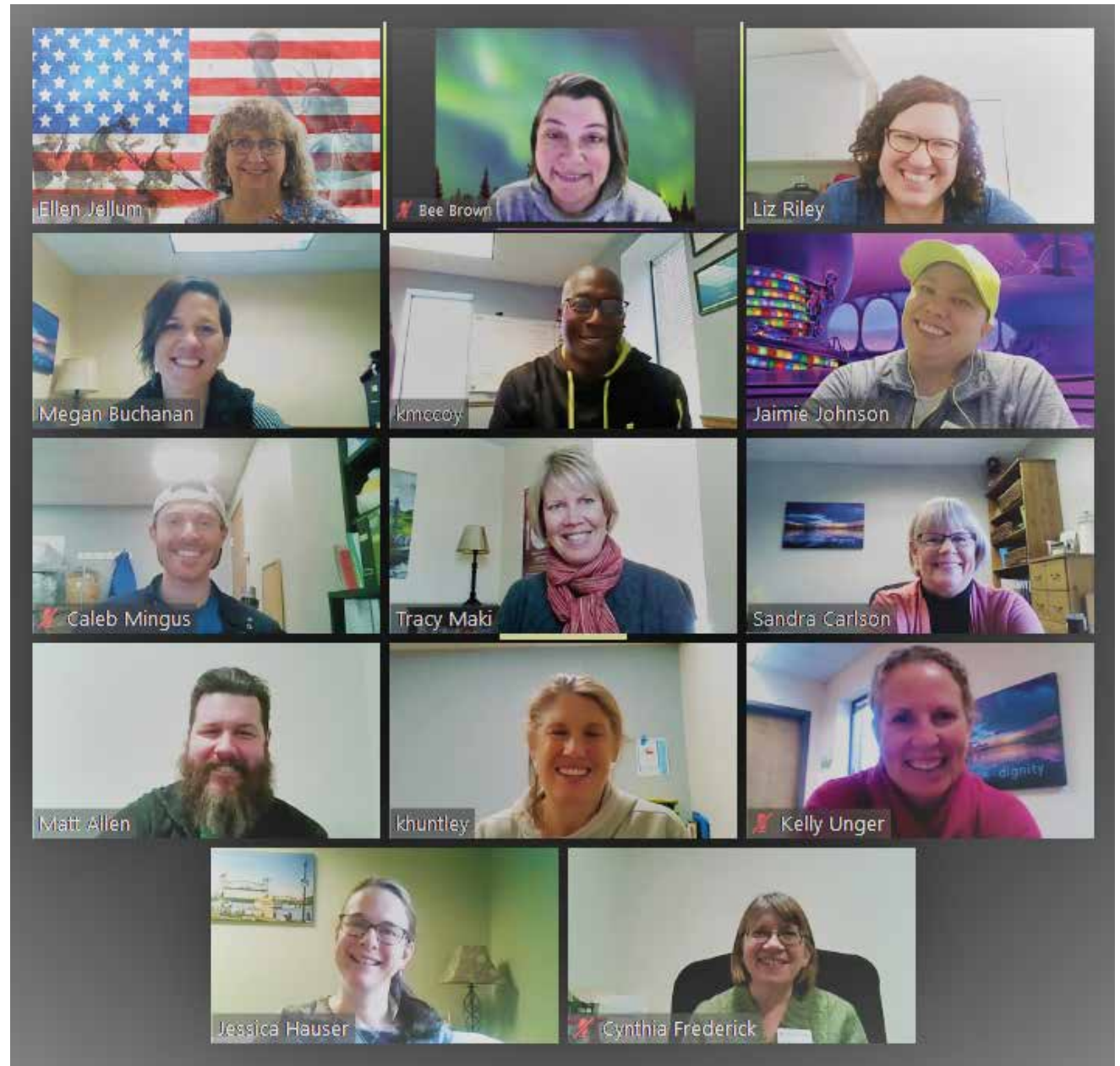
Monday/Wednesday 12 p.m. to 3 p.m.

DRIVE-UP SERVICE HOURS

Monday/Wednesday/Friday 9:30 to 11:30 a.m.

Tuesday/Thursday 4:30 to 6:30 p.m.

ALL ARE WELCOME HERE.



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☎ 651-430-2739

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