



***THERE'S
MORE
INSIDE***



**VALLEY OUTREACH
ANNUAL IMPACT REPORT
FISCAL YEAR 2020/2021**

2020/2021 BOARD OF DIRECTORS

OFFICERS

Becky Billingsley – Chair
Claudia Swendseid – Vice Chair
Nathan Hesse – Secretary
Liz Smith – Treasurer
Laura Fredericks – Past Chair

DIRECTORS

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Ted Olson
Steve Scallon
Dorothy Stormont

**THIS REPORT
COVERS OUR LAST
FISCAL YEAR, FROM
OCT. 1, 2020 TO
SEPT. 30, 2021.**

“We are so proud of the work we do to support the community. Our team meets challenges head on by continually asking questions and taking thoughtful actions to help further strengthen our service model. We would not be able to serve thousands of people every year without the generosity of our volunteers and donors encouraging our efforts. It’s really inspiring to see how this care and kindness intersects at Valley Outreach.

*– Becky Billingsley,
Board Chair of Valley Outreach*



*Becky Billingsley and Tracy Maki
at a strategic planning retreat.*

DEAR FRIENDS,

We're proud to say Valley Outreach continues to be resilient, nimbly adjusting and creating a path towards stability for our community. In reflecting on the past year, we have grown as an organization as we all continue to deal with the far-reaching impacts of a pandemic. We have nurtured, trusted, and supported our team and they have responded by continuing to show up every day ready to collaborate and connect with kindness.

After more than a year of drive-up services, we opened our doors last July for clients to shop in our renovated and expanded food shelf and in StyleXchange, the clothing program. The response to being back inside Valley Outreach is overwhelmingly positive! People are so happy to make their own selections again, picking out produce and opening doors on new freezers and coolers. StyleXchange is popular, too, offering a beautiful space for families to choose clothing. With more pandemic-related programs available, RentHelpMN being one, our client support services team navigated resources with families and continued to do what they do best—listen, guide, and connect people with a variety of, yet often confusing, services.

Our service numbers continue to lean heavily towards our highly regarded food shelf. Our Board of Directors and staff teams know that food insecurity is a complex problem. Food insecurity—lack of consistent access to enough food for an active, healthy life—does not exist in isolation. Multiple, overlapping issues like lack of affordable housing, structural racism reflected in social and financial disadvantages for people of color, high medical costs and low wages affect families in dramatic ways. We are committing extensive time and resources to deep equity work to discern what more we can—and should—do to support our community. This critical investment recognizes our responsibility to better understand what is broken and use a new lens of social justice to rethink power and privilege in the work we do.

We are pleased to share this year's impact report and offer deep gratitude for the thoughtful, intentional support you each share with us.

LET'S MAKE IT BETTER. TOGETHER.

Sincerely,

Tracy Maki, CEO

Becky Billingsley, Board Chair

MISSION, VISION, DEI STATEMENT

OUR MISSION

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

OUR VISION

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

VALUES

We work in the community with people and believe in the intrinsic value of every person. Our team focuses on *Collaboration, Connection, Kindness* and *Trust* to achieve greater equity and deliver on our mission and vision.

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.



SERVING THE COMMUNITY

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

All our services are available free of charge.

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. We offer three ways for people to shop: inside our food shelf, drive-up service using mobile technology (shoppers can select the food they want from the comfort of their vehicles), and home delivery. We also partner with the Cimmaron community in Lake Elmo to support on-site food distribution events.

CLOTHING

We offer our shoppers a friendly, boutique-style shopping experience through our StyleXchange program. Clients may select high-quality, like-new clothing at no cost based on their household's specific needs. 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.

CLIENT SUPPORT SERVICES

All client support services are based on individual needs determined through one-on-one meetings with our professional, highly skilled staff (including licensed social workers) and specially trained volunteers.

Our primary client support 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.
- Financial Assistance – We have financial assistance available to help with expenses related to client goals. This support is most often used for things like rent, security deposits, utilities, car repairs, and medical expenses. We help clients put the financial pieces together from several sources including our own designated funds, other funders, and contributions from clients themselves.

STRATEGIC PLAN

DELIVERING ON OUR MISSION

Our strategic plan is the foundation of our efforts and helps make sure that the work we do supports our mission. The imperatives of our strategic plan (outlined below) allow us to prioritize and adapt our programs to best serve the community.

We design and implement programs for a broader, basic needs organization. Programs and service levels continue to be developed, improved, expanded, and adapted based on client needs and engagement. This includes our own direct programming as well as partnerships.

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. In sharing these values and our story, we reflect the communities we serve—the need, the inequality, the generosity, and the possibility. We make informed decisions based on measures of success in both quantitative and qualitative forms.

We strive to be a collaborative leader in the St. Croix Valley and in Minnesota, creating stability for individuals and resilience for communities. We use our experience and resources to proactively evaluate and address inequities in the food security sector through collaborations in programming, education, awareness, and advocacy.



***TAKE A VIDEO TOUR OF OUR
REMODELED FACILITY WITH TRACY.***
www.valleyoutreachmn.org/about-us

***IN 2022, WE ARE REVAMPING OUR
STRATEGIC PLAN TO STEP INTO THE
NEXT PHASE OF OUR GROWTH. WE ARE
INTENTIONALLY INTEGRATING OUR
COMMITMENT TO BEING A DIVERSE
AND EQUITABLE ORGANIZATION
INTO OUR WORK.***

HIGHLIGHTS FROM FISCAL YEAR 2020/2021

- **Completed our SuperShelf food shelf expansion.** We remodeled our food shelf to significantly increase our food storage capacity and create a shopping experience closer to a grocery store. Our space is flexible and is designed to be responsive to adaptations in our food programs.
- **Improved access to food programs.** Shoppers can get food three ways from Valley Outreach. Inside our SuperShelf food shelf, drive-up ordering and pick-up using innovative mobile technology, and home delivery. We are leading the next iteration of a delivery program started by Washington County and are working with two, peer food shelves—Christian Cupboard Emergency Food Shelf and White Bear Lake Food Shelf.
- **Supporting Cimarron food distributions.** We love community partnerships and work with Cimarron community liaisons and our friends at the Christian Cupboard Emergency Food Shelf to support on-site food distribution events twice a month in this mobile home community in Lake Elmo.
- **Reopened our clothing program, StyleXchange.** Due to the pandemic, StyleXchange was closed to the public. Clothing items were only available by request, with orders filled by volunteers and distributed through curbside pickup. Since July, we've been welcoming client shoppers into our boutique style shopping space and distributing a record number of items.
- **Upgraded technology to support our operations.** In 2021, we revamped our information technology systems to help ensure business continuity and to make it easier for the team to flex between working in the office or from home. We also redesigned our website to improve its accessibility in multiple languages and overall stability.
- **Supported our valuable staff team.** Our team is our greatest asset. Not only did we retain all our staff through a very difficult period, but we also added to our team through new positions. Additionally, we did an in-depth compensation study to ensure our team is being paid at the competitive market rate and adjusted pay as needed.
- **Launched the Sustainer's Circle to recognize pledges and gifts through donor estate plans and our Vibrant Future Fund, a long-term fund invested at the St. Croix Valley Foundation.** Our new planned giving program offers donors the option to further our mission for many years.
- **Raised more than \$200,000 at Feed the Valley – Year 8.** Our second virtual fundraiser was a huge success and exceeded all our previous fundraising efforts for this event.

IMPACT



14,300
PEOPLE USED
OUR SERVICES

THERE IS MORE INSIDE.

We are here for people when they are not sure where else to go and we provide access to many different resources. As you read this report, please remember that all the numbers represent members of our community—individuals, families, seniors, and children.

In the last year, we served a total of 3,656 households, in other words, more than 14,300 individuals.

Of the people we served, 39% were children. This percentage remains relatively consistent year over year.

We supported seniors (55+) through 8,442 visits to our food programs. A 32% increase from last year.



IMPACT



1,468
HOUSEHOLDS
PER MONTH

“Thank you for all you do to make the food shelf happen! Because of you all, I am eating a lot more fruits and vegetables!

– A Valley Outreach client comment

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 all our food programs.

We distributed enough food for more than 1,206,000 meals—equal to nearly 1,450,000 pounds of food.

We served on average 1,468 households per month through just over 17,620 visits to our food programs.

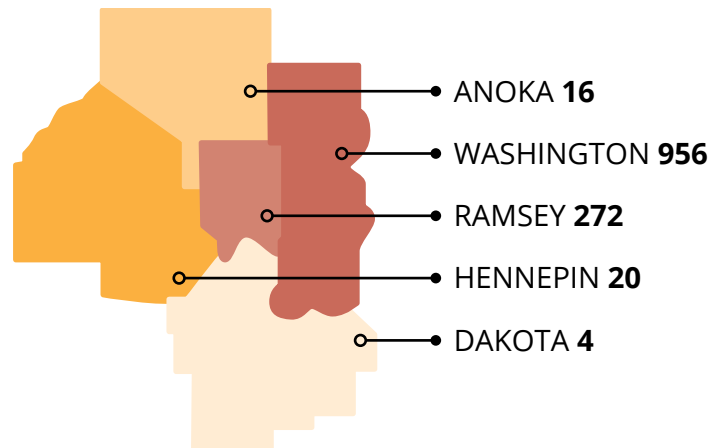
HOME DELIVERY

We deliver food through our longstanding Mobile Choice program which serves people living in the Stillwater area and through a collaborative program primarily serving people in Washington County and Ramsey County.

Our Mobile Choice program delivered food to 44 households every month during the last fiscal year.

We made 1,270 deliveries to 480 families across 5 counties as part of the collaborative food delivery program with Washington County, Christian Cupboard Emergency Food Shelf, White Bear Lake Food Shelf and NewTrax.

DELIVERIES BY COUNTY



IMPACT



1,500
HOUSEHOLDS
RECEIVED
CLOTHING

“A first-time client visited us in StyleXchange last fall. She browsed the store, made selections for her family, and at checkout said, “It looks just like a TJ Maxx in here! This is so cool.” She went on to tell us she heard about the clothing program and came to check it out but didn’t think she would find so many items that she loved.

STYLEXCHANGE

Our clothing program, StyleXchange, aligns with our food programs so any client—no matter where they are from—may receive clothes at no charge.

About 1,500 unique households received clothing, more than double the previous 4 years' average of 630 families. We distributed more than 76,600 items, including 18,745 pairs of new socks and underwear. Through June we fulfilled just over 2,000 orders. Once we opened in July, we had about 2,000 visits to StyleXchange—which is about 50% of our total clothing program visits in just three months!

30%

OF OUR CLIENTS USE
BOTH STYLEXCHANGE
AND THE FOOD SHELF

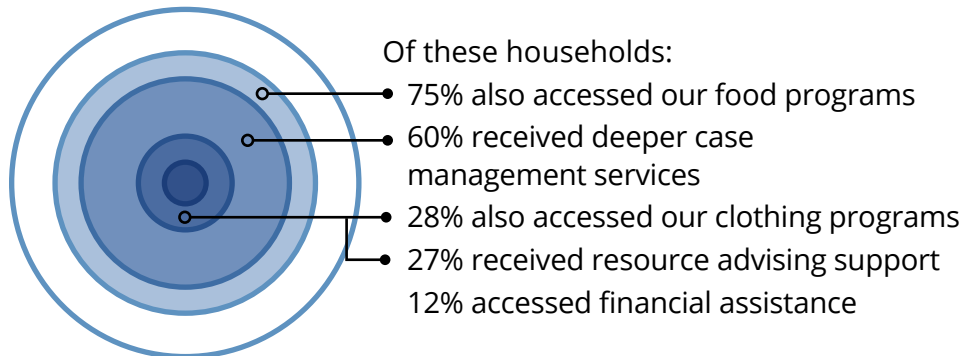


IMPACT

CLIENT SUPPORT SERVICES

When people come to Valley Outreach, they often need more than food and clothing—like housing, transportation, and utilities. That is where our Client Support Services team can assist people in finding other resources that can help them move their lives forward based on their personal situation.

Last year, our Client Support Services team, which includes licensed social workers, served about 1,450 households.



1,450
HOUSEHOLDS
ASSISTED



DID YOU KNOW FINANCIAL ASSISTANCE AT VALLEY OUTREACH IS A COLLABORATIVE EFFORT?

When a client has an urgent, often larger expense, the funding often comes from multiple sources—the client, Valley Outreach, and other funders, like the Community Sharing Fund at the St. Paul and Minnesota Foundation. Our team helps put all the financial pieces together to help folks stay in their home, make a deposit on a new place to live, fix a vehicle or even pay a medical bill.

“Thank you so much for applying for the St. Paul Foundation grant and Valley Outreach grant to get my car fixed! You really stepped up to the plate for my safety and welfare. Your organization, Valley Outreach, has been a help to me since my children were small many years ago. I truly appreciate you all.

– A Valley Outreach client



IMPACT

CLIENT EXPERIENCES

Poverty is complex and every person's situation is unique. According to analysis by Mark Rank, author and professor of social welfare at Washington University in St. Louis, 60 percent of Americans will spend at least a year of their life in poverty. We see many people during this period of their life and data only tells a small slice of the story. Here are two examples of the impact we make on people's lives. *All these stories have been edited to maintain confidentiality.*

“ In December of 2020, our team received a voice message from a man saying his landlord told him to call us. When our team connected with him, we learned he had been out of work for nine months. The client works in the hospitality industry and that has been tough during COVID. He also got COVID-19 but was only mildly affected. He received unemployment for six months and lived off that and his savings. When we spoke, he had begun a new job, just starting the week before. His rent was \$785, and he was behind Nov. and Dec. He was very reluctant to ask for help and didn't want to be a bother. Our team assured him we could provide some help and it wouldn't be a problem. Valley Outreach was able to help with \$500 and then we applied to St. Paul Foundation and St. Paul Lutheran Church here in Stillwater to secure the rest of the money needed. By the end of the week, all the funding was secured, including late fees, \$1,652. We are so grateful that our funding partners also want to make sure the money meets client needs quickly and effectively. A few days later we received a voice message from the client. He shared that he was reluctant to call at the beginning and he didn't think there would be any help for him. He was very grateful for the assistance, and we were grateful for the trust he put in us.

“ One of our social workers received a call from a client who had been coming to Valley Outreach for years and years but moved out of the metro area last October. He had helped with some of the coordination of her move and our financial assistance fund helped with her deposit.

The client just wanted to thank Valley Outreach again for all our support over the years and let us know that she loves her new place. She said she missed our team and has not been able to find a food shelf as good as Valley Outreach yet. She said hopefully she'd be able to come back some time and would keep us updated as to how she was doing.

It was a nice reminder that even though our work sometimes seems short term and crisis driven, the long-term effects of how we do our work last much longer for clients.



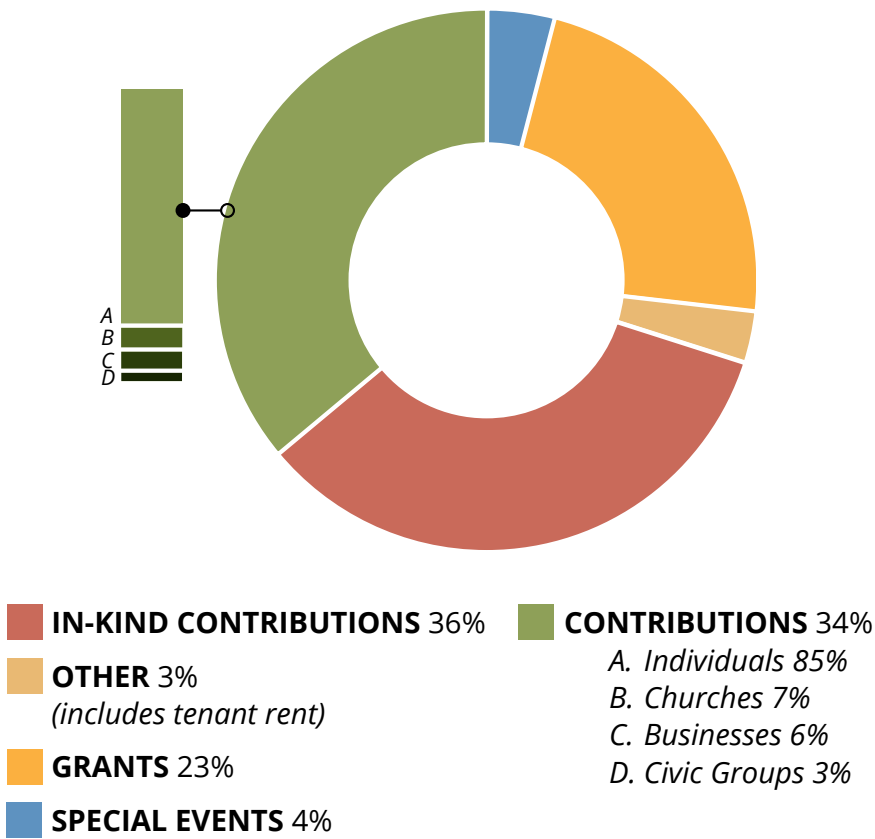
Learn more about how important accessible and affordable housing is to our community.

Watch "The Next Chapter at Valley Outreach" video.
valleyoutreachmn.org

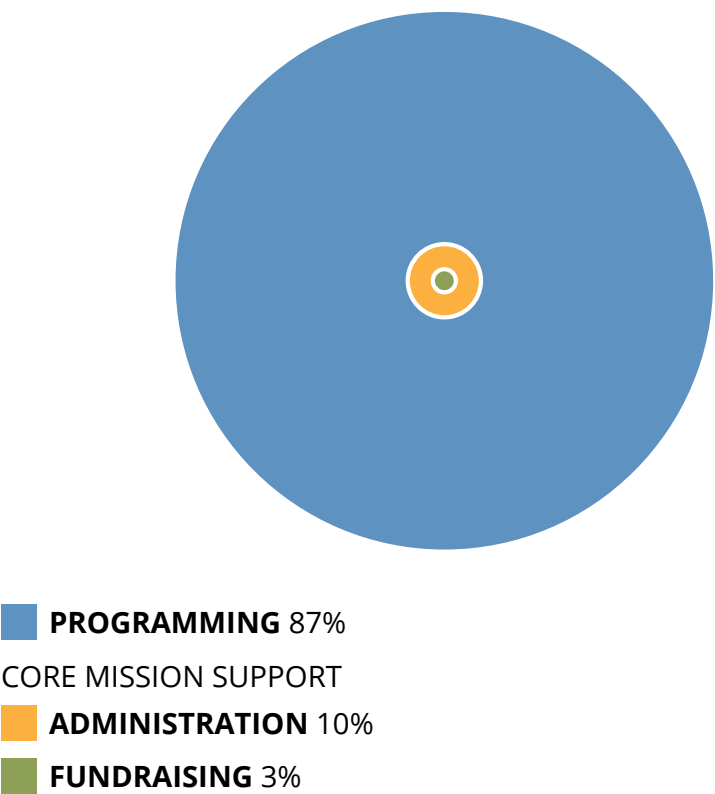
FINANCIALS

FISCAL YEAR 2020/2021 OVERVIEW

REVENUE
\$3,131,922.42



EXPENSES
\$2,604,431.89



For a complete overview of our financials, read our Fiscal Year 2020/2021 Audited Financial Report at valleyoutreachmn.org/annual-reports.

THANK YOU

OUR DONORS ARE A GIFT.

**VALLEY
outreach**

FOOD

drive



**STRONG
AND
KIND**

POSITIVE SPORTS



DONORS



BRUCE AND LYNN HOLCOMB

LONGTIME SUPPORTERS
OF VALLEY OUTREACH

Bruce, a board member for 9 years, and wife, Lynn Vernon, are active and engaged supporters of Valley Outreach. While on our board, Bruce promoted the 2011 expansion into our current location; he understood the value in actively managing and planning for growth. He knew securing a physical space would lead to longer-term stability both for our organization and our clients. Bruce and Lynn both believe in the work of Valley Outreach and recognize that we need financial security to continue to thrive as an organization. When Bruce was first asked to consider board membership, he asked inquired if there was a long-term fund or a way to recognize planned giving donors. Not surprisingly, he has been a tireless advocate for creating our Sustainer's Circle (which celebrates those who have included Valley Outreach in their estate plans) and our long-term Vibrant Future Fund invested at the St. Croix Valley Community Foundation. Thank you, Bruce and Lynn, for not only advocating but also being lead donors in these efforts!

“We learned a lot about planned giving to nonprofit organizations years ago when we updated our wills. We decided that we would like to leave money to Valley Outreach upon our deaths and were surprised there was no procedure in place to facilitate that. Valley Outreach is such an important organization in our community that we want it to be financially viable and helping people in need long after we are gone. The Vibrant Future Fund allows for long term, future support both from current donations and legacies. Now that we have reached the age of Required Minimum Distributions from our IRAs it makes sense to make Qualified Charitable Distributions to the Vibrant Future Fund now rather than waiting.

LEE STOERZINGER, WEALTH MANAGEMENT

FOOD AND FUND DRIVES
MAKE A DIFFERENCE



In the fall of 2020, the team at Lee Stoerzinger Wealth Management reinvented their November client appreciation event in response to the COVID-19 pandemic. They continued their long-standing tradition of giving holiday pies to their clients through reservations and pick-up, but they also hosted a food drive and virtual fundraiser for Valley Outreach including a \$2,500 match. With their match, they raised \$8,355 and collected 638 pounds of food for Valley Outreach.

“We selected Valley Outreach as our nonprofit partner because they are excellent at what they do. We are so impressed with their ability to recognize what's most needed in our community and fill that gap. There is always a need for the services Valley Outreach provides. But in 2020, the need was even greater, and we wanted to do our part to help.”

**INDIVIDUAL GIVING IS CRITICAL TO OUR
SUCCESS—BOTH IN-KIND AND FINANCIAL
DONATIONS. LEARN MORE ABOUT
DONATING TO VALLEY OUTREACH ON OUR
WEBSITE, VALLEYOUTREACHMN.ORG**

STAFF & VOLUNTEERS

STAFF

Matt Allen
*Client Support Services –
Case Manager*

Amy Brown
Data Administrator

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*

Megan Stone
Director of Services & Implementation

Hannah Sutcliffe
StyleXchange Manager

Kelly Unger
Individual Giving Manager

Our programs depend on the time and commitment of 350 volunteers who donated more than 14,300 hours.

500+ HOURS

Karen Brandt
Chris Nelson

400-499 HOURS

Beth Anne Sutcliffe

300-399 HOURS

Tim Almquist
Sharon Longnecker
Nissa Knutson
Dave Osten

200-299 HOURS

Timothy Berens
Elissia Rodriguez
Mary Popelka
Dan Schoepke
Stacy Gunderson
Dani Harms
Sandi Millar
Cal Caturia
Debbie Yanker Black
Dave Herder

100-199 HOURS

Helen Secor
Laura Fredericks
Ronald Pierson
Cynthia Pierson
Joan Adolphson
Barb Diederichs
Hanh Van
John Meier
Kathy Hagen
Gerald Klebsch
Bill Martin
John Allen
David Brookman
Holly (Nancy) Melroe
Dorothy Stormont
Deb Wall
Dennis (Nelson) Nelson
Shirley Ngwesse
Maureen Sanderson

Andrew Kass
Paul Copenhaver
Jan Lund
Peggy Ludtke
Lynne Finley

90-99 HOURS

Paula Nelson
Anthony Hoffbeck
Wendell Braun
Sara Wagner
Eric Iverson

80-89 HOURS

Linda Wright
Diane Lajoie
Theodore Olson
Susan Swanson
Gail Flickinger
Ian Stone
Lori Mildon

70-79 HOURS

Patricia Buck
Dana Williams
Lori Nadeau
Sherry Hillman

60-69 HOURS

Janet Prust
Dianne Nutzman
Isabel Oxenfield
Mary Dieltz
Jack Fuerstenberg
Ray Wright
Katie Ness
Marilyn Garcia
50-59 Hours
Claire Casey
Noelle Haland
Ann Bellows
Fred Grimsrud
Michele Stephan
Betty (Elizabeth) Hughes

40-49 HOURS

Molly Martin
Nancy Mortwedt
Thomas Swedenburg
Carley Saeger
Linda McGough
Michelle Bohlig
Debbie Trunzo
Luke Schlosser
Kathy Klonecki
Christina Arndt
Emma Villarreal
Gavin Borup

30-39 HOURS

Bonnie Sherod
Suzanne Pollack
Linda Hainlen
Nissa Wilcox
Bob Iverson
Jennifer Marshall
Joel Carlson
Kathy Hiner
Carolyn Briol
Christian Conway
Liz Smith
Jacob Spring
Ginny (Virginia) Averill
Dave Kisch
Jane Schwartz
Kirsten Yocum
Louie Winslow
Sandra Urgo
Erin Jakupciak
Roxi (Roxanne) Swanson
Stephanie Mahan
Emily Schertz
Brad Jellum
Mary Blakemore
Matt Dynan
Samantha Schindler

20-29 HOURS

Liz Lane
Allen Gosselin
Melissa St George
Hank Drews
Kim Zauner
Kris Gorman

Karina Burns
Hunter Potter
Aaron Pierson
Georgia Herberg
Jody Taylor Haye
Colin Kogl
Warren Luckner
Sarah Anderson
Theresa Mindt
Barbara Stahlmann
Laura Funk
Alice (Shuchin) Wu
Sophie Cronk
Angie Huenink
Sharon Rue Lewis
Lynn Walsh
Maggie Sanderson
Kathy Fagerlund
Trudee Watson
Jan Derwa
Heidi Hutter
Jayger Eckles
Patricia Colwell
Jenny Wilcox
Scott Mills
Katie Gharritty
Shane McKinlay
Caleb Dosdall
Leah McLean
Patti Klaassen

*A full list of our volunteers is available online
at valleyoutreachmn.org/annual-reports*



350 VOLUNTEERS
14,300 VOLUNTEER HOURS

Our volunteers are incredibly generous and kind. They are flexible while we adapt our services to meet growing needs. We are so grateful for their ongoing support. We are always in need of new volunteers and we'd love for you to join us.

CAN YOU HELP?

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

SHARON LONGNECKER
 FOOD SHELF VOLUNTEER

I started volunteering to be helpful, but soon realized there was so much more to Valley Outreach. I am proud to be here—I love the staff, clients, and other volunteers. For me, it is my second home.



COLIN KOGL
 STYLEXCHANGE VOLUNTEER

I'm thankful to have a fortunate life, and feel it is my job to give back to others making a difference and impacting my community.



COMMUNITY POWERED



LET'S MAKE IT BETTER. TOGETHER.

We can do so much more when we work together. We rely on wonderful supporters to fulfill our mission and work toward our vision of creating a vibrant and resilient community where everyone's needs are met. 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

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

 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 9:30 to 11:30 a.m.

Tuesday/Thursday 1:30 to 6:30 p.m.

SERVICE HOURS

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

Tuesday/Thursday 1:30 to 6:30 p.m.

Closed on Wednesdays.



📍 1911 CURVE CREST BLVD. WEST
STILLWATER, MN 55082

☎ 651-430-2739

🌐 WWW.VALLEYOUTREACHMN.ORG

ALL ARE WELCOME HERE.