



Kindness in Action



**Valley Outreach
Annual Impact Report**
Fiscal Year 2024/2025

Kindness in Action

2 million meals
worth of food distributed *Page 7*



118,000 clothing items
distributed at StyleXchange *Page 9*



289 households
received **personalized support**
Page 11





31,900 people served



58% donor retention rate

(about 15 % higher than the national average)

Page 15



811 volunteers

contributed **27,527 hours**
of their time

Page 17



Mission

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

Vision

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

Values

Collaboration, Connection,
Kindness & Trust

Leadership Message

Dear Friends,

Kindness is all around us.

At Valley Outreach, we see kindness every day. Our community shows up, again and again, with compassion, generosity and care. Staff, donors, volunteers, community partners and clients find ways, big and small, to bring hope to one another, even in the most challenging times. This year, more than 31,900 people turned to us for support, including 3,300 families seeking help for the first time. Their stories are a reminder that unexpected challenges can touch anyone, and that timely, respectful support can make all the difference.

We start with food, because everyone deserves fresh, healthy groceries. But we don't stop there. Valley Outreach offers wraparound services, including free clothing, rental assistance and help connecting with resources that address the often complex and interconnected challenges many families face. Together, these supports help people move from crisis toward stability.

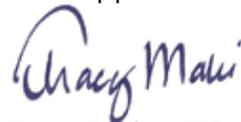
Our work is powered by community. Whether that's volunteering, shopping at StyleXchange, hosting a food drive, or investing financially in our mission, every action matters, and together they add up to meaningful change for individuals, families and our community.

In uncertain times, Valley Outreach remains a safe, welcoming place grounded in dignity, ease of access, racial equity, and social justice. With your support, we will continue to serve with compassion and care—building a stronger, more resilient community where everyone can thrive.

Thank you for being part of this work.

With appreciation,

This report covers our last fiscal year, from Oct. 1, 2024 to Sept. 30, 2025.



Tracy Maki, CEO



Eliza Chlebeck, Board Chair

DEI Statement & Strategic Framework

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.

Strategic Framework: How We Bring Our Mission and Vision to Life.

Our strategic framework guides Valley Outreach as we advance our mission to serve the community.

We aim to be a stable, trusted resource for help, fostering economic stability, increasing empathy around poverty, and building meaningful connections with clients.

Strategic Priorities:

- Improve Access to Basic Needs
- Ensure Operational Strength
- Grow Our Influence

This framework shapes our programs and operations, guiding both strategic activities and day-to-day actions.

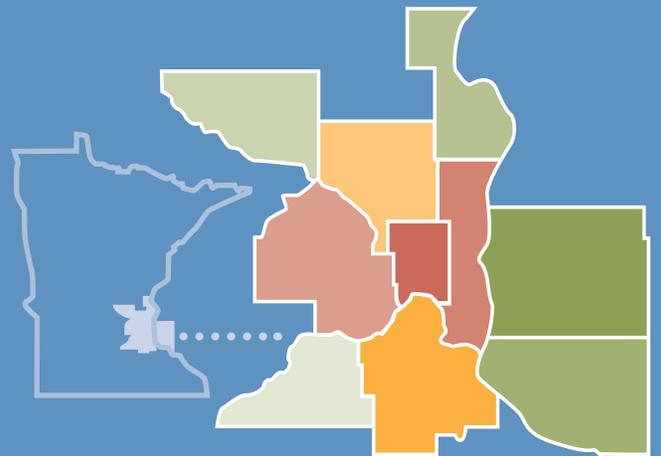


Stories of Impact

Every number represents real people receiving the support they need to move forward.

Valley Outreach serves an average of **650+ households per week**

Welcoming everyone—people come to us from 9 counties.



On average, each household accessed **7 services per year**, with **80%** of families using **10 or fewer** services annually

31,900 people used our services, including about **3,300 new families.**

Top three languages spoken at Valley Outreach

English, Spanish, and Karen





When Life Takes an Unexpected Turn

Many people think, “That could never happen to me”—until it does. Life has a way of surprising us, and sometimes those surprises can turn everything upside down. A sudden job loss can leave you unsure of how to cover even basic expenses. Becoming an unexpected caregiver can stretch your time, energy, and resources in ways you never imagined. Even something as ordinary as a car breaking down can make it hard to get to work, school, or the grocery store. When one of these challenges hits, it can feel overwhelming. When two or more happen at the same time, even the most prepared among us may find ourselves needing help.

Cheri, a Valley Outreach client, knows this all too well. “I was so embarrassed that I had to come here and get help,” she shared. “I’ve never had to do that in my life. I’ve never had to ask for help.” Cheri’s story is a reminder that anyone, at any time, can face circumstances that require a helping hand, and that **reaching out is not a sign of weakness, but of courage.**



I personally can't say enough good things about this place...From the moment I walked in, I felt welcomed and reassured that there was no judgment. I was overwhelmed by so much at home—car trouble, housing issues, moving—and the staff listened with kindness and care. They were soft-spoken, knowledgeable, and helped me navigate exactly what I needed. Some people know how powerful it is to truly be heard and supported, and I felt that here.

- Client testimonial from a 5-star Google Review
(edited slightly for brevity & clarity)



Food

Served more than **7,200 families** through **21,000** food shelf visits and almost **12,000** food pick-ups.

The people we served across our food programs include

44% children

50% adults

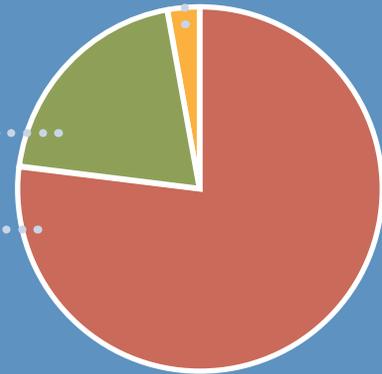
6% seniors (65+)

Incoming food breakdown:

3% community donations

20% food rescue

77% purchased



Distributed **2,381,562 pounds** of food, equal to about

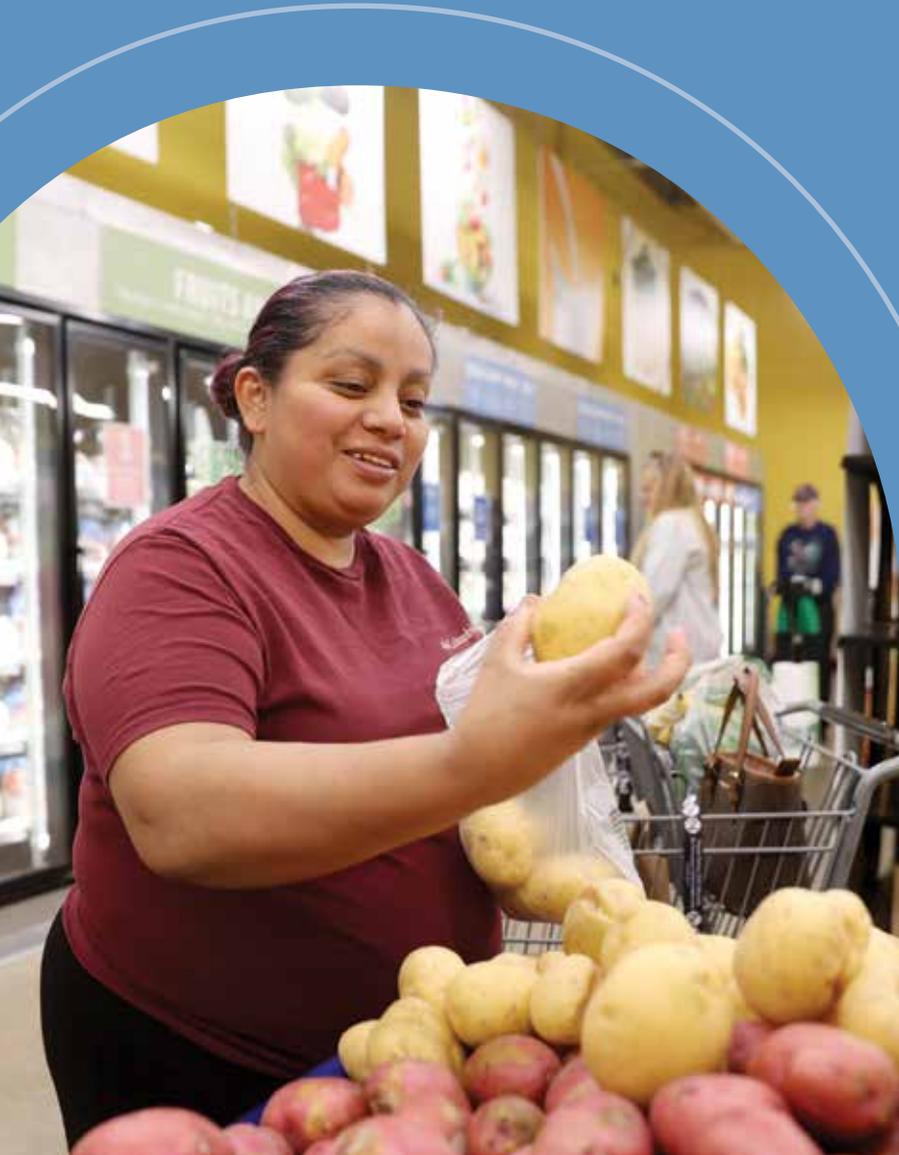
2 million meals

70 pounds of food distributed per visit on average

Did you know? When food we receive doesn't meet safety standards, we do our best to repurpose it.

Waste reduction:

45,000 lbs. of compost,
122,000 lbs. to farmers,
41,000 lbs. recycled plastics & cardboard



Highlight

Big River Farms Partnership: Valley Outreach launched a new partnership with Big River Farms, a program of The Food Group, to expand access to fresh, locally grown produce. Located in Marine on St. Croix, Big River Farms provides land, tools, and education to new farmers. By purchasing directly from local farmers throughout the growing season, we provided clients with a wider variety of seasonal produce while supporting small family farms and strengthening our local food system.

Relaunched Home Delivery Program: In April 2025, Valley Outreach relaunched our Home Delivery program to better serve clients who are homebound and unable to shop in person. We're excited to continue growing this service and expanding access to food for those who need it most.

Impact

At Valley Outreach we are committed to providing fresh, culturally-relevant food whenever possible. One day, a shopper broke into tears when she spotted okra on our shelves. She shared that she grew up in West Africa, where okra was a staple she loved cooking with her family. Overjoyed, she described the many ways she prepares it and couldn't wait to bring some home. She told us that seeing okra—something so familiar and meaningful—made her entire day.





StyleXchange

134,000 items
distributed

118,000 distributed

to clients at no cost

16,000 sold

to raise funds for our programs

5,600 winter gear

items distributed

1,600 coats

1,970 hats

430 snowpants

1,600 gloves/mittens



Highlight

Successful Winter Gear Distribution: Last winter, Valley Outreach provided essential warmth to the community through winter gear distribution. Thanks to generous donations and volunteer support, we were able to distribute 5,600 winter gear items including coats, hats, gloves/mittens, and snowpants. For many, receiving winter gear means more than staying warm; it means maintaining dignity, comfort, and the ability to safely get to work, school, and appointments.

Impact

One afternoon, a shopper who has children came into our store and shared a small but meaningful victory: she had finally found an authentic leather jacket—a piece she had always wanted but never prioritized while raising her kids. For years, her focus had been on her family's needs, so this moment of treating herself felt special and empowering.

The next time she visited, she was beaming from ear to ear. She excitedly told us that she had been able to put together an outfit for a job interview using items from the store—and that she had gotten the job! That leather jacket, while a small personal item, symbolized a moment of joy and confidence. And the outfit she chose for her interview helped her step into a new opportunity.





Client Support Services

More than
1,600 services
provided to

289 households

171 individuals and families
received homelessness prevention support

123 individuals connected to
additional community resources



Our main areas of support

Housing



Utilities



Transportation



Highlight

The First Two Years of Homelessness Prevention Funding:

Through a partnership with Washington County and the Family Homeless Prevention and Assistance Program (FHPAP), we provide short-term financial assistance and supportive services to individuals and families facing housing instability. In our first biennium (two years) as an FHPAP partner, we distributed more than \$560,000 in rent, utility, and eviction-prevention assistance, helping 225 households in Washington County remain stably housed. By combining these critical resources with a compassionate, client-centered approach, we help people navigate crisis, avoid displacement, and move toward long-term stability—creating lasting ripples of hope throughout the community.

Impact

Sixty-year-old Kerry never expected to find himself on the other side of Valley Outreach's services. A former donor, Kerry had generously supported others in his community when he was able. But in July 2025, life took an unexpected turn.

Kerry, a former business owner, had faced serious setbacks before. In 2013, a financial scam forced him to close his businesses, and in August 2024, a car accident left him with a severe neck injury. Unable to work, his bills quickly piled up, leaving him with more than \$7,000 in overdue rent and utilities.

Valley Outreach and partners stepped in: \$4,500 in rental assistance from a combination of Valley Outreach internal funds and FHPAP funds, \$750 from St. Vincent de Paul, \$500 from St. Paul Lutheran, \$150 from the 30-Days Foundation for utilities, and \$1,450 from Kerry himself. His landlord graciously waived late fees, helping him stabilize his housing. Reflecting on that support, Kerry said, "Even if you are a millionaire, at some point you still may need help in some way."



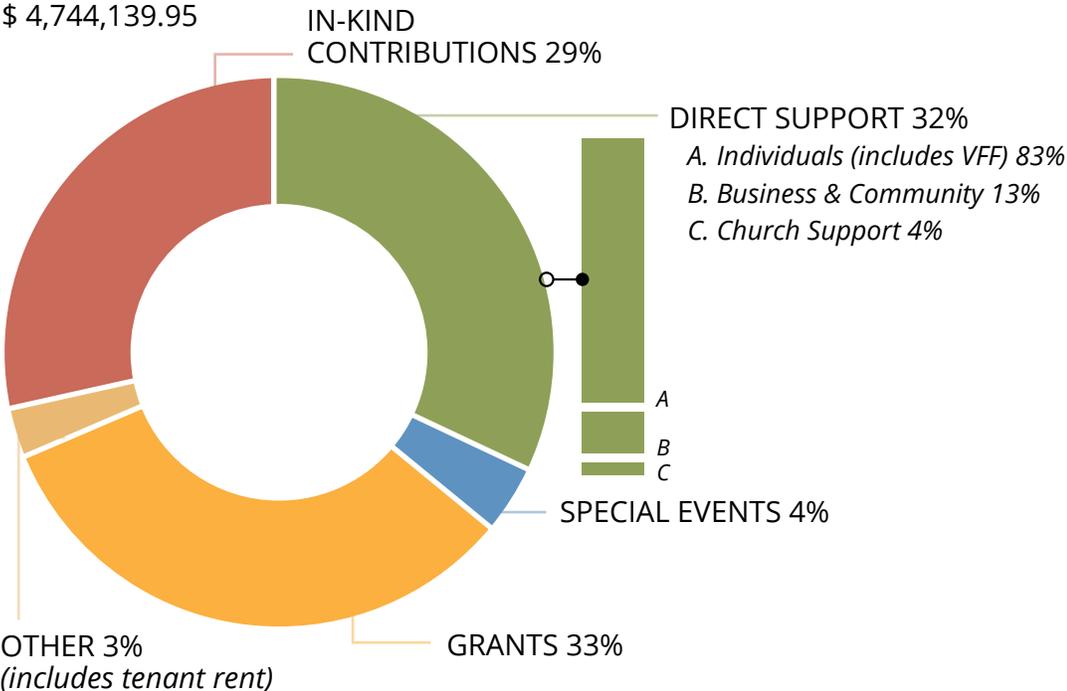
By the Numbers



Fiscal Year 2024/2025 Overview

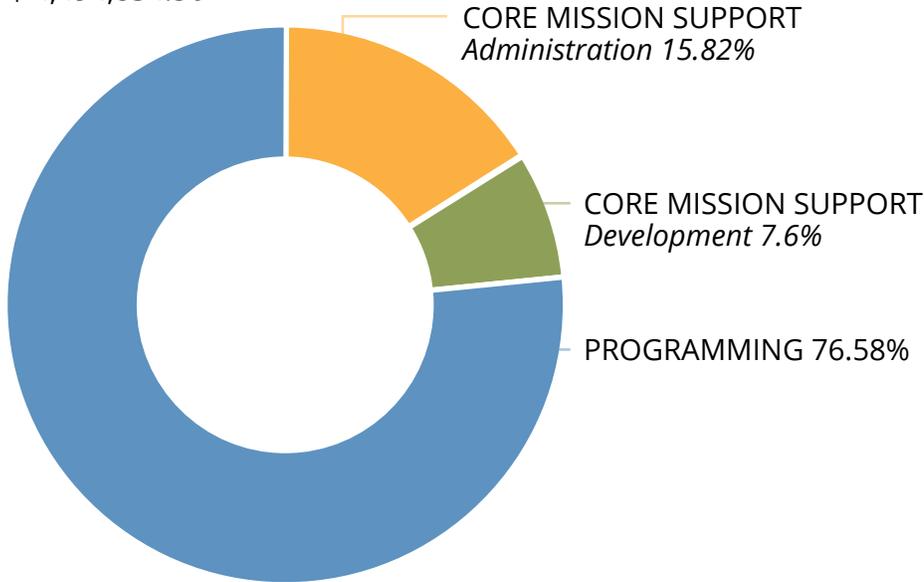
Revenue

\$ 4,744,139.95



Expenses

\$ 4,494,834.56



Core mission support isn't separate from our work—it's the infrastructure that allows our mission to happen every day. The staffing, systems, space, and operations behind the scenes are what enable us to serve our community with consistency, quality, and care.

For a complete overview of our financials, read our Fiscal Year 2024/2025 Audited Financial Report at valleyoutreachmn.org/annual-reports.

Gratitude

Thanks to generous donors, Valley Outreach is able to turn kindness into action. Every contribution—big or small—directly supports programs that provide food, clothing, and personalized support to uplift individuals and families in need. Together, donors create lasting change in the lives of those we serve.

255 new donors

(19% of all donors in FY 24-25)

150 recurring donors

(11% of all donors in FY 24-25)

Donor retention rate

58%

Valley
Outreach

45%

National
average



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I want to encourage you to keep up your great work serving others. I feel blessed to have crossed paths with Valley Outreach. I enjoy helping as much as I can.

- A Valley Outreach donor



Donors

Highlight

Community-Hosted Fundraisers: Community-hosted fundraisers help supporters turn their passion for Valley Outreach into action. Led by individuals, businesses, schools, or groups, these creative events bring people together while raising critical funds for our mission. With support from Valley Outreach, each fundraiser reflects generosity, creativity, and a meaningful commitment to making a difference for individuals and families in need.

New Annual Sponsorship Program: In 2025, Valley Outreach introduced an Annual Sponsorship Program, creating new opportunities for businesses to support our mission in meaningful, ongoing ways. Thanks to the generosity of sponsors at every level, Valley Outreach was able to expand programs, provide critical resources, and strengthen connections with the people we support. This program not only provided vital funding, but also deepened relationships with local businesses and organizations, demonstrating how collaboration can make a lasting impact across the community.

Looking for Your Name?

Based on donor feedback from a recent survey, we are transitioning away from listing donor names in the Annual Impact Report. We heard clearly that while listing names isn't necessary, a sense of community for donors is. To address this, we're replacing listing donor names with interesting donor data, richer storytelling, community events, and year-round recognition that highlights your collective impact. This move ensures we value supporters in a way that is meaningful and community-focused.

Annual Sponsors

Transform



Continuity



Nygard Agency & Associates LLC

Sustain



Achieve More. Together.™



LAKE ELMO BANK
A TRADITION OF SERVICE

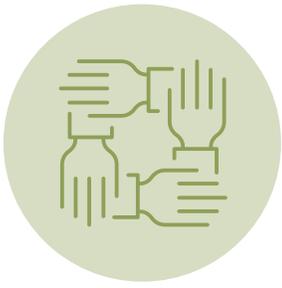
Engage



Connect



AHOLA, MACK & ASSOCIATES, L.L.C.
Chartered Public Accountants



Volunteers

Volunteer time valued at
\$1,050,445

66% volunteer retention

compared to national average of 45%

326 new volunteers

16 corporate/service groups

“

I love volunteering at Valley Outreach. The staff are wonderful and kind, the volunteers work as a team... I'm retired so volunteering at Valley Outreach fills the gap of no longer having 'work friends.' It feels like I'm working on a team again which is important to me.

- A Valley Outreach Volunteer

Volunteers are the heart of Valley Outreach. This year, 811 dedicated individuals donated a total of 27,527 hours to support our programs and services. From sorting donations and assisting clients in the food shelf to welcoming guests at intake and restocking StyleXchange, their time and commitment make a meaningful difference in the lives of the people we serve. We are deeply grateful for their generosity, energy, and compassion.

Valley Outreach is always welcoming new volunteers who want to make a real difference in the lives of our neighbors. Whether you have a few hours a week or a few hours a month, there are opportunities to match your skills and interests. Apply today at valleyoutreachmn.org/become-a-volunteer.



Highlights

Youth Volunteers: Valley Outreach is grateful for the energy, dedication, and compassion of youth volunteers, including students from National Honor Society (NHS) chapters. Their enthusiasm and commitment not only provide essential support to our operations but also inspire the entire community. By volunteering, students gain valuable experience, develop leadership skills, and make a meaningful difference in the lives of individuals and families we serve. Volunteers ages 12-14 are welcome to participate with a parent or guardian, while those 15 and older can volunteer independently.



“

Thank you, also, for welcoming so many volunteers to share in your mission. At a time when many of us feel powerless to make meaningful change, Valley Outreach provides an opportunity to experience purpose and community in a way that is positive and constructive. When I spend time at Valley Outreach, I benefit as much as anyone who walks through your doors.

- A Valley Outreach Volunteer



Create a Lasting Impact

The Vibrant Future Fund is a long-term fund designed to provide stable, ongoing financial support to Valley Outreach. Each year a portion of the fund's value may be disbursed to help us move confidently into the future to sustain our food, clothing, and personalized support services.

Gifts to the Vibrant Future Fund can be made in a variety of ways that are both tax-efficient and aligned with your long-term financial planning. Contributions can include immediate cash or stock, a cash pledge over time, or through an estate plan. For those interested in a bequest, IRA or pension beneficiary designation, charitable trust, or insurance gift (i.e. life insurance beneficiary designations or charitable gift annuities), **please contact Jessica Hauser, Director of Communications & Development, at jessica.hauser@valleyoutreachmn.org.**

Contribute to the Vibrant Future Fund



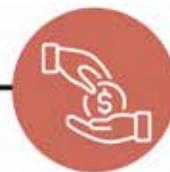
STEP 1

Donors make gifts to build the fund



STEP 2

Saint Croix Valley Foundation invests the gifts so the fund can grow



STEP 3

Disbursements may be made annually to support Valley Outreach



STEP 4

The process repeats and the impact is **lasting!**

2024/2025 Board of Directors

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Steve Scallon – *Vice Chair*

Aurelio Curbelo – *Secretary*

Tiffany Parr – *Treasurer*

Claudia Swendseid – *Past Chair*

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Mike Enright

Julie Greene

Brenda Hall

Madeline Kastler

Ed Kunnary

Ted Olson

Tim Pepera

Randy Propp

Dorothy Stormont

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Cynthia Frederick, *Client Support Services – Case Manager*

Jessica Hauser, *Director of Communications & Development*

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Hanna Jorgenson, *Social Media & Communications Coordinator*

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Jenn Kane, *Director of Finance & Administration*

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Eurell Lewis, *StyleXchange Manager*

Tracy Maki, *Chief Executive Officer*

Kevin Markin, *Data & IT Coordinator*

Kenny McCoy, *Volunteer Manager*

Shane McKinlay, *Client Support Services – Case Manager*

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Mia Rosenquist-Snyder, *Food Program Assistant*

Hibaaq Said, *Client Support Services – Case Manager*

Kris Schwartz, *Client Support Services Manager*

Dan Watson, *Director of Programs*

Julie Vang, *Program Operations Manager*

Learn more about the team and board:
valleyoutreachmn.org/team-board-of-directors

styleXchange



Community-Powered

Valley Outreach is community-powered, and we need your continued support. Please join us!

Volunteer

Volunteers serve thousands of people every year in all our programs. We have various opportunities for individuals and groups to make a difference in the lives of people we help

 valleyoutreachmn.org/become-a-volunteer

Donate Food and Clothes

Donations of non-perishable food, fresh produce, personal care items, and gently used, in-season clothing are welcome throughout the year.

 valleyoutreachmn.org/food-donations

 valleyoutreachmn.org/clothing-donations

Make a Financial Donation

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

 valleyoutreachmn.org/donate-now



Valley Outreach

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www.valleyoutreachmn.org

info@valleyoutreachmn.org

Instagram, Facebook, LinkedIn,
Youtube: **@ValleyOutreach**

Instagram, Facebook:
@StyleXchangeMN



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All are welcome here.

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We need more places like this everywhere. This place is a lifesaver. Thank you to everyone who works and volunteers here. I appreciate your constant smiles and for making me feel welcomed, without any shame about my situation. Your support has given me hope and reassured me that everything is going to be okay.

- Client testimonial from a 5-star Google Review
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