



SPRING 2019

# COMMUNITY

People Serving People helps homeless and at-risk children and their families manage crisis situations and build a strong foundation for their long-term success.



## katie's story

### **"I definitely consider myself as ending a cycle,"**

Katie said while reflecting on her journey with People Serving People. Katie's story begins more than 15 years ago in our emergency shelter in downtown Minneapolis. Katie grew up in the Twin Cities, yet her family's path was not like her peers. "Being a teenage girl is not the easiest thing in the world anyways and then being in high school while homeless -- it was a different level of hardship."

When Katie's family found themselves without a place to live, they turned to People Serving People. "I remember Katie, her sister, and her mom coming in. I remember her mom being really depressed. She was a woman who needed a lot of support," Margo Hurtle recalled. Margo is the Shelter Office Coordinator for Minneapolis Public Schools' Homeless and Highly Mobile department, based out of People Serving People's building. Margo worked closely with Katie's family during their time in shelter. She supported Katie's academic pursuits, and says she always believed Katie would go on to lead a successful life.

"Margo helped me apply for college—she knew I was going to college, there was no question.

### *"People Serving People is special in how it approaches homelessness..."*

When I came in and told her one day that I don't think I'm going to college, I don't think I'm going to be able to, she said, 'Hell no, you're going!'"

Since then, Katie's family has continued to struggle with mental health and other adversities, but she has persevered. After graduating high school and finishing her undergraduate program at Gustavus Adolphus College, Katie is now pursuing her master's in social work at St. Catherine University. Her story came full circle when she started working for the Hennepin County Office to End Homelessness. Katie now works on the Coordinated Entry team as a case management assistant, helping find housing for people experiencing homelessness.

Having been on both sides of the system, Katie says she has a deep appreciation for what our shelter offers. **"People Serving People is special in how it approaches homelessness** because they're doing the education piece, the financial literacy and the social emotional literacy. Balancing a checkbook, how to pay rent on time, how to be a good tenant...these are things that I think our homeless population, especially families, don't know."

Looking ahead, Katie says she wants to continue her work helping others. Her goal is to impact policy at a higher level, and hopefully run a nonprofit like People Serving People. **"Thanks to the stability and the kindness people showed me here, I was able to realize what I wanted in my life.** They saw that I didn't want to be here, that I didn't want to be homeless for the rest of my life and that I did want to make a difference."

## board of directors

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## 2018 Overview



**2,656**

people received shelter



**62%**

of guests were children



**46**

days in average stay



**167**

children learned in early childhood development classrooms



**296**

K-12 children thrived in after-school tutoring and enrichment activities



**163**

parents found employment



**127**

children celebrated birthdays

thank you corporate  
& foundation donors  
August 2018—March 2019

#### \$100,000+

Target Foundation

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## strategic plan | 2019-2023

People Serving People is pleased to share the new strategic direction of our organization.

Last summer, we called upon our community for insight and input. Current and former guest and program families, Guest Advisory Council members, supporters, funders, volunteers, partners, staff, and board members came together to help People Serving People identify the needs of the larger community. As a result, our 2019-2023 initiatives make an intentional commitment to place the families we serve at the center of our work. In an effort to move towards our vision of family stability, we will be:

- **Investing in Human Capital and Infrastructure**

This work involves enhancing our brand, strengthening foundational infrastructure, and investing in human capital with an initial goal of developing plans for facility renewal, technology, and financial systems, increasing staff satisfaction and organizational health, stronger internal and external communications, and multi-year budgeting.

- **Growing Community Capacity and Organizational Sustainability**

This will take us toward leveraging organizational assets and knowledge base to grow the broader community's capacity through trainings and conferences. We will explore and develop new business lines – such as prevention, evaluate existing business relationships, and bring intentionality to sustainable growth.

- **Leading with the Voices of Communities we Serve**

The direction of this work will take us to authentically engaging community through redefining community engagement, building trust, relationship, reciprocity, and power with program families and identifying ways to amplify their voice.

- **Driving the Narrative**

The dominant public narrative on homelessness is that it remains an individual challenge. We will contribute to expanding this narrative through defining new narrative principles, utilizing data and storytelling, and engaging broader content partners.

- **Championing Racial Equity**

We will work toward engaging in community-wide conversations on the role of race in the experience of family homelessness, developing shared language and meaning, and creating greater cultural and racial self-awareness among employees.

Building on the success of People Serving People's 2016-2018 strategic plan, our theory of change continues to revolve around creating the most stability for families in our community. Those directly impacted by education, employment, or housing disparities know where barriers exist and can help develop solutions. Shelter guests and Center of Excellence families are fierce advocates; they have the power and lived knowledge to identify where the problems are in our systems and bring solutions. Our organizational role is to create space for their leadership and power.

Since 1982, People Serving People has continued to transform as an organization, adapting to the needs of the communities we serve. We look forward to sharing more on how our crisis response, systems change, and prevention initiatives are helping families achieve stability in our community.



## governor's visit

"All Are Welcome Here!" That's the title of the children's book Minnesota Governor Tim Walz read to preschool students on a recent visit to People Serving People's shelter. The governor dropped by in late January to tour the facility and meet with Minnesotans impacted by homelessness.

Accompanied by Lieutenant Governor Peggy Flanagan, the governor sat at the front of the classroom reading and interacting with the group of students clustered on the rug before him. Listening alongside the preschoolers sat Minneapolis Mayor Jacob Frey, Minnesota Housing Commissioner Jennifer Ho, and Hennepin County Board Chair Marion Greene. After reading, the group joined the preschoolers for art time. Wearing smocks and displaying paint-covered fingers, the preschoolers and adults had some fun getting creative.



Earlier in the morning at a short press conference in an unoccupied shelter classroom, the group of local leaders addressed media, emphasizing the need for safe, affordable housing in Minnesota. **"This is an issue that binds us all together,"** Governor Walz said. "Help a neighbor, make sure you're doing what's right, and make sure we don't have folks on the street."

Minnesota Housing Commissioner Jennifer Ho acknowledged current organizations working to end homelessness, saying, "We know that these families have to worry about a hundred things in addition to where they're going to sleep. **Great programs like People Serving People have really stepped up** to the challenge of figuring out how to get families out of shelter quickly." People Serving People appreciates local leaders prioritizing the issue of homelessness in our community.

## fire station field trip

Did you know that People Serving People's shelter is located across the street from Minneapolis' oldest operating fire station? Preschoolers from our shelter had a great time learning about fire safety on their recent field trip to Minneapolis Fire Station 1! Many thanks to Minneapolis Fire and volunteers from Delta Dental of Minnesota for this fun and educational opportunity!



**Join us for events that benefit families supported by People Serving People.** Chefs for Change dinners are sponsored by chefs and restaurants who donate their culinary skills and the food and wine served at dinner. Our Annual Gala is sponsored by local business partners and generous donors. Event proceeds support programs and services for children and their families at risk of, or experiencing, homelessness.



### Upcoming events

**10.21.19**

**The Lowry**  
\$75/person

**The LOWRY**  
BURGERS WHISKEY OYSTERS EGGS



**Thank you to our recent host chefs!**

**The Renaissance Minneapolis, The Depot**

**RENAISSANCE®**  
MINNEAPOLIS HOTEL  
THE DEPOT

**Cosmos at Loews Hotel**

**COSMOS**  
MODERN • AMERICAN

**09.19.19**

**The Center of Excellence**

7:00-8:30am

2400 Park Ave. S.  
Minneapolis, MN  
55404

## back to school breakfast

You're invited to our morning fundraiser event, the Back to School Breakfast. Join us for breakfast and learn about People Serving People's educational programming at our emergency shelter and Center of Excellence.

We're looking for table captains to invite friends, family, or colleagues to attend this one-hour complimentary breakfast and program. This is a great opportunity to introduce your network to People Serving People! **To become a table captain, contact Mallory Evans at [mevans@peopleservingpeople.org](mailto:mevans@peopleservingpeople.org).**



**To register for or sponsor any of these events, contact Mallory Evans.**



[peopleservingpeople.org/events](http://peopleservingpeople.org/events)



612-277-0256



[mevans@peopleservingpeople.org](mailto:mevans@peopleservingpeople.org)



# 2019 gatsby gala

People Serving People's 20th Annual Gala was a great success thanks to the generosity of our sponsors, donors, volunteers, attendees, and partners! Together, we raised more than **\$265,000** to support children and families experiencing homelessness.

Special thanks to the premier sponsor,  
Delta Dental of Minnesota.

Thank you 2019 sponsors, guests, and supporters!



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## Thank You Table Captains!

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## GIVING GUIDE

### **\$2,500** Prepares children today for success tomorrow.

Our nationally accredited, 4-Star Parent Aware rated early learning environments use research-based and trauma-informed practices to prepare children for kindergarten and future academic success.

### **\$5,000** Empowers families to gain stability.

The average stay of a family at People Serving People is 46 days. Families can access any of our comprehensive and onsite services from early childhood development, K-12 education and enrichment, and advocacy to employment, parent engagement, and mental health programs.

### **\$1,000** Engages children, youth, and families.

Afterschool and weekend enrichment activities sustain and increase children's academic skills and provide the whole family with a safe and fun outlet for recreation and stress relief.

### **\$750** Builds multi-generational capacity in our community.

Our theory of change revolves around early childhood education. Through partnerships and community engagement, we continue to move upstream of the shelter system while improving the field of trauma-informed education and service delivery.

### **\$250** Equips parents to be their child's advocate.

Parent Engagement programs help increase families' awareness of their child's development and growth through parenting groups, individual meetings, and connections to community partners and resources.

### **\$500** Supports parents in employment search.

Family and Employment Advocates focus on the strengths of families in shelter, working with guests individually and in groups to connect them with community partners and resources while offering onsite services to assist them with job searching, employment, health, wellness, and financial goals.



People Serving People is a 501(c)(3) nonprofit organization, tax identification no. 41-1965067. Donations are tax deductible to the fullest extent allowed by law. Gifts may be used to support any program unless otherwise restricted by the donor.

## WAYS TO GIVE



### one-time gift

We welcome your generous support with a one-time gift.

Online via credit card at [PeopleServingPeople.org](https://www.PeopleServingPeople.org)

Donors can also donate the following types of gifts:

- Stock, mutual funds, or other appreciated investments
- Qualified Charitable Distributions from an IRA
- Donor Advised Funds

Checks or cash mailed to:  
People Serving People  
614 3rd Street South  
Minneapolis, MN 55415



### sustaining gift

Make a difference in the lives of families experiencing instability with a sustaining monthly or quarterly gift.

Online via credit card at [PeopleServingPeople.org](https://www.PeopleServingPeople.org)

Automatic gift from checking account.

Payroll deduction at participating employers, contact your employer.

United Way annual campaign, designate "PeopleServingPeople."



### planned giving

Your legacy. Their futures.

Your legacy gift helps build a community in which all children have the stability and support they need to develop their full capacity to thrive.

Gifts can be made via:

- stocks
- securities
- cash bequests
- retirement accounts
- life insurance
- charitable gift annuities
- and more



### employer gift match

Leverage your contribution or volunteer hours with a matching gift from your employer.

Search our online database of employer match gifts at [PeopleServingPeople.org](https://www.PeopleServingPeople.org) or ask your employer.

Donate today at [give.peopleservingpeople.org](https://give.peopleservingpeople.org)

Contact Noah Gerding, Director of Development, at [ngerding@peopleservingpeople.org](mailto:ngerding@peopleservingpeople.org) or 612-277-0219 with questions regarding giving.



## trauma responsive spaces

**People Serving People places the families we serve at the center of our work. In a continued effort to grow community capacity and make sure our program reflects these values, we're excited to share that two shelter spaces have recently received major upgrades!**

Entering shelter can be a scary, uncertain time for families. Upon moving in, families are involved in a thorough intake process. This opportunity allows guests to learn about where they'll be staying, what services and resources are available to them, as well as the guidelines which help make People Serving People's emergency shelter a safe and welcoming community for children and families. Due to limited space, the intake process formerly took place in a public area of the building with high visibility.

**Determined to make the entire process less stressful for families, a new intake space has been created with design and space recommendations led by our guest families.** Thanks to the hard work of staff, what was once a storage area in a low traffic area on the first floor has been transformed into a welcoming space for families arriving in shelter. Upon entering the new waiting room, guests are greeted by bright family portraits on each wall. With ample natural light and room for children to play, the connecting office allows staff and parents to connect in a quiet, private environment.

This evolution demonstrates a collaborative effort between guests and staff to ensure that from intake to move-out, People Serving People is a welcoming and positive transition for families experiencing homelessness.



Last year, People Serving People's Technology Resource Center (TRC) was utilized by shelter guests 2,539 times. In 2019, families opened the doors to a new TRC. Outfitted with 10 computers, the space is a resource open to guests to utilize for housing, employment, childcare searches, professional communications, finance classes, recreational use, and more.

With the support of a grant from Wells Fargo, the resource center recently received all new computers, keyboards, mice, and re-cabling enhancements. The redesigned space also included new ergonomic chairs, wall art, a staff desk to allow for 1-on-1 employment support, and a kids corner to entertain children while parents utilize the lab. These upgrades allow a quiet, comfortable place for children to play and parents to focus.

People Serving People remains dedicated to being a trauma-responsive and healing organization, and these spatial changes were a direct result of the feedback from the needs of the guests staying in shelter.

### Follow People Serving People on Social Media!



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Instagram [@PeopleServingPeople](#)



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