

IMPACT REPORT 2025



UNTIL EVERY FAMILY
HAS WHAT THEY NEED

Our Story

People Serving People is at the forefront of possibility for families experiencing homelessness, as Minnesota's largest provider of prevention services, stabilization programs, early learning, and emergency shelter. We do far more than provide a place to stay—we are a vibrant and caring community that meets families where they are as they rebuild stability.

Because when families flourish, communities thrive.

OUR MISSION

To support families who are experiencing housing instability by providing shelter, early childhood education, housing stabilization, and systems change.

OUR VISION

Every family has what they need.

OUR VALUES

Belonging: Creating the conditions in which people feel welcomed, valued, engaged, supported, and part of the group.

Equity: Ensuring that the unique needs of each individual and group are met without giving an unfair advantage.

Integrity: We demonstrate integrity through transparency, honesty, compassion, accountability, and trust.

Possibility: The belief that something can happen even if it hasn't happened yet; the world as it is, isn't how it has to be.

Power: Harnessing individual and collective power to impact internal and external systems.

Our 2025 Locations

Downtown Shelter

614 South 3rd Street
Minneapolis, MN 55415
(612) 332-4500

St. Anne's Place

2634 Russell Avenue North
Minneapolis, MN 55411
(612) 521-2128

Early Learning Center

643 Chicago Avenue
Minneapolis, MN 55415
(612) 249-5337



61%
of guests are
children under 18
(27% are under 6)



71%
of families are led
by single mothers

Who We Serve

Families come to us through Hennepin County's Coordinated Entry program.

Families represent historically marginalized populations with no access to generational wealth.

43%
of heads of
household have
a disability

95%
live at or below
100% of the federal
poverty level

94%
identify as Black,
Indigenous, or
People of Color



Our Shelters & Housing

As affordable housing becomes increasingly scarce and the cost of living continues to rise, more families are facing housing instability. We provide dignified, trauma-responsive shelter as the first critical step toward stability and hope for families experiencing homelessness in our community.

In 2025, there was one family waiting to enter our shelters for every family we served.



Downtown Shelter

Our 10-story location in downtown Minneapolis **supports 99 families** in private rooms with attached bathrooms.



St. Anne's Place

Our woman- and nonbinary-led family shelter in the Jordan neighborhood of Minneapolis **supports 16 families.**

People Serving People also operates **10 affordable Permanent Supportive Housing apartments** located within our Downtown Shelter, which provide long-term, stable housing and wrap-around services for families who have a parent with a disability or chronic medical conditions, or have experienced long-term homelessness.



95%
of families
do not return
to shelter within
one year

Our Family Support Programs

Comprehensive programming is a lifeline for families working to secure lasting housing stability. By deeply listening to families and responding to what they need most, we deliver proven, holistic wrap-around services that empower families to overcome barriers.

The impact is real: PSP's programs not only prevent homelessness, but also create pathways to brighter futures, stronger communities, and generational change.

Wrap-around services include:

- Family Advocacy Program
- Families for Finance Program
- K-12 Youth Engagement Program
- Family Engagement Events
- Homelessness Prevention Program
- Site-based partnerships such as Minneapolis Public Schools, Hennepin County Mental Health Center, and Hennepin County Healthcare for the Homeless



141
savings
accounts

12,894
family advocate
meetings
with guests

17%
employment
rate increase

140
K-12 children
participated
in programs in our
Downtown Shelter

Our Early Learning Programs

People Serving People is committed to providing joy-filled, and developmentally appropriate care, education, and engagement for our youngest guests.

With safe places to learn, grow, and dream, children as young as 6 weeks through pre-K who are experiencing homelessness can overcome barriers caused by trauma and be ready for lifelong learning.

OUR LOCATIONS:

Early Learning Center

- Open to the public
- 4-Star Parent Aware Rated
- Hennepin County Strong Beginnings Site

Early Childhood Development Program

- Open to Downtown Shelter guests
- 4-Star Parent Aware Rated
- NECPA Accredited



900+
children
were shelter
guests



138
children
under 5
attended Early
Learning Programs

Our Systems Change Work

People Serving People does more than provide direct service—we are a systems change organization actively working to dismantle the policies and practices that create and sustain homelessness. We advocate for excellence and accountability so that every family has what they need to lead safe, stable lives.

In 2025, we did this through:

- Building relationships to form a family shelter coalition
- Advocating for public policy changes that better support families
- Launching the Lived Experience + Advocacy Fellowship (LEAF)
- Leading the Homeless Education Collaborative

OUR NEW FELLOWSHIP

People Serving People's Lived Experience + Advocacy Fellowship (LEAF) program empowers individuals with lived experience of homelessness to lead advocacy efforts and shape housing policy. Our first cohort of five Fellows meets every month to:

- Deepen understanding of housing injustice and legislative advocacy
- Build personal empowerment
- Create networks to enhance leadership skills and goals

At the conclusion of the one-year fellowship, each member will identify, create, and launch their own advocacy project.

“Our vision requires us both to provide crisis-response shelter and programs and to work to change the systems that cause family homelessness.” —Hoang Murphy, CEO, People Serving People



Our Leadership

EXECUTIVE LEADERSHIP TEAM



Hoang Murphy
President & CEO



Jake Gale
Chief Operating
Officer



Angie Johnson
Chief
Advancement
Officer



Charlotte Kinzley
Chief Program
Officer



**Ms. Bob-e
Simpson Epps**
Chief People &
Culture Officer

BOARD OF DIRECTORS

**Jordan Grace Miller,
Chair**

Vice President Global
Marketing, Natus
Neuro

**Shereese Turner
Vice Chair/Secretary**

Chief Program
Officer, Twin Cities
Habitat for Humanity

**Marcie Dewalt,
Vice Chair/Secretary**

Chief Human
Resources Officer, VP
of Human Resources,
Provation

**Tim Carter,
Treasurer**

Retired CFO,
Piper Sandler

Laura Bartlow
Partner, Zelle LLP

Luke Derheim
Co-Owner/Director
of Operations, Craft
& Crew Hospitality

Evan Doran
President,
The Doran Group

Takara Dudley
Homeless & Highly
Mobile Department
Manager, Minneapolis
Public Schools

Tano Hall
Senior Inventory
Manager, Target

Ben Ruxin
Chief Operating
Officer, A Healthier
Democracy

Caprice Wilson
Customer Experience
Business Partner,
North Memorial
Hospital

Hoang Murphy
President & CEO,
People Serving
People

Your Involvement

VOLUNTEERS MAKE OUR WORK POSSIBLE

Volunteers provide critical support for People Serving People's mission, including serving meals for our guests, supporting youth in our K-12 programming, providing childcare for events, and completing group projects like organizing our Guest Book Room, making Move-Out Baskets, and more! There are opportunities every day for individuals and groups to support families.

WANT TO MAKE A DIFFERENCE?

To explore our volunteer opportunities and get your questions answered:

- Visit peopleservingpeople.org
- Reach out to volunteering@peopleservingpeople.org

13,475
hours
donated by
volunteers

1,353
volunteers
supported PSP



Our Financials

Thank you to Hennepin County for contracting with us to provide shelter and meals to families, and to our generous philanthropic and in-kind supporters who make the best outcomes for families possible.

2025 INCOME STATEMENT

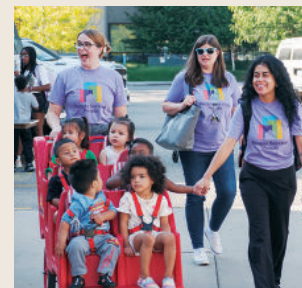
OPERATING SUPPORT & REVENUE	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS
Government Contracts & Grants	\$8,621,276	
Other Contributions & Grants		
Individuals	\$1,058,319	\$18,190
Corporations/Foundation	\$1,905,435	\$335,516
Supportive Housing	\$183,859	
Tuition, Net of Scholarships & Discounts	\$1,660,136	
In-kind Contributions	\$779,453	
Other Income	\$4,764	
Satisfaction of Program Restrictions	\$287,155	(\$287,155)
TOTAL OPERATING & SUPPORT REVENUE	\$14,500,397	\$66,551

EXPENSES	
Program Services	\$13,603,434
Management & General	\$1,243,306
Fundraising	\$1,071,660
TOTAL EXPENSES	\$15,918,400

543
families
served

1,500
individuals
served

92%
of shelter guests
agreed that
PSP was respectful,
supportive,
and safe



2025 BALANCE SHEET

ASSETS	
CURRENT ASSETS	
Cash & Cash Equivalents	\$5,829,678
Accounts Receivable, Net	\$92,027
Grants & Contracts Receivable	\$1,417,167
Pledges Receivable	\$6,000
Unemployment Trust	\$69,097
Prepaid Expenses & Other	\$110,966
TOTAL CURRENT ASSETS	\$7,524,935
PROPERTY & EQUIPMENT, NET	\$5,139,532
OTHER ASSETS	
Right-of-Use Asset	\$334,216
Investments	\$14,067,265
Advance	\$1,000,000
TOTAL OTHER ASSETS	\$15,401,481
TOTAL ASSETS	\$28,065,948

LIABILITIES AND NET ASSETS	
CURRENT LIABILITIES	
Accounts Payable	\$189,401
Accrued Expenses & Other Payables	\$693,377
Deferred Revenue	\$1,032,566
Lease Liability, Operating	\$171,225
TOTAL CURRENT LIABILITIES	\$2,086,569
LONG-TERM LIABILITIES	
Long-Term Debt, Net of Current Portion	\$1,002,000
Lease Liability, Operating	\$160,197
TOTAL LONG-TERM LIABILITIES	\$1,162,197
TOTAL LIABILITIES	\$3,248,766
NET ASSETS	
Without donor restrictions	\$23,408,414
Without donor restrictions, board designated	\$1,055,761
With donor restrictions	\$353,007
TOTAL NET ASSETS	\$24,817,182
TOTAL LIABILITIES AND NET ASSETS	\$28,065,948



“I don’t know how I would have gotten through being homeless without Antonio and the Advocates. They helped connect us to things we needed.”

—Alie, 2025, former guest now stably housed in Minneapolis

“We are all doing the best we know how to do and to share our light with each other. The Advocates do that. They ask what we need help with and provide as much support as they can. It’s the first time in my life that someone did something like that for me.”

—Ash, 2025, former guest now stably housed in Minneapolis with her children



We believe in the power of families. Join us in supporting them—every step of the way.

POWERFUL FAMILIES BUILD POWERFUL COMMUNITIES

peopleservingpeople.org/donate

