



# Annual Report

## 2019 | 2020

Reporting period from July 1, 2019 - June 30, 2020



## Contents:

- 3 Letter from Executive Director
- 4 Simpson Community Shelter and Apartments
- 5 Racial Equity
- 6 Participant Spotlight
- 7 COVID-19 Relief Support
- 8 Family Housing Program
- 9 Youth Housing/Single Adult Housing Program
- 10 Emergency Shelter / Adult Shelter Connect
- 11 Art 4 Shelter
- 12 Statement of Financial Position
- 13 About Simpson





# Letter From Executive Director Steve Horsfield

Dear Friends,

This year has been a profound reminder of how our community comes together in the most challenging and unpredictable of circumstances to ensure that people are safely housed. We have worked together to navigate the COVID-19 pandemic and advocate for racial justice following the tragic loss of George Floyd at the hands of police.

Amidst these challenging times, we stay true to our mission to house, support, and advocate for people experiencing homelessness. With dignity and respect for the uniqueness of each person, we partner with individuals and families to overcome challenging barriers, advocate against systemic injustices, and help people get stabilized in our communities through safe shelter and sustainable housing.

Throughout the COVID-19 crisis, we have maintained our commitment to 24/7 shelter operations, and we will continue to do so for the duration of the pandemic.

We extend our gratitude to our dedicated staff members who have, without interruption, responded to the needs of individuals and families (531 households) with safety and creativity. We are also grateful to our community supporters who have provided generous donations for our shelter program during the COVID-19 pandemic.

With an alarming number of people experiencing unsheltered homelessness, Simpson is engaged in community efforts to develop and offer safe and dignified temporary housing solutions – and help individuals transition into housing as quickly as possible.

**An exciting milestone in our work to end homelessness is the launch of Simpson's new shelter project at the site of our current shelter.** In February of 2020, Simpson's board of directors and staff shared its commitment to designing and executing a national best practice shelter model with 70 beds and 42 units of permanent supportive housing, intentionally designed to meet the short-term housing needs of our shelter guests. Our new shelter is expected to be built within the next two to three years.

Focusing on what we do best – building relationships with the individuals and families we serve, community organizations, and people like you, we are committed to doing the critical work of providing safe shelter and helping people attain sustainable housing.

Thank you for your partnership.

In gratitude,



Steve Horsfield  
Executive Director



## 2019 | 2020 Impact

**1,764 individuals**  
served agency-wide

**1,295 individuals**  
were placed into housing

**36%**  
were children under the  
age of 18

Reporting period: July 1, 2019 - June 30, 2020



## Announcing an Exciting Milestone:

### Simpson Community Shelter and Apartments

In February of 2020, Simpson announced the launch of our new shelter project – Simpson Community Shelter and Apartments – at the site of our current shelter.

Simpson's board of directors and staff are committed to designing and executing a national best practice shelter model. The shelter will include a low-barrier space with 70 beds and 42 units of permanent supportive housing that can be replicated in the Twin Cities and across the nation.

We are planning to create a modern and dignified shelter – an uplifting environment with windows and natural light – intentionally designed to meet the short-term housing needs of our shelter guests. The proposed shelter structure will have five stories of accessible and adaptable space.

Extended hours and accommodations for service partners will increase access to resources that support guests' physical, mental, and chemical health needs.

Working with the design architect, LHB (formerly Cermak Rhoades Architects), and the property developer, Project for Pride in Living, our new shelter is expected to be built within the next two to three years.

**We are energized by the community's engagement with this project and the important work of helping people achieve safe and sustainable housing. We hope you will stay connected with us as we move forward with plans for the new shelter.**

For more information on Simpson Community Shelter and Apartments, please visit [www.simpsonhousing.org](http://www.simpsonhousing.org).





## Simpson's Commitment to Doing Anti-racist Work and Advancing Racial Equity

---

The Simpson team is committed to doing anti-racist work and affecting systemic change within our organization and community to advance racial equity for individuals who are Black, Indigenous, and People of Color (BIPOC).

Simpson Housing Services' mission to house, support, and advocate for people experiencing homelessness is grounded in our team's deeply held belief in the dignity and humanity of each individual. Since the shelter opened its doors nearly 40 years ago, staff and volunteers have welcomed guests, built meaningful relationships, and offered resources to help community members get stabilized into safe and sustainable housing.

The Simpson team is committed to doing anti-racist work and affecting systemic change within our organization and community to advance racial equity for individuals who are Black, Indigenous, and People of Color (BIPOC).

In the face of the devastating murder of George Floyd at the hands of Minneapolis police, we are responding to the pain of the community, raising awareness of racial inequities, and working to dismantle the systemic racism that impacts the people we serve, our staff, and the broader community.

By challenging discrimination and systemic racism experienced by BIPOC communities, Simpson helps end homelessness and promotes self-advocacy for individuals and families who lack equitable access to critical resources and disproportionately experience homelessness.

Launched in 2018, the Racial Justice Task Force has been critical to the organization's momentum in doing anti-racist work. Initially providing a safe space for staff members with lived experience of systemic racism to share their feelings and experiences, the group has achieved its purpose of providing active and transformational leadership in advancing racial equity across the agency.

## Polo Celebrates His New Home, Looks to the Future

Polo, a former guest of Simpson Shelter, is celebrating his recent move into his new home. At 60 years young, he is ready to start the next chapter of his life, and what he most looks forward to is seeing his seven grandchildren who live in Chicago.

Equipped with an unrelenting positive attitude, Polo has persevered through homelessness for more than 25 years. He found connection and community at Simpson's shelter where he stayed on and off throughout his homelessness. He expresses gratitude for the welcoming presence and support he found in his relationships with staff. "They're like family," he says with a smile. "Simpson's my #1."

An amiable and industrious leader, Polo stayed busy around the shelter, helping with daily cleaning and cooking tasks. He was viewed as a respected elder and mentor in the community, helping younger guests problem solve their own challenges related to addiction and homelessness.

Polo focused on his goals for the future, and when he was ready, his personal resolve propelled him from shelter to housing stability. "I prayed a lot. I spent two and half months in treatment. Now I'm trying to do the right thing," says Polo.

Working closely with Simpson Shelter Manager Robert Hofmann and other Simpson staff members, Polo connected to housing support, scheduled a needed knee surgery, enrolled in St. Stephen's representative payee program for budgeting assistance, and ultimately secured a housing subsidy, ongoing case management services, and his new apartment with House of Charity.

"Polo stuck to the process. He always told me what he wanted to do. He had plans, and he was ready to move forward with them. It is a great privilege to know and work with him," says Robert.

One week in his home, Polo is enjoying his new routine. He went to the grocery store with Robert to purchase food and other household necessities. He set up his new furniture that another Simpson staff member helped him acquire. Polo is finishing up his chemical health treatment.

"I'm living in the day to day," says Polo. "I have peace of mind having my own place. Every time I put the key in the door, I smile."



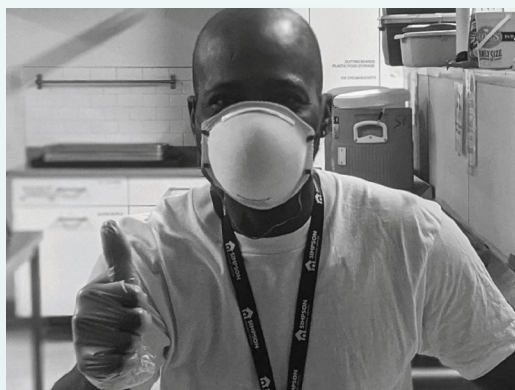
**"I'm living in the day to day.  
I have peace of mind having  
my own place. Every time I put  
the key in the door, I smile."**

**– Polo**

# We're in this together. Stay healthy.

We would like to acknowledge and thank these institutional funders and foundations for providing generous COVID-19 relief support to Simpson in the spring of 2020.

We extend our gratitude to the thousands of individual donors who also contributed an outpouring of financial donations for our shelter and housing programs during the past nine months. Your generosity has been vital to the safety and well-being of the individuals and families we are honored to serve.



The Alice and Fred Wall Family Foundation

Marlys Barry, Tom Barry & John Barry

Turner Family Foundation

Sandeen Family

Brenda and Ken Starkey

The Joel & Teresa Pfister Foundation

Nancy Sweet

Ann & Todd Miller & the Fiterman Family Foundation

Anonymous (2)

**Thank you to the above supporters who  
donated \$10,000 or more during the period of  
March 1 - June 30, 2020.**

# Our Programs

## Family Housing

Simpson's Family Housing Program is our largest program. Simpson serves families who are experiencing homelessness by providing intensive case management and subsidized rental housing. Emphasis is placed on helping families as they quickly secure stable housing. Individualized services are focused on life skills, positive parenting, education, and employment to help families as they achieve long-term stability and success.

Simpson's dual focus on family support and children's programming is unique among organizations providing services to families experiencing homelessness. Dedicated advocates partner with families and connect parents to our Children and Youth Services (CYS) programs that provide specific support to children, including:

### Early Childhood Program

The Early Childhood Program uses a home visiting model to promote the healthy development of young children and their families. Goals for the program include on-track developmental growth, parental engagement in literacy and language activities, and placement in high-quality childcare. Staff partners with parents to provide support and resources to ensure their children are ready for kindergarten through a combination of wellness, developmental, and educational support services.

### Passage Tutoring Program

Educational support advocates and highly-trained literacy volunteers work closely with children and families to improve reading and academic skills through weekly tutoring specifically designed to meet the needs of each individual student. Goals for the program include improved academic performance, increased attendance, improved self-efficacy, and strong parental involvement in their child's education.

### Mentoring and Youth Development Program

For school-aged children in our Family Housing Program we offer two mentoring programs, one for students grades K-5th with a focus on literacy skills and one for students grades 5-8th focusing on leadership and personal exploration. CYS staff pair youth with highly qualified volunteer mentors for weekly meetings that explore mentees' areas of interest in academics and enrichment opportunities to help them build skills in a supportive relationship with caring adults.

---

**289 families +  
627 children  
served**

---

Average age of parents was  
**33 years old**

---

**136 children  
served across all Children  
& Youth Services programs**

**71 children in 50 families  
served in Early Childhood  
Home Visiting Program**

**30 children in 17 families  
served in Education  
Support Program**

**20 children in 14 families  
served in Literacy  
Mentoring Program**

**15 youth served in Middle  
School Mentoring Program**



# Our Programs

## Youth Housing

Simpson Housing Services provides comprehensive supportive housing to transitioned-aged youth in two programs.

### Young Parent Program

Simpson provides permanent supportive housing to parenting youth, ages 18-24, who are transitioning out of homelessness. Participants have young children, ages 0-5, and live in both site-based and scattered-site housing in Hennepin County. Strength-based and culturally responsive programming includes goal setting around education and employment, as well as early childhood home visiting with an emphasis on child development and positive parenting skills.

### 66 West

Simpson provides support services to 39 youth transitioning out of homelessness, ages 16-24, at 66 West. Individualized support focuses on setting and working toward personal goals in education, employment, and wellness. This site is a housing development in Edina owned by Beacon Interfaith Housing Collaborative. [Click here to learn more about 66W.](#)

## Single Adult Housing

Simpson provides support to individuals who have experienced homelessness through three programs: The Women's Housing Partnership, Opportunity Housing Partnership, and Rapid Rehousing. Intensive support and advocacy services are a key component of participant success.

**The Women's Housing Partnership** is a supportive housing program for women who face long-term-homelessness. Staff work intensively with program participants to forge ongoing relationships that foster individual strength, housing stability, and progress toward personal goals.

**Opportunity Housing Partnership** is a collaboration between Simpson, Aeon, and Avivo to provide increased supportive services in two housing communities in downtown Minneapolis. The properties offer efficiency apartments for individuals experiencing long-term homelessness. Residents are connected to ongoing case management and opportunities for community engagement.

**Simpson's Rapid Rehousing Program** is a shorter intervention program that provides financial assistance and services to help individuals experiencing homelessness by quickly rehousing and stabilizing them in their community.

**51 youth  
participants  
served**

---

**80% of youth  
qualified as long-term  
homeless**

---

Average length of stay in  
Young Parent Program was  
**16 months**

---

**257 single adults  
served**

**54 in Women's Housing  
Partnership**

**86 in Opportunity Housing  
Partnership**

**65 in Resident Connections  
Program**

**52 in Rapid Rehousing**

# Our Programs

## Emergency Shelter

Simpson began as an emergency overnight shelter in the basement of Simpson United Methodist Church. Today, we continue to provide critical services for 66 adults.

At the shelter, guests receive access to a number of basic services. These include showers, laundry, toiletries, mail, and a savings program. We also provide on-site healthcare, and referrals for mental health, and veteran's services.

Guests are diverse in background, employment status, and physical abilities. Our guests also have a variety of experiences with domestic violence, mental illness, or chemical dependency. With dignity and respect we welcome each guest, recognize each person's personal strengths and barriers, and offer a safe space where guests can explore stable housing options and resources.

Through our person-centered work, we build meaningful relationships with each shelter guest and create a unique sense of community. When our shelter doors open, each guest is greeted by name. Advocates listen and meet guests where they are at, connecting them to resources, reducing risks that come from living on the streets, and creating paths to housing stability and improved well-being.

Each night at the shelter, there is conversation and laughter between the shelter guests, staff, and volunteers. Shelter guests have the chance to connect with staff or just unwind by playing board games or watching TV. A hot, home-cooked meal is served to more than 100 dinner guests by caring volunteers each night.

## Adult Shelter Connect

Hennepin County Adult Shelter Connect (ASC) is a collaboration between Simpson and four other emergency shelter providers serving single adults in Hennepin County. Selected as the operator of ASC by Hennepin County, Simpson oversees the day-to-day operations of ASC on behalf of the Minneapolis shelters. Single adults in need of emergency shelter visit Adult Shelter Connect for assessment, placement at one of the shelters, and connection to community resources.

**459 individuals**  
served

---

Average age of guests was  
**44 years old**

---

**7%**  
were 62 or older

---

**6,580**  
served through ASC

---

**28,603**  
beds reserved through ASC





# BUY ART. GIVE SHELTER.



## About Art 4 Shelter:

Art 4 Shelter is an annual art sale with 100% of the proceeds benefiting Simpson Housing Services, a nonprofit organization in Minneapolis that provides housing, support, and advocacy for people experiencing homelessness. Each piece of artwork sold provides a night of shelter. Since its inception in 2011, Art 4 Shelter has raised \$800,000 for safe shelter and sustainable housing for people experiencing homelessness.

Last year's 10th anniversary was our first virtual Art 4 Shelter - raising **\$77,000** and providing **2,200 nights** of safe shelter and housing.

Thank you to our sponsors.



Reiling Family Foundation

Lynn and Bob Rudell

Anonymous

# Statement of Financial Position

Fiscal Year 2019 | 2020

## Assets

Cash & current investments .....	\$2,339,289
Restricted cash .....	\$225,560
Receivables .....	\$523,636
Prepaid expenses .....	\$62,375
Promises to give .....	\$440,600
Temporary investments .....	\$2,533,272
<b>Total Current Assets .....</b>	<b>\$6,124,732</b>
Property & equipment - Net .....	\$3,780,134
<b>Total Assets .....</b>	<b>\$9,904,866</b>

## Liabilities

Current liabilities .....	\$928,708
Long-term liabilities .....	\$3,237,415
<b>Total liabilities .....</b>	<b>\$4,166,123</b>

## Net Assets

Without Donor Restrictions .....	\$2,849,842
With Donor Restrictions .....	\$2,888,901
<b>Total Net Assets .....</b>	<b>\$5,738,743</b>

## Total Liabilities

and Net Assets ..... **\$9,904,866**

## Support & Revenue

Contributions .....	\$2,885,851
In-kind contributions .....	\$777,466
Government contracts.....	\$5,636,944
Contract income .....	\$587,218
Rental income .....	\$448,219
Special event income .....	\$67,962
Other income .....	\$117,604
<b>Total Support &amp; Revenue .....</b>	<b>\$10,089,376</b>

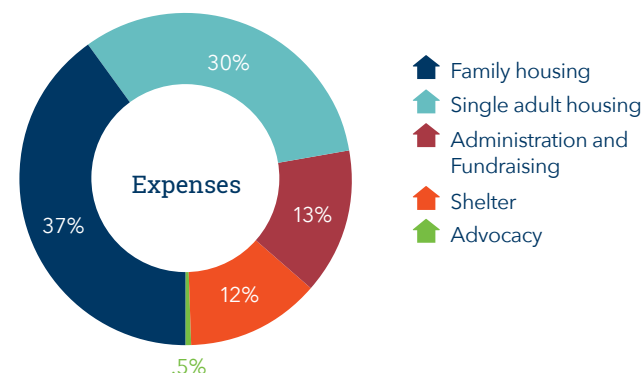
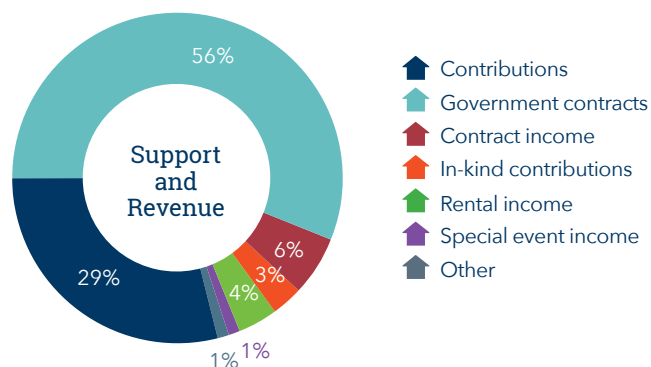
## Expenses

Shelter .....	\$1,138,406
Family housing .....	\$4,269,363
Single adult housing.....	\$2,733,766
Advocacy .....	\$30,759
<b>Total Program Services.....</b>	<b>\$8,172,294</b>
Administration & fundraising .....	\$1,176,546
<b>Total Expenses .....</b>	<b>\$9,348,840</b>

**Change in Net Assets .....** **\$740,536**

**Net Assets - Beginning of Period.....** **\$4,998,207**

**Net Assets - End of Period.....** **\$5,738,743**





# About Us

Since our beginnings in 1982 in the basement of Simpson United Methodist Church, Simpson has become a leading nonprofit providing assistance to people experiencing homelessness. In response to unmet community needs, our services have grown to include five key programs: emergency shelter, supportive housing programs for youth, single adults, and families – along with developmental and educational services for children of families in our Family Housing Program.

We were one of the first Minnesota organizations to use the nationally-recognized Housing First model. Individuals and families are immediately housed then supported with identified services to help address barriers. We work across the metro area partnering with landlords and developers to find sustainable housing for families and individuals. Most of the individuals and families participating in our housing programs live in scattered-site housing or individual apartments in market-rate apartment buildings, with the largest number of participants living in Hennepin County.

## Mission

To house, support, and advocate for people experiencing homelessness.

## Values

We believe that everybody has the right to safe and affordable housing.

We celebrate and embrace the uniqueness and dignity of every person.

We encourage people to draw upon their strengths and promote self-advocacy.

We advocate against the injustices of society that cause homelessness and poverty.

We strive to create a collaborative community with the individuals we serve, within Simpson Housing Services, and with the greater community.

### Senior Leadership Team

Steve Horsfield, Executive Director  
Wendy Wiegmann, Director of Programs  
Christina Jacobson, Director of Equity and Human Resources  
Laura Straw, Director of Finance  
Christina Giese, Director of Volunteer Engagement  
Elisabeth Loeffler, Director of Advancement and Communications

### Board of Directors

#### Executive Committee

John Green  
President  
Ameriprise Financial Advisors

Ivan Ludmer  
Vice President  
Minneapolis City Attorney's Office

Lee Thoresen  
Secretary  
RBC Wealth Management

Victor Okoye  
Treasurer  
Victor O. Okoye, CPA, LLC

Lori Boisclair  
Past President  
Boisclair Corporation

#### Members

Cindy Aegerter  
Infaiith Community Foundation

Sharon Anders-Mahto  
Community Volunteer

Frank Fallon  
Community Volunteer

Mary "Muffie" Gabler  
Community Volunteer

Dan Griep  
UBS Financial Services Inc.

Patricia Harmon  
Community Volunteer

Buffy Moore  
Hennepin County

Carolyn Morgan  
Community Volunteer

Kim Senn  
Senn & Sons

Tony Szczepaniak  
LEA Global

Audra Williams  
Ryan Companies



Visit us at [simpsonhousing.org](https://simpsonhousing.org).



Simpson's new mailing address: 160 Glenwood Avenue, Minneapolis, MN 55405