



# Annual Report

## 2020 | 2021

Reporting period from July 1, 2020 - June 30, 2021





## Contents:

- 3** Letter from Executive Director
- 4** Simpson's Commitment to Doing Anti-racist Work and Advancing Racial Equity
- 5** Participant Spotlight
- 6** Family and Youth Housing
- 7** Children and Youth Services
- 8** Single Adult Housing
- 9** Emergency Shelter /Adult Shelter Connect
- 10** Art 4 Shelter
- 11** Special Thank You
- 12** Minnesota Homeless Memorial
- 13** Statement of Financial Position
- 14** About Simpson

# Letter From Executive Director Steve Horsfield

Dear Friends,

Every year has its own challenges, but there's no question that the past few years have tested our community in a new way. It's never been more critical to pursue our mission: to house, support, and advocate for people experiencing homelessness.

We're well into a new paradigm dictated by the realities of the COVID-19 pandemic, which means a transition from crisis management to changes in the way we operate in the long term. Our shelter has been open 24/7 since March 2020, and we will continue to operate this way. Our staff have adjusted to incorporating safety measures into regular check-in with participants – everything from masked-up meetings to reading young participants storybooks over Zoom. All the while, they've doggedly continued to place participants in housing.

We're also further into a recommitment to racial equity in the wake of the nationwide protests in 2020. Staff have been re-examining programs and working to eliminate the vestiges of white saviorism wherever they linger, transitioning interactions with participants from transactional – merely performing a service for someone – to transformational – embarking upon a relationship that strengthens both parties and the community overall.

We have also taken substantial steps toward rebuilding our shelter and adding two floors of supportive housing. We're confident this will not only increase the comfort and dignity of shelter guests but add 42 units of affordable housing to the city's infrastructure – something the community has desperately needed for years.

These issues, like the issue of insufficient housing, don't evaporate overnight. It takes years of practice, patience, and diligence to make a difference, as well as the willingness to course correct and change. We end this year more aware than ever of the challenges we face as a community, but more determined and resilient in our efforts to address them.

Thank you for your support, and for sharing in our conviction that every human being has a right to safe, affordable, sustainable housing.

Sincerely,



Steve Horsfield  
Executive Director



## 2020 | 2021 Impact

**1,611 individuals**  
served agency-wide

**1,276 individuals**  
were placed into housing

**37%**  
were children under the  
age of 18

Reporting period: July 1, 2020 - June 30, 2021





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

The Simpson team is committed to doing anti-racism 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).

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. The agency's Racial Justice Task Force, formed in 2018, continues to steer these important efforts, and staff are continually training and learning how to incorporate anti-racism into their work and their day-to-day lives.

Simpson responded to the pain of the community caused by the devastating murder of George Floyd at the hands of Minneapolis police in May 2020 by raising awareness of racial inequities and working to dismantle the systemic racism that impacts the people the agency serves – as well as staff and the broader community. That fall, Simpson's board approved a new adaptive strategic model with a focus on anti-racism and racial equity being incorporated into all the agency's programs and operations.

In a year of continued national trauma, it's also been a priority to give participants and teammates the space to process loaded events like the attempted insurrection on January 6, 2021, the Derek Chauvin trial, and the killing of Daunte Wright.

In order to continue Simpson's pursuit of equity internally as well as in the community, Christina Jacobson became Simpson's first Director of Equity and Human Resources in January 2021. Her expertise and leadership help ensure employees have equal access to agency resources, are compensated fairly according to their work and experience, and, ideally, can afford to live in the communities they serve. Her first days on the job were mere days away from the January 6 insurrection – the first of many unprecedented tests of resolve – and she nonetheless hit the ground running and firmly embedded herself in the work.

The pursuit of justice and equity is a process. Simpson commits to stick with it, learn from mistakes, and fight for a better world.

## Participant spotlight

### Meet Nat and Her Family: Resilient and Thriving

After weathering an emotional divorce, an eviction, and homelessness for eight months, Nat – a mother and an African immigrant – started working with her Simpson advocate, Jose. This helped her navigate the legal morass of finalizing the divorce, expunging previous evictions from her record, and securing financial support for herself and her children. A few months later, she and her children successfully moved into a three-bedroom apartment in Minneapolis.

The same deep well of resilience that got her and her children through living without a home is helping her achieve her next goal: getting a house for her family, with a yard for her kids – a place where she can watch them grow up and head off to college.

“This is not the end,” she says.

[Full story here](#)



### Meet Aalessa: A Mother Shares Wisdom and Healing

Aalessa, an Ojibwe woman and a mother of two, has been making dream catchers since she was 10. She believes making a dream catcher can help a person manifest their own happiness, and she's had to do that for herself a number of times in her life – particularly after losing her mother to an overdose in 2012, surviving domestic abuse, struggling to overcome chemical dependency, and being homeless on and off for about a decade.

She says Simpson's programs and her advocate, Kristi, have helped her get back on her feet – encouraged her sobriety, helped her become a better mom, and given her a sturdy place to land as she gets her GED and prepares to move into her own place. Simpson also gave her an opportunity to share one of the things that helped her stay strong: dream catcher making. She started running workshops with the Family Housing program, teaching other participants how to make their own.

[Full story here](#)



# Our Programs

## Family and Youth Housing

Family and Youth Housing is the largest of Simpson's programs. The agency serves families who are experiencing homelessness by providing intensive case management and subsidized rental housing. Individualized services are focused on the participant's goals, and often include financial literacy, positive parenting, education, and employment to support participants as they achieve long-term stability and success.

Simpson's dual focus on family support and children's programming is unique in the field. Dedicated advocates partner with families and connect parents to our Children and Youth Services programs that provide specific support to children. For the past two years, advocates have also worked hard to adapt services to the challenges posed by the pandemic, including meeting with participants over the phone, via Zoom, or during socially distanced check-ins.

Simpson has also committed to pursuing program models that are transformational rather than transactional. That means, among other things, respecting the agency and knowledge participating families already possess and treating each participant as an individual with unique skills, needs, and goals.

## Youth Housing

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

**Young Parent Program:** Simpson provides 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 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.

While the pandemic has made hands-on learning opportunities difficult, staff have gotten creative. For example, this year's activities included some virtual cooking classes. Participants received ingredients and recipes via delivery and joined a tutorial via Zoom.

**283 families +  
588 children  
served**

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

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**47+ youth  
participants  
served**

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**70% of youth  
qualified as long-term  
homeless**

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

# Our Programs

## Children and Youth Services

In order to end the generational cycle of poverty and address the trauma caused by homelessness, Simpson provides services specifically for children and youth. That includes addressing the added hurdles of distance learning and staying socially distanced.

Advocates rose to the occasion and learned how to troubleshoot virtual classroom issues, worked with youth to coordinate safe and healthy summer camp activities, and supported parents with fun art and science activities they could share with their children while they sheltered in place.

Children and Youth Services includes:

**Early Childhood Program:** This program uses a home visiting model to promote the healthy development of young children and their families. Goals include on-track developmental growth, parental engagement in literacy and language activities, and placement in high-quality childcare. Staff partner 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 Programs:** These two mentoring programs are for students grades K-5 with a focus on literacy skills, and students grades 5-8 with a focus on leadership and personal exploration. Children and Youth Services 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.

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

**115** children served across  
all programs

**94** children in 55 families  
served in Early Childhood

**17** children served in  
Education Support

**4** youth in Middle School  
Mentoring

# Our Programs

## 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 part of participant success. In the wake of the pandemic, that also means ensuring participants have access to basic needs through services like food pantries and can still safely take part in activities.

**The Women's Housing Partnership:** This 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:** This program is a collaboration between Simpson, Aeon, and Avivo, designed 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.

**Rapid Rehousing Program:** This is a short-term intervention program that provides financial aid and services to help individuals experiencing homelessness by quickly rehousing and stabilizing them in their community.

**245 single adults served**

**53** in Women's Housing Partnership

**94** in Opportunity Housing Partnership

**56** in Resident Connections Program

**42** in Rapid Rehousing



# Our Programs

## Emergency shelter

Simpson began as an emergency overnight shelter in the basement of Simpson United Methodist Church. Today, it continues to provide critical services for up to 70 adults at a time.

There, guests have access to several basic services, like showers, laundry, toiletries, mail, and a savings program that has since been replicated by many other agencies. There's also onsite healthcare available and referrals for mental health and veteran's services.

Guests are diverse in background, employment status, and physical ability. Some have had experiences with domestic violence, mental illness, or chemical dependency. Each guest is welcomed with dignity and respect – their strengths and barriers recognized – and offered a safe space where they can explore stable housing options and resources.

At the onset of the pandemic in March 2020, Simpson was the first single adult shelter in the Twin Cities to move to a 24/7 model. The shelter continues to operate this way today, with social distancing measures, ongoing health checks, daily catered meals, and increased cleaning and safety measures.

This year, at the request of Hennepin County, Simpson quickly opened an additional shelter on the second floor of the church in order to alleviate a massive shortage of shelter beds for women. Twenty extra beds were available through the harsh winter and closed in spring 2021.

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.

While shelter guests do not currently have the home they deserve, every day, Simpson staff try to create a sense of home, safety, and welcome. In FY 2021, 56 shelter guests moved directly from the shelter into housing.

## Adult Shelter Connect

Adult Shelter Connect is a collaboration between Simpson and four other emergency shelter providers serving single adults in Hennepin County. Simpson was selected by the county to oversee day-to-day operations, which have evolved and become remote as the pandemic continues.

Single adults in need of emergency shelter call Adult Shelter Connect for assessment, placement at one of the shelters, and connection to community resources.

**380 individuals**  
served

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

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**9%**  
were 62 or older

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**4,703**  
served through ASC

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**30,111**  
beds reserved through ASC

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# BUY ART.

## ART 4 SHELTER

# GIVE SHELTER.

## Art 4 Shelter:

Simpson's 11th annual Art 4 Shelter fundraiser looked a little different from previous years due to the ongoing challenges posed by the pandemic. Artists and art lovers alike come out in spades for the second ever all-virtual iteration of the event. Over 1,600 pieces of original artwork – including paintings, photography, ceramics, and various online auction pieces – were available for purchase, with the proceeds supporting Simpson's shelter and housing programs.

The community also got to come together for a free pick-up party over the summer, where they could browse more art, and take home the pieces they bought. A huge thanks goes out to all who took part – including the many talented, generous artists who donated their work – and to Glass House, for hosting the pick-up event.

Art 4 Shelter raised nearly  
**\$110,000** for Simpson's shelter  
and housing programs this year.

Thank you to our sponsors.



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## Thank you, everyone!

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This year, volunteers gave nearly 3,100 hours (about 4 months) to Simpson. The value of that volunteer time, based on estimates by Independent Sector, is roughly \$96,000.

Simpson owes so much to its amazing community of volunteers and supporters. The agency couldn't do anything without them. And even though the past two years have been tough on everyone, that hasn't stopped them from adapting and finding new ways of giving their time, talent, and treasure.

The annual Tools for School fundraiser is one of the most concrete examples. Before the pandemic, donors used to buy backpacks and supplies for students, which would be pre-packed and handed out to participants. For the second year, in the interest of everyone's health and safety, it transferred from an in-kind to a financial giving opportunity. Students and their caregivers used the funds to go shopping for their own school supplies.

To everyone's delight, donors still showed up in a huge way, even if it meant they were less involved in the giving process – which in the end, also gave families more flexibility, autonomy, and time to bond and enjoy the experience of shopping together. The campaign raised \$29,000 for the program.

Now as always, it is the stalwart support of the community that allows Simpson to remain nimble and adapt to these challenging circumstances – whether it's serving meals, giving supplies, maintaining the shelter, donating money, or simply spreading the word.

Thank you.



## Continuing a sacred tradition

Every year, Simpson and its partners host the Minnesota Homeless Memorial – an evening dedicated to honoring people who lost their lives while homeless. Usually that means gathering for a march, a service, and a community meal, where people can share warmth and memories with one another.

Unfortunately, during this, the memorial's 35th year, coming together was a much more complicated prospect. The pandemic made in-person gatherings of any kind a potential risk, and the health and safety of the community had to come first. So, staff and volunteers put in some extra work and transitioned the memorial to a virtual format.

Participants tuned for a prerecorded service, including the ceremonial reading of names and gorgeous music by volunteer musicians from the Minnesota Orchestra. Just shy of 200 people who passed away in 2020 were honored, and Lieutenant Governor Peggy Flanagan served as the evening's keynote speaker.

A video of the ceremony is available [here](#).

**“Honoring those we have lost means that we won’t stop advocating for housing solutions until a safe and dignified home is the reality for every Minnesotan.”**

**Rhonda Otteson,  
Minnesota Coalition for the Homeless**



# Statement of Financial Position

Fiscal Year 2020 | 2021

## Assets

Cash & current investments .....	\$5,225,967
Restricted cash .....	\$217,898
Receivables .....	\$630,094
Prepaid expenses .....	\$255,231
Promises to give .....	\$528,227
Temporary investments .....	\$208,749
<b>Total Current Assets .....</b>	<b>\$7,066,166</b>
Property & equipment - Net .....	\$3,295,450
<b>Total Assets .....</b>	<b>\$10,361,616</b>

## Liabilities

Current liabilities .....	\$1,405,267
Long-term liabilities .....	\$1,946,737
<b>Total liabilities .....</b>	<b>\$3,352,004</b>

## Net Assets

Without Donor Restrictions .....	\$3,807,690
With Donor Restrictions .....	\$3,201,922
<b>Total Net Assets .....</b>	<b>\$7,009,612</b>

## Total Liabilities

and Net Assets ..... \$10,361,616

## Support & Revenue

Contributions .....	\$2,702,428
In-kind contributions .....	\$161,721
Government contracts.....	\$6,692,701
Contract income .....	\$478,492
Rental income .....	\$402,172
Special event income .....	\$95,973
Other income .....	\$249,158
<b>Total Support &amp; Revenue .....</b>	<b>\$10,782,645</b>

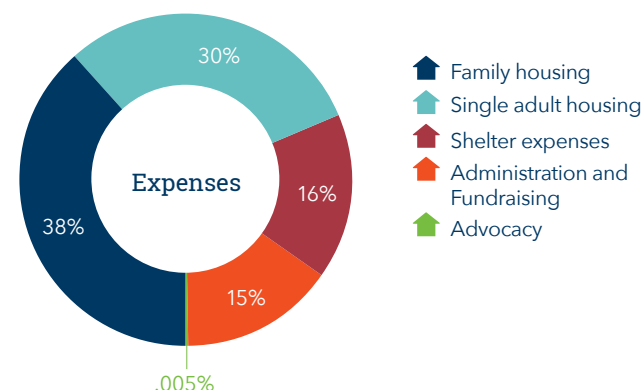
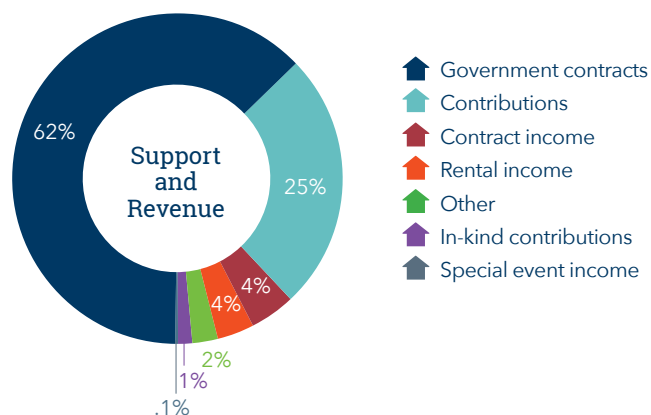
## Expenses

Shelter .....	\$1,631,293
Family housing .....	\$3,953,554
Single adult housing.....	\$3,141,555
Advocacy .....	\$55,975
<b>Total Program Services.....</b>	<b>\$8,782,377</b>
Administration & fundraising .....	\$1,589,299
<b>Total Expenses .....</b>	<b>\$10,371,676</b>

**Change in Net Assets .....** **\$1,270,869**

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

**Net Assets - End of Period.....** **\$7,009,612**



## About Simpson

Simpson Housing Services began in 1982 when the congregation of Simpson United Methodist Church opened the doors and offered their neighbors shelter. Since then, it's grown into a leading nonprofit providing shelter and resources to people experiencing homelessness. Today, Simpson offers five programs: supportive housing programs for single adults, families, and youth; developmental and educational services for the children of families in supportive housing; and its flagship program, the emergency shelter. Simpson also operates Hennepin County's single point of entry system for people seeking shelter: Adult Shelter Connect.

The agency was one of the first in the state to adopt the nationally recognized Housing First model, which works to immediately house individuals and families and then offer support and resources through identified services. By partnering with property owners and developers, Simpson can connect individuals and families to affordable, sustainable housing across the metro.

In 2020, Simpson was also among the first to transition to open its shelter doors 24/7 so guests could safely shelter in place. The shelter continues to operate this way today.

## 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  
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  
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Past President  
Boisclair Corporation

#### Members

Cindy Aegerter  
Infaith 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