



# ANNUAL REPORT

2021 | 2022





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## YEAR IN REVIEW

*During the 2021-2022 fiscal year, Simpson Housing Services made significant progress on the journey of being an anti-racist organization as we continued our work supporting people experiencing and transitioning out of homelessness. We partnered with shelter guests and program participants as they determined their unique goals and worked toward stability.*



1,710 individuals  
served across  
all programs

642 households  
placed into housing

91% of families  
maintained safe,  
stable housing



## ANTI-RACISM COMMITMENT



At Simpson, the board of directors and staff are 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). We do this critical work with a transformational approach that is strengths based and person centered. By challenging discrimination and systemic racism experienced

by BIPOC communities, Simpson works to end homelessness and promotes self-advocacy for individuals and families who lack equitable access to critical resources and disproportionately experience homelessness.

## NEW ADMINISTRATIVE AND PROGRAM OFFICE SPACE



In May 2021, we opened the doors to Simpson's new office space at 160 Glenwood next to the Lyndale Farmer's Market. Our new home office is two floors and is 28,000 square feet, which allows our staff to work on-site. Staff, board members, volunteers, and program participants use the Glenwood office to meet, collaborate, and carry out program activities like Kamp Kindergarten (see page 14).

*We thank LHB, Flannery Construction, and Watson-Forsberg for creating this welcoming and collaborative office space. We also are very grateful to RBC Wealth Management for generously donating office furniture and equipment.*



## PREPARING TO BUILD A NEW SHELTER + SERVICES FACILITY

As we prepared to build the new Simpson Community Shelter and Apartments, we closed the doors of Simpson United Methodist Church (or SUMC) for the last time. Shelter operations transitioned to our temporary space at Zion Lutheran Church without any service interruptions, thanks to the work of our dedicated staff and volunteers. We have been operating at our shelter interim location since January 9, 2023. An update on our Build-Up campaign can be found on on page 7.



## LOOKING AHEAD

*Current as of February 2024.*

The need for stable housing and supportive services is continuing to increase. In response, we've begun expanding our housing programs. We are adding 200 new units of affordable housing and hiring more staff to support additional individuals and families in our housing programs, which has increased the FY24 annual budget by 20 percent.

We're excited to start construction on the new shelter facility in 2024. As we finally begin to build a modern, dignified shelter and affordable housing facility, we're looking forward to celebrating our progress and sharing how you can be involved in the coming months.

Partnering with the wider Simpson community is vital for navigating the next phase. We are currently going through a strategic planning process that is focused on the next three years. The staff and Board of Directors have begun gathering information and seeking feedback from community members, former participants, Simpson staff, and funders. We look forward to sharing more in 2024.

Simpson friends, thank you for coming alongside us through the challenges of the last several years. Your support empowers us to continue meeting the critical need to shelter and support unhoused neighbors. Together, we can meet people where they are and walk with them as they get to where they want to be—to a place where everyone has a home and homelessness is rare, brief, and non-recurring.

2740 1ST AVENUE



OPENING 2025



# BUILD-UP CAMPAIGN UPDATE

*Current as of February 2024.*

During the 2021-2022 fiscal year, Simpson Housing Services neared the final phase of its Build-Up Campaign, which supports a reimagined shelter and supportive housing facility, a new program and administration space, and funding for sustainability. This is Simpson's largest fundraising campaign in its 40 years of service.

The new shelter and housing facility will be constructed on the site of the former shelter at 2740 1st Avenue in the Whittier neighborhood of Minneapolis. Project for Pride and Living is the developer partner, Watson-Forsberg is the general contractor, and LHB is the architect.

This modern, dignified shelter is intentionally designed to meet the short-term housing needs of people experiencing homelessness and to break the cycle of chronic homelessness. The low-barrier space will include 72 shelter beds and 42 units of permanent supportive housing. Extended hours and accommodations for service partners will increase access to resources that support guests' physical, mental, and chemical health needs.

The building will include accessible and adaptable spaces. The first floor will house a commercial kitchen and dining room with capacity to serve meals for approximately 100 people. It will also house a 24-hour front desk, a healthcare office to be operated by Hennepin County Healthcare for the Homeless, and space for volunteer groups to cook and serve daily meals for guests.

The second floor will include separate sleeping areas for men and women, as well as a flexible sleeping area that can be used for nonbinary people, women, and men. Other features will include laundry facilities, showers, community areas, and space for service staff and community partners to connect with guests.

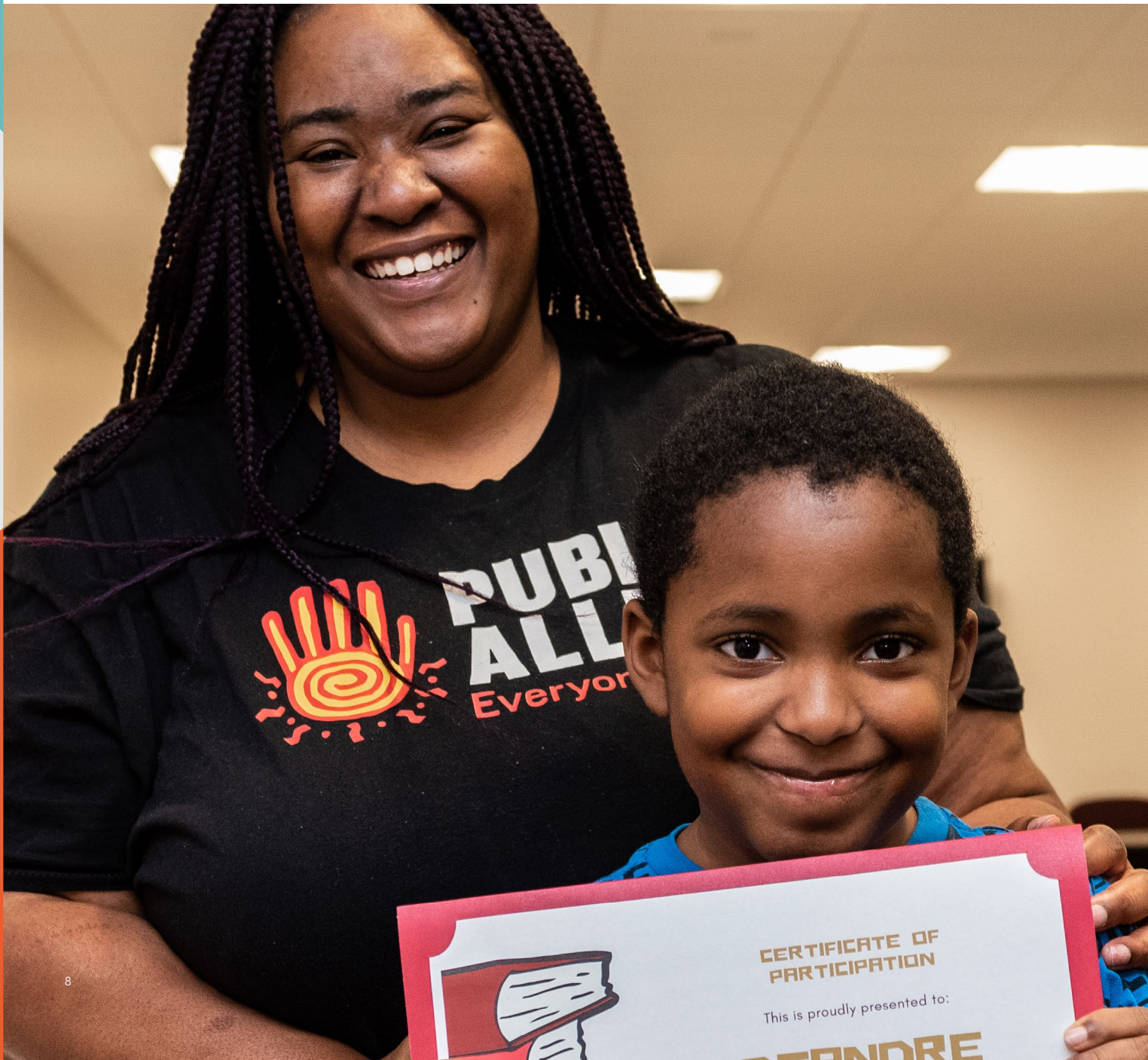
The third and fourth floors will include 42 efficiency units of permanent supportive housing, each approximately 420 square feet, geared toward individuals who have experienced long-term homelessness. Thirty of the 42 units are set aside for individuals facing chronic homelessness.

In 2023, the agency closed the doors at Simpson United Methodist Church and transitioned shelter operations to the interim location at Zion Lutheran Church. Construction will start on the SUMC site in 2024. For more information on the Simpson Community Shelter and Apartments and its funding partners, or to support the capital campaign, please visit **[simpsonhousing.org/build-up](https://simpsonhousing.org/build-up)**.

## MISSION

**Simpson Housing Services' mission is to house, support, and advocate for people experiencing homelessness.** Our goal is to break the generational cycle of poverty and homelessness by empowering people to identify and draw on their strengths, have the resources and level of assistance they need, and achieve increased stability in their lives.

At Simpson Housing Services, we partner with people to achieve independence from systemic barriers that have caused generational poverty and homelessness for individuals and families in our community.







### We do this by:

**Believing in a transformational model** in which people gain the life skills they need to step out of poverty and homelessness—not the traditional, transactional model that centers saviorism and dependency on systems.

Seeing **skill building and increased networks of support as vital to long-term housing stability**, which includes using a two-generation approach in our work with families, providing opportunities for youth housing participants to be paired with business mentors to learn about career opportunities, and creating a new shelter model with dedicated supportive housing and on-site supportive services.

**Listening to people's hopes and dreams**, not just their needs. We help people navigate a path forward, whether it be education, home ownership, or academic achievement for their children.

**Valuing lived experience**—not only of shelter guests and supportive housing participants, but also of the staff, board of directors, volunteers, and partners in the greater community.

**Working collaboratively across teams and sectors** to help individuals and families gain the resources and tools they need to live the lives they want.

Our track record and leadership, along with consistent results from a proven model, have positively impacted people in the homeless community. The work we do provides shelter guests and program participants with shelter, housing, supportive services, and the tools to build self-efficacy, resulting in long-term stability for thousands of people.

**406 individuals**  
served through  
the extended-stay  
shelter

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

**6.9%** were  
62 or older

**65% of guests**  
lived with a  
mental illness  
and/or chemical  
dependency

**55 guests** moved  
into housing  
from shelter

## PROGRAMS & OUTCOMES

Simpson's priority is to ensure people achieve long-term stability via several key programs:

### EXTENDED-STAY SHELTER

We provide a safe, dignified, extended-stay shelter to 64 people (female, male, and non-binary) at a time. We operate the shelter 24 hours a day. The staff meet with guests to resolve housing barriers and connect guests to resources that support ongoing stability, including housing assistance, veterans' services, and health-related services, along with access to three daily meals, showers, laundry, toiletries, mail, and a savings program.

Volunteer groups serve healthy, filling meals for lunch and dinner. Shelter guests have the chance to visit with staff, volunteers, and other guests, or just unwind by playing board games or watching TV. While shelter guests do not currently have the home they deserve, Simpson staff try to create a sense of home, safety, and welcome.







### SUPPORTIVE HOUSING

We provide programs to more than 500 households annually (average household length of stay is 27.5 months). Programming is provided to single adults, youth (ages 16-24), and families. The staff works to secure housing and forge ongoing relationships that foster people's strengths and support attaining individualized goals.

Simpson's largest program is our Family Housing Program. Individualized support services are focused on setting and working toward the participant's personal goals and often include financial literacy, positive parenting, education, mentorship, and employment to support participants as they achieve long-term stability and success.

### CHILDREN AND YOUTH SERVICES (CYS)

To end the generational cycle of poverty and address the trauma caused by homelessness, Simpson provides services specifically for children and youth as part of the larger Family Housing program. We provide early childhood home visits to support the healthy development of children (birth to age 5) and their families, along with education support to address the learning needs of school-age children (navigating school systems, supporting reading and literacy, and technology assistance).

**310 families** with  
**643 children**  
served

Average age of  
parents was **33**

**44 youth**  
**participants**  
were housed

**66% of youth**  
lived with  
mental illness

**83.55% of**  
**households**  
were at or  
below 100%  
of the poverty  
line at intake

**28% of**  
**participants** of  
all ages lived  
with a disability

**91% of families**  
maintained safe,  
stable housing  
this year

**79% of families**  
obtained  
permanent  
housing at exit





## FOCUS & APPROACH

Our approach to delivering programs and services focuses on the following models:

### TRANSFORMATIONAL

The staff is committed to shifting from the traditional human services model (providing resources and referrals to services) to a transformational one, in which people are encouraged to self-determine the goals they want to achieve.

#### **The staff have identified five pillars of creating a transformational culture:**

Setting expectations for shelter guests and program participants, having authentic conversations that incorporate curiosity, achieving true collaboration with individuals and families, believing in people's potential, and conducting planning for the future with individuals and families.

### HOUSING FIRST WITH EXPECTATIONS

Simpson Housing Services was one of the first agencies in Minnesota to utilize this nationally recognized model. Participants are immediately placed into housing and then supported with individualized services. In addition, staff work with participants to establish goals (such as education) and expectations with each person and family.



### PERSON-CENTERED

Our focus is entirely person-centered, which means the staff engages with participants to ensure they develop and manage their own plans for long-term stability. We recognize that not every individual or family has the exact same needs to break or prevent the generational cycle of poverty and homelessness. We also incorporate participant-led activities into our programs, such as the My Time sessions that focus on self-care activities for parents and caregivers.

# PROGRAM SPOTLIGHT: KAMP KINDERGARTEN

## Kindergarten Is a Family Affair

By Nedra Robinson, Early Childhood Program Manager,  
and Jocelyn Pickreign, Children & Youth Services Manager

Few family milestones are as significant as the first day of kindergarten. That first year in the classroom can set the tone for a child's K-12 career.

That's why Simpson's Early Childhood Program and Children and Youth Services Program staff got together and held the first-ever Kamp Kindergarten at the agency's new office in 2022: three days full of fun activities and learning to help prepare the campers for first day of school. Young participants gearing up for kindergarten practiced important developmental skills through activities such as using scissors, painting, and games.

One of the favorite activities for the campers was an alphabet scavenger hunt that sent them on a search for letters hidden throughout the office. On the last day of camp, the children's parents and caregivers joined them so they could be ready for the big day, too.

Parent engagement in their children's education, as well as success in early education, are good indicators of a child's success in school overall. Education is a key tool in breaking cycles of generational poverty and homelessness.

"For some children, [kindergarten] is the first time away from their families," Early Childhood Program Manager Nedra Robinson says. It's a big social leap for everyone involved, and when children feel prepared and confident, their guardians tend to feel that way, too.





Kamp Kindergarten also happened to coincide with the culmination of Sankofa, a nine-week literacy program led by the Network for the Development of Children of African Descent (NdCAD). It's a culturally specific resource that allows children to feel proud of and excited about learning as they work on meeting and exceeding grade-level expectations.

NdCAD has tailored this program specifically for children of African descent. As young participants build their reading skills, they also get more exposure to stories and ideas created by and for Africans and African Americans. That's particularly important given how insufficient housing and poverty disproportionately impact BIPOC community members. All children deserve to see themselves represented in a tradition of learning and excellence.

This is the second year Simpson has worked with NdCAD to offer Sankofa to participants, and advocates and families alike have been thrilled with the results. While most students tend to lose ground during the summer months, these Sankofa participants have all seen gains in their reading skills and school readiness.

"This year, every child moved up at least one guided reading level, and some moved up two," Children and Youth Programs Manager Jocelyn Pickreign says.

These unique programs at Simpson connect participants to opportunities like Kamp Kindergarten and Sankofa, and provide space for friendships, networks, and community to grow.



## ART 4 SHELTER

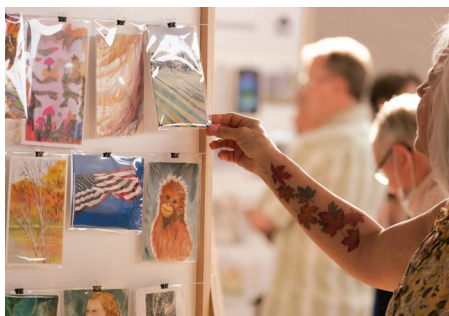


*"This event has come to represent so much of what Simpson is. When we share art with one another, we're sharing beauty; we're celebrating our community's identity and ideas."*

—Audra Williams, Art 4 Shelter Committee Chair and Simpson Board Member

*"Art 4 Shelter is an expression of the passion and social justice that exists within the artists' community. It is wonderful to be able to educate the community about homelessness in Minneapolis and provide an opportunity for people to buy art."*

— Karen Rye, Art 4 Shelter co-founder



*"Art 4 Shelter is a tremendous collaboration with the arts community, leveraging our shared passion for social justice. We are grateful to focus this energy to generate significant financial support for our shelter and housing programs."*

—Steve Horsfield, Executive Director

The 12th Annual Art 4 Shelter was held on May 13 and 14, 2022. The art sale and auction raised \$105,00 for Simpson's shelter and housing programs. Thank you to the 285 artists who donated 1,300 pieces of original artwork, pottery, and jewelry—including 47 ceramic pieces and 104 auction items!

We thank everyone who joined us at the art sale, First Look Luncheon, and other events. Since the inception of Art 4 Shelter in 2011, Art 4 Shelter has raised over \$1 million dollars for Simpson Housing Services.



## MUSIC 4 SHELTER



*"If we as a community want to interrupt cycles of poverty and homelessness, then what better way to do so than come together, listen to music...but also be part of an intentional cause."*

—Jess Pierce, Youth Services Program Manager and Soul Beautiful band member

On November 5, 2021, Simpson kicked off the first Music 4 Shelter, our new, annual concert benefit. Jeremy Messersmith, Matt Wilson and His Orchestra, Chastity Brown, Soul Beautiful, and DJ Sophia Eris rocked the house at the Fillmore Minneapolis. Music 4 Shelter was a big hit and a night to remember!

## THANK YOU TO OUR ART 4 SHELTER & MUSIC 4 SHELTER SPONSORS!







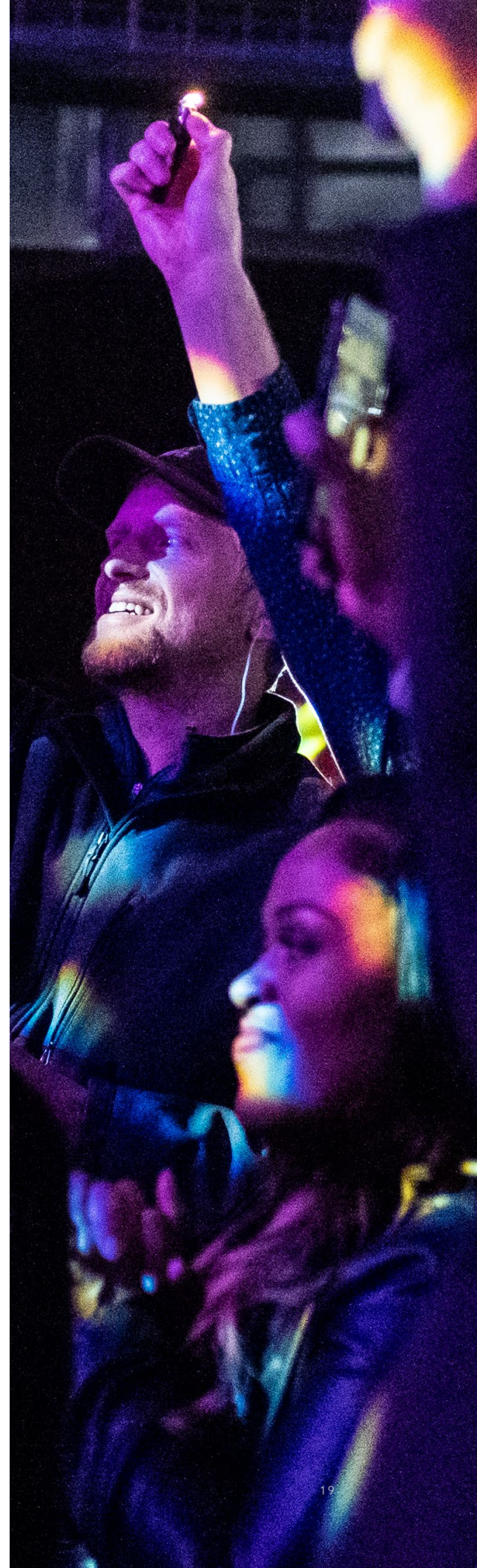
6800 France Ave. Sales Office  
Apple Valley Office  
Eden Prairie Office  
Edina 50th and France Office  
Highland Office  
North Suburban Office



Global Asset  
Management



Anonymous | Barbara and Bill Scrimgeour | Karyn Fernades  
Dan Griep Family | Peter Rudolf and Sherry Holtz  
Reiling Family Foundation | Steve Proeschel Family





*"We still have work to do to end homelessness in our state. No one should have to die without a place to call home."*

—Steve Horsfield, Executive Director

Average death age of individuals that died while experiencing homelessness: **44 years old**

Average death age of individuals that were formerly homeless: **50**

*An estimated 20,000 people are homeless on any given night in Minnesota.*

—The Wilder Foundation, 2018



## HOMELESS MEMORIAL MARCH & SERVICE

At the 37th Annual Homeless Memorial March, the community remembered 325 people who died in 2021: 201 people who were homeless, 110 people who were formerly homeless, and 14 advocates. About 17 percent of the deaths were of people identified as Indigenous.

The community gathered in person for a silent vigil and march, with a virtual service held afterward in Plymouth Congregational Church and livestreamed on the Simpson Housing Services Facebook page.

Mike Goze, Ho-Chunk and CEO of the American Indian Community Development Corporation, was the featured speaker. All 325 names were read aloud. A candle was lit for each one in beautiful new candleholders built by Eagle Scout Matthew. The community submitted personal stories and memories, which were read out as well.

Although we could not gather in person for a service and community meal this year, we carried on the beautiful tradition of connecting in collective mourning and remembrance.





## THANK YOU FOR YOUR SUPPORT

Thank you to the incredible Simpson community of volunteers and supporters! You adapted with Simpson when volunteering and donating changed during the pandemic. In 2022, you showed up for Simpson as the volunteer programs returned. Because of your dedication and passion, overall volunteer hours more than doubled in comparison to FY21, and in-kind donations increased.

One incredible accomplishment was when volunteers helped Simpson transfer shelter operations in early 2023. The wider community stepped up to help prepare the temporary space at Zion Lutheran Church: 113 volunteers gave 266 hours, including cleaning, painting, packing, moving, and organizing donations. You helped Simpson staff ensure the transition was seamless for shelter guests.

When the shelter needed to end catered meal service, you stepped up once again. Volunteers provided half of all evening meals throughout the year and signed up for the new lunch option.

The community of supporters also showed up for Simpson. General in-kind program support increased, even though donation appointments were restricted before our new office opened. We are extremely grateful to RBC Wealth Management for donating and installing gently used office furniture and equipment. Pro bono services doubled during this fiscal year, and the community donated over \$60,000 worth of shelter meals.

Thank you to the donors, businesses, and funders who partner with Simpson. Your financial support is vital, and your generosity empowers our staff's work to provide safe shelter and stable, supportive housing.



This year,  
volunteers  
gave almost  
**6,220 hours**  
to Simpson.

The value of  
an hour of  
volunteer time  
in Minnesota  
is **\$32.33**,  
according to  
*The Independent  
Sector*.



# STATEMENT OF FINANCIAL POSITION

Fiscal Year 2021 | 2022

## CURRENT ASSETS

Cash & current investments	3,795,654
Restricted cash - Other	128,504
Restricted Cash - Escrow and reserves	20,895
Receivables	12,047
Prepaid expenses	48,570
Promises to give - current	357,584
Grants Receivable	558,877
<b>Total Current Assets</b>	<b>4,922,131</b>

## OTHER ASSETS

Investments	2,689,069
Certificates of deposit	211,405
Promises to Give	76,250
<b>Total Other Assets</b>	<b>2,976,724</b>

Property & equipment - Net	6,480,769
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<b>Total Assets</b>	<b>14,379,624</b>
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## LIABILITIES

Current liabilities	2,575,865
Long-term liabilities	2,774,156
<b>Total liabilities</b>	<b>5,350,021</b>

## NET ASSETS

Without Donor Restrictions	6,168,711
With Donor Restrictions	2,860,892
<b>Total Net Assets</b>	<b>9,029,603</b>

<b>Total Liabilities and Net Assets</b>	<b>14,379,624</b>
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## SUPPORT & REVENUE

Contributions	4,744,866
In-kind contributions	379,566
Government contracts	6,187,717
Contract income	490,553
United Way	49,306
Rental income	250,653
Gross Special event income	221,294
Less cost of direct benefits to donors	(58,679)
Net special events revenue	162,615

Other Income	125,189
Net Investment Loss	(46,940)
<b>Total Support &amp; Revenue</b>	<b>12,343,525</b>

## EXPENSES

### Program Services

Shelter	1,776,854
Family housing	3,801,722
Single adult housing	2,893,592
Advocacy	59,307
<b>Total Program Services</b>	<b>8,531,475</b>

### Support Services

Management and general	1,140,763
Fundraising	651,296
<b>Total Support Services</b>	<b>1,792,059</b>

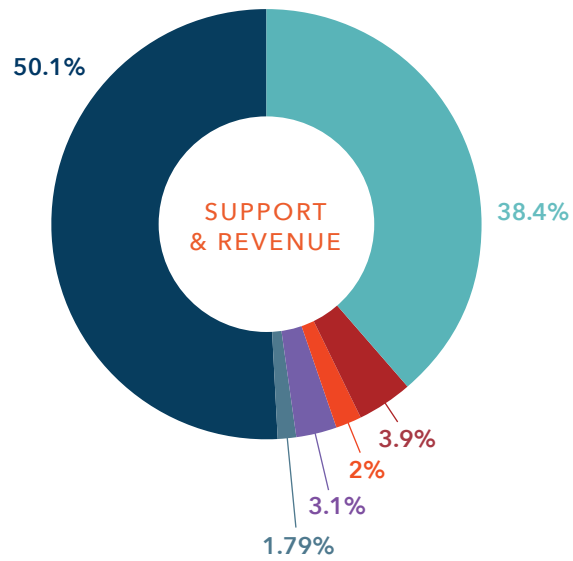
<b>Total Operating Expenses</b>	<b>10,323,534</b>
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<b>Operating Income</b>	<b>2,019,991</b>
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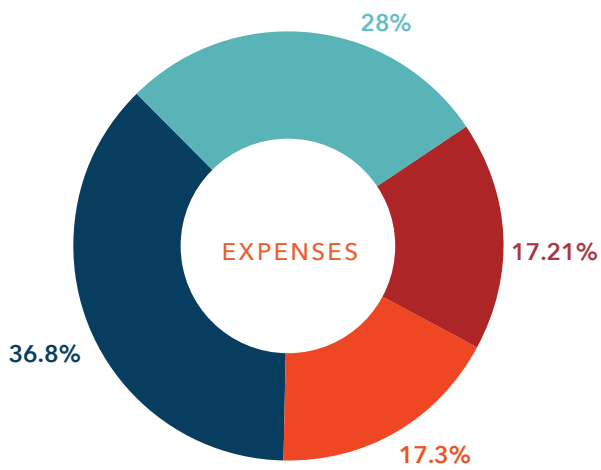
<b>Other Income</b>	<b>43,714</b>
<b>In-kind expense</b>	<b>(43,714)</b>
<b>Total Other Income</b>	<b>-0-</b>





<b>Change in Net Assets</b>	<b>2,019,991</b>
<b>Net Assets - Beginning of Period</b>	<b>7,009,612</b>
<b>Net Assets - End of Year</b>	<b>9,029,603</b>





-  Government contracts
-  Contributions
-  Contract income
-  Rental income
-  In-kind contributions
-  Special event income



-  Family housing
-  Single adult housing
-  Shelter expenses
-  Administration and Fundraising



## ABOUT SIMPSON HOUSING SERVICES

Simpson Housing Services began as an emergency overnight shelter at Simpson United Methodist Church in 1982. For four decades, we have been a leading nonprofit helping people experiencing homelessness. In response to unmet community needs, our key programs have grown to include the following: extended-stay shelter; supportive housing programs for youth, single adults, and families; and developmental and educational services for children.

We were one of the first Minnesota organizations to use the nationally recognized Housing First model. Individuals and families are placed into housing immediately and then supported with identified services to help address barriers. We work across the metro area, partnering with property owners and developers to connect families and individuals to affordable, sustainable housing. The majority of our program participants 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 the power of 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, and with the greater community.

### **Our Commitment to Advancing Racial Equity**

We hold steadfast to our values, embracing the uniqueness and dignity of each person and advocating against the injustices of society. Together, we are committed to working for racial equity and ending homelessness.



# BOARD OF DIRECTORS

## Executive Committee

**Ivan Ludmer**  
President  
City of Minneapolis Attorney's Office

**Lee Thoresen**  
Vice President  
RBC Wealth Management

**Malissa Adams**  
Secretary  
The Diversity Institute

**Victor Okoye**  
Treasurer  
Victor Okoye CPA, LLC

**John Green**  
Former President  
Ameriprise Financial Advisors

**Steve Proeschel**  
Community Volunteer

**Jan Russell**  
Good Samaritan  
United Methodist Church

**Kim Senn**  
Senn and Sons MPLS

**Tony Szczepaniak**  
LEA Global/Leading Edge Alliance

**Don Vermillion**  
Community Volunteer

**Audra Williams**  
Ryan Companies US, Inc.

## Members

**Dan Griep**  
UBS Financial Services Inc.

**Patricia Harmon**  
Community Volunteer

**Raegan Henderson**  
Dorsey & Whitney LLP

**Jill LaViolette**  
Cargill, Inc.

**Megan Mahony**  
Community Volunteer

**Dominic McQuerry**  
McKnight Foundation

**John Nolan**  
The Corporation for  
Supportive Housing

## Senior Leadership Team

**Steve Horsfield**  
Executive Director

**Wendy Wiegmann**  
Associate Director

**Christina Jacobson**  
Director of Equity and  
Human Resources

**David Senior**  
Director of Finance

**Christina Giese**  
Director of Volunteer Engagement

**Elisabeth Loeffler**  
Director of Advancement  
and Communications



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

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Minneapolis, MN 55405