

WINONA VOLUNTEER SERVICES CAPITAL CAMPAIGN



Winona Volunteer Services, Inc.

www.winonavs.org
(507) 452-5591

OUR GOAL : *To Better Serve Our Community*

Our goal is to create a new Winona Volunteer Services campus to better serve the community with dignity for the next 50 years.

Winona Volunteer Services has occupied the 60 year old building at 416 East Second Street since 1997 and the 52 year old building at 402 East Second Street since 2006. We have maintained these buildings and adapted them to suit our growing needs but we can't go any further. With the purchase of the 65 year old building at 77 Laird Street, we have the opportunity to design a space between Laird and Chestnut Streets that will offer our services under one roof to those seeking help with basic needs.



402 E 2nd St



416 E 2nd St



Laird Street



Location

Our location is an asset. It is within walking distance from the court house and Winona County Services. We have referral relationships with at least 8 nearby churches. It is two streets away from the bus stop and passengers can request a deviation to stop at our building. We are in a neighborhood setting near the east end yet private enough for folks not to feel exposed by coming here.

WHO WE ARE

VISION

To respond compassionately to the needs of the community

MISSION

To help people address life's challenges in a respectful and dignified manner

VALUES

Compassion | Serving with kindness, understanding and flexibility

Respect | Creating a safe and welcoming environment

Intentionality | Acting with purpose

Stewardship | Responsibly using our resources

Integrity | Valuing honesty in all we say and do

2022 Winona Volunteer Services Board of Directors

Peter Bagshaw - President
Matt Esch - Vice President
Kevin Mahoney - Treasurer
Julie Kosidowski - Secretary
Dan Arnold
Shawn Beier
Morgan Gish
Nick Larson
Jessie Rivers
Jolene Vaselaar
Dan Weis

Retired Human Resource Manager
Midtown Foods
Edward Jones
Business Owner - Engraves
Business Owner - DCM Tech
Business Owner - Island City Properties
Coldwell Banker River Valley Realtors
Community Development Specialist for the City of Winona
Business Owner - Equestrian Center
AVP, Retail Operations for Altra Federal Credit Union
Retired Banker

Staff

Sandra Burke, Executive Director (2001)
Kay Peterson, Client Services Coordinator (2005)
Bev Speltz, Volunteer Coordinator (2009)
Jen Breitlow, Nutrition Educator (2019)
Amanda Moldenhauer, Community Health Worker (2021)



Winona Volunteer Services, Inc.

WVS AT A GLANCE

1971

Home Delivered Meals is started by a public health nurse in the community

1973

WVS is incorporated and operates out of a house at 109 West Broadway

1982

Emergency food and a Senior Co-op is started

1983

First Minnesota FoodShare March Campaign

1987

WVS purchases 71 East 2nd Street

1988

First annual 10 Days of Giving

1993

First National Letter Carrier food drive

1997

Purchases 416 East 2nd Street

1998

WVS moves to 416 East 2nd Street

2003

WVS hires a Volunteer Coordinator

2005

- WVS hires Client Services Coordinator and establishes the Coordinated Assistance Program
- Clothes Shop sales break \$100,000

2006

Food shelf and offices move to 402 East 2nd Street

2007

WVS offers healthy eating and budgeting classes

2011

Food for Thought Backpack program begins

2013

WVS celebrates 40 years of service in the community

2015

WVS hires a Nutrition Educator

2017

Certified as a Service Enterprise organization

2019

WVS purchases 77 Laird Street

2020

- VITA occupies a portion of 77 Laird Street for free tax services
- Groceries on the Go implemented

2021

- WVS hires a Community Connector
- Home Delivered Meals celebrates 50 years of delivering meals

2023

Celebrating 50 Years of Service!

2024

WVS moves into their new facility on 2nd Street

OUR SERVICES



Supplemental Food Shelf

Free food to income-eligible residents, open five days a week

- Average # of households served each month in 2021: **466**
- Average # of pounds each household receives: **81**
- Average # of volunteers it takes to open the food shelf per day: **6**
- # of pounds of purchased in 2021: **220,487** (for \$76,098)
- # of pounds rescued from local stores in 2021: **107,919** (Kwik Trip, Target, Midtown, WalMart, HyVee, Aldi, and Bluff Country Co-op)

"Bless you guys for what you do" – 2022 Food Shelf shopper



Home Delivered Meals

Lunchtime meals delivered by volunteers to qualifying residents

- Cost per meal for self-pay clients: **\$6.25**
- Average # of individuals served per month in 2021: **114**
- Number of individual volunteers who delivered in 2021: **80**
- Number of businesses/organizations that delivered in 2021: **16**
- Number of congregations that delivered in 2021: **11**

"I really appreciate them. I could not make a meal like that. I would need too many oxygen breaks."
-Home Delivered Meals recipient in 2022



Coordinated Assistance Program

Centralized assistance and referral resource for struggling community members

- Number of church partners: **30+**
- Number of vouchers issued in 2021: **552**
- Number of intentional referrals made in 2021: **531**
- Number of homeless 'households' we interacted with in July 2022: **32**
- Primary source of funding for vouchers: **Winona Community Foundation**
- Average # of volunteers it takes per day to support program: **6**

"I'm thankful for the assistance you provided to get me back on my feet!" – Coordinated Assistance recipient who received rent help in 2022



OUR SERVICES



Pathways Community Hub

New Community Connector support for critical or chronic cases

- Number of pathways closed (clients' goals met) in first 12 months: **225**
- Average # of individuals receiving one-on-one help each month: **20**

"You've helped me start putting my life back together, and I couldn't have managed it without you."
-2022 Community Connector client



Nutrition Education

Helping improve the nutritional wellbeing of Food Shelf shoppers

- Average # of different recipes shared each month in the Food Shelf: **18**
- Average # of monthly informal nutritional conversations in the Food Shelf: **60**
- Number of Food-Shelf specific cooking videos made by WVS for the public: **7**



Groceries on the Go

Delivering groceries to eligible Winona residents who cannot get to the Food Shelf

- Number of households who received delivered groceries in 2021: **108**
- Number of volunteers it takes each month to make this happen: **4**

"Thank you, to all of you guys. Your help is a godsend." - 2022 Groceries on the Go recipient



Nutrition Assistance Program for Seniors (NAPS)

Federally-funded boxes of basic nutritious food for qualifying seniors

- Number of boxes distributed in 2021: **391**
- Average # of volunteers it takes to distribute these boxes each month: **21**



Holiday Projects

Easter Dinner for the community & Christmas Ham Bags for Food Shelf shoppers

- Number of years Chartwells has provided the Easter meal: **18**
- Number of volunteers WVS provides for Easter delivery in 2021: **25**
- Number of meals delivered by volunteers in 2021: **263**
- Number of years the Lions Club has supported the Ham Bags: **30**



OUR SERVICES



The Clothes Shop

Low-cost, high quality clothing for bargain hunters, the eco-friendly, & those in crisis

- Amount of revenue in 2021: **\$110,763**
- Average price of an item in 2021: **\$1.99**
- Number of clothing donations made in 2021: **7,277**
- Average # of daily volunteers to operate the store: **6**
- Amount of free clothing given to struggling residents in 2021: **\$1,433**
- Number of times we filled our recycling partner's truck in 2021 with unsold clothing: **5**

"The store is well-organized and the volunteers are friendly and helpful"- Clothes Shop shopper in 2021



Volunteer Management

Recruit, track, engage and retain a strong volunteer work force to support our mission

- Number of volunteers engaged in our mission through September 2022: **400+**
- Number of new volunteers in 2022 (through September): **38**
- Total # of volunteer hours given in 2021: **14,641**
- Value of these volunteer hours: **\$407,170**

"We love volunteering (at WVS), donors appreciate and thank us for our dedication and commitment to the organization." – Clothes Shop volunteer in 2022

"I was newly retired, and I believe in 'feeding the hungry!'" - Food Shelf volunteer 2021



VITA (Catholic Charities' Volunteer Income Tax Assistance)

IRS-Certified free tax prep & filing help for low-income, disabled, or limited English-speaking

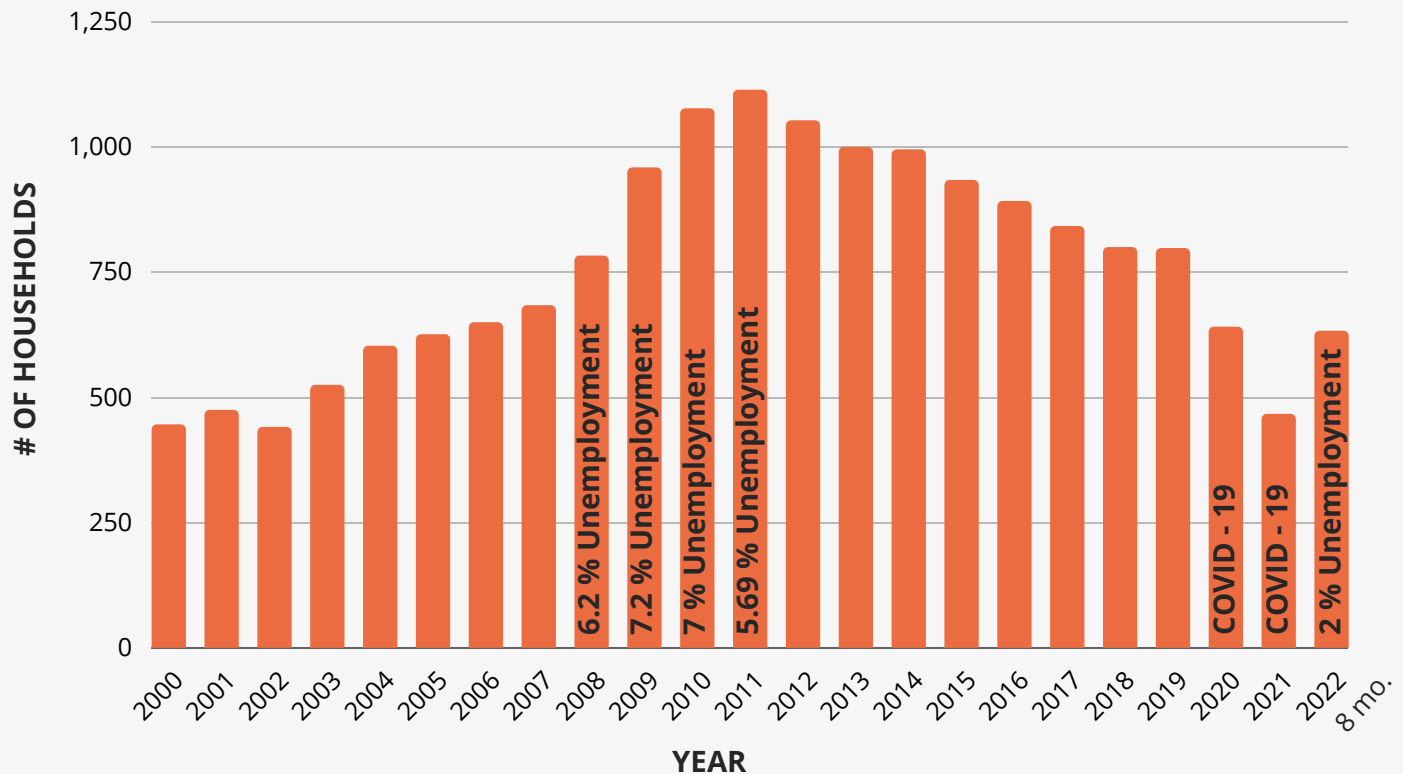
- Number of years Catholic Charities has rented 77 Laird Street for this program: **3**
- Single person income limit in 2021 to receive free tax prep: **\$38,000**
- Number of Clients Served in the 2021 tax season: **1,077**
- Total Dollars Refunded: **\$1,912,207**



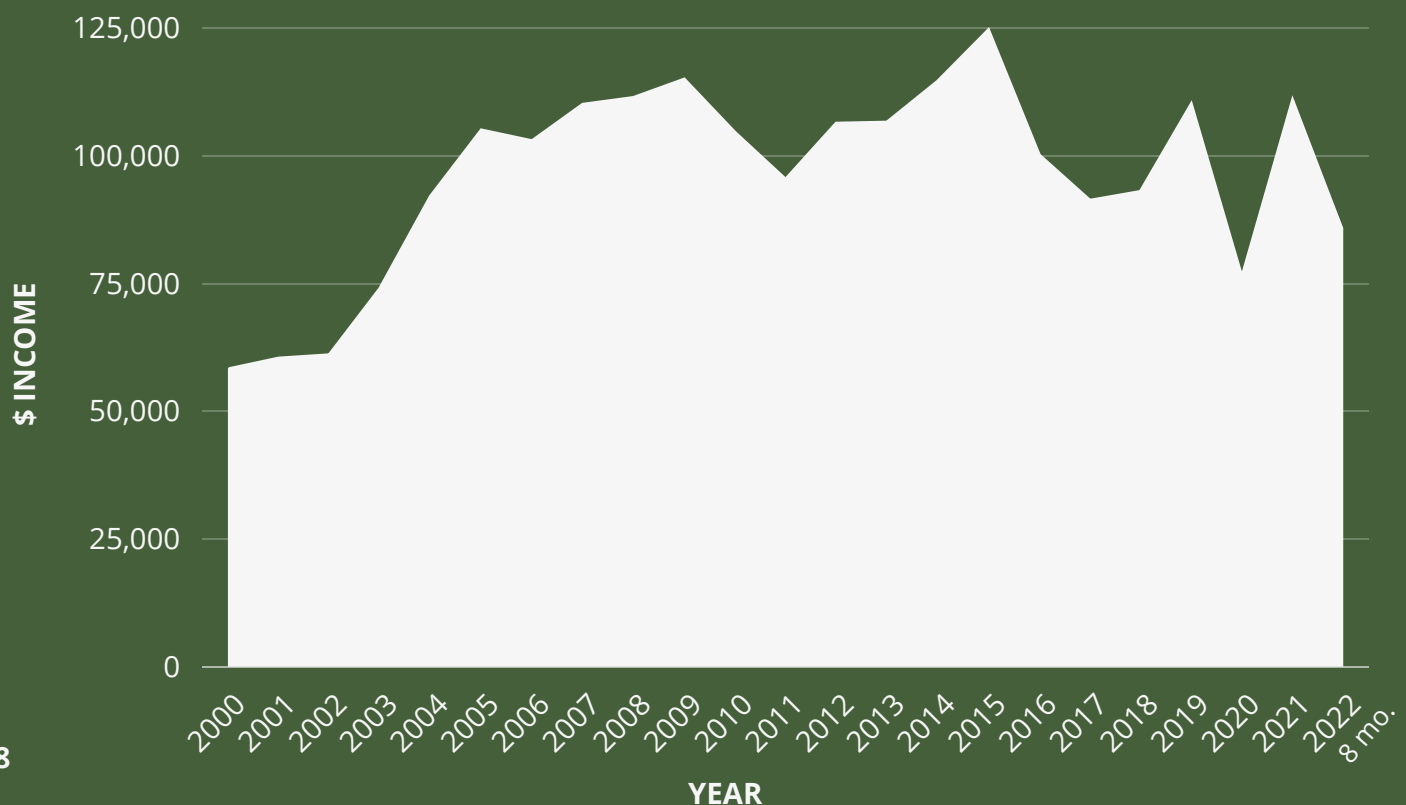
USE OF OUR SERVICES

In the first nine months of 2022, there were 7,137 food shelf, nutrition education and coordinated assistance interactions benefitting 14,590 individuals.

Number of Monthly Food Shelf Visits



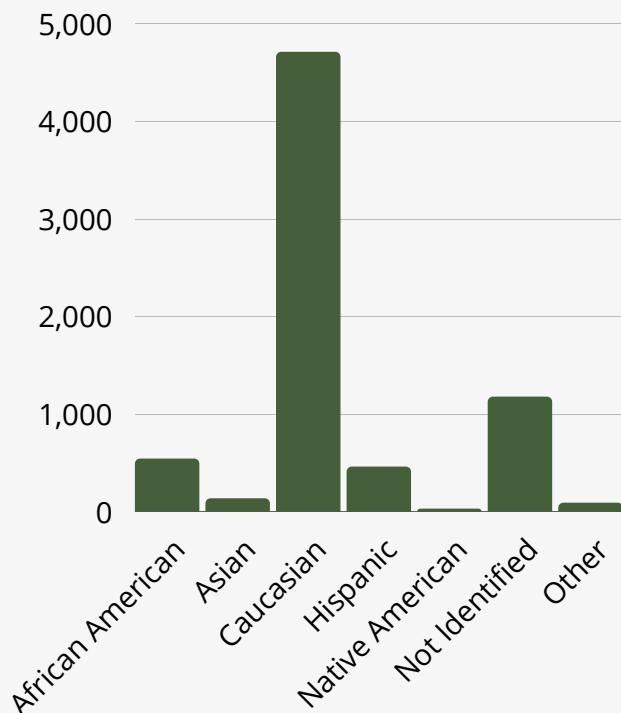
Annual Clothes Shop Sales



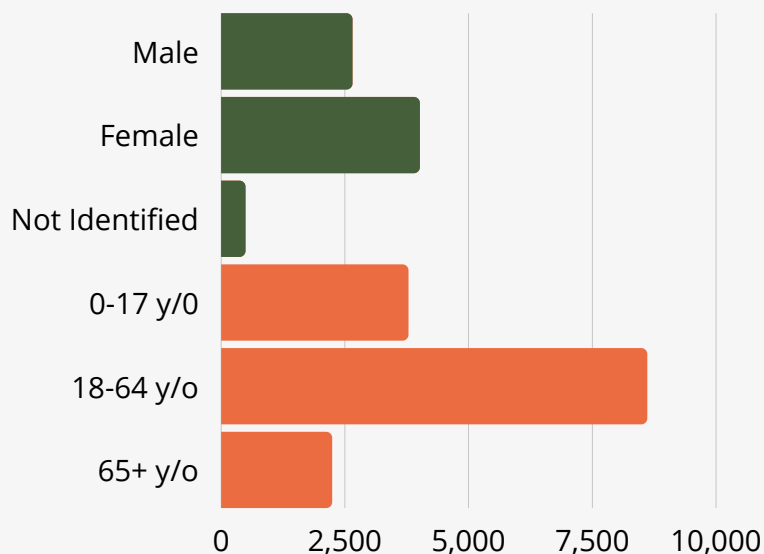
2022 CLIENT DEMOGRAPHICS

(Through September)

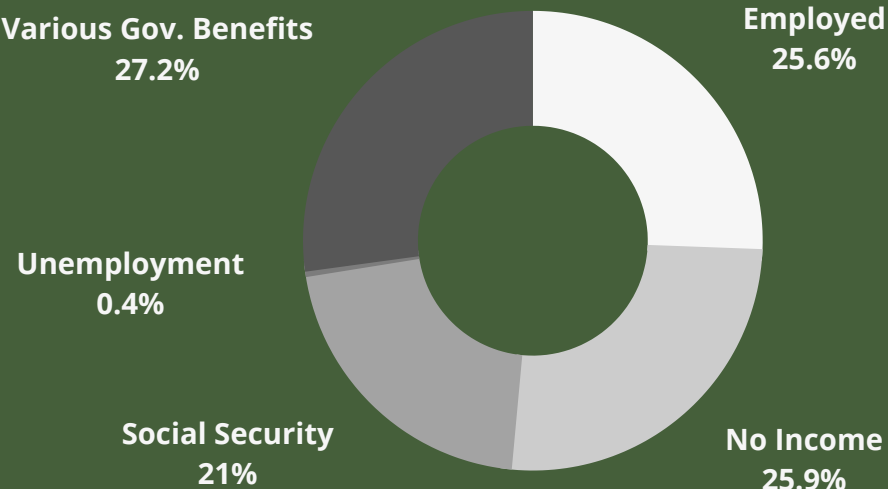
RACE



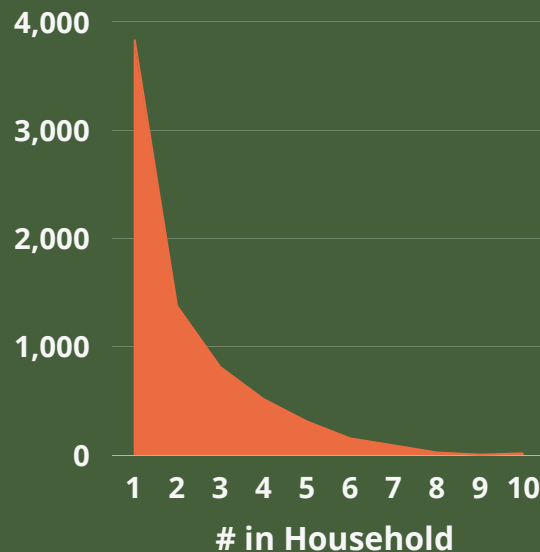
GENDER & AGE



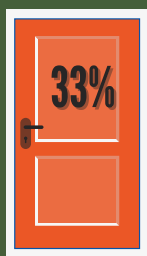
INCOME



HOUSEHOLD SIZE



% OF HOUSEHOLDS RECEIVING SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM BENEFITS



Benefit Range:
\$3-\$1,500

CLIENT ADDRESSES

5984 Winona County
1058 Not Identified
61 Other MN Counties
33 Wisconsin
1 Louisiana

CONSTRUCTION & FUNDING TIMELINE

Phase	Date
Project Design/ Construction Documents Phase	October 2022 - April 2023
Major Donor Ask of the Capital Campaign	November 2022 - April 2023
Construction Phase	May 2023 - April 2024
Community Campaign	May 2023 - April 2024



FUNDING NEEDED

We need to raise \$4.75 million to cover the building costs based on our conversations with Wieser Brothers General Contractor, who we have partnered with on the project. Our plan is to raise \$4 million between now and May 2023 and the remaining \$725,000 will be fundraised during the public phase of this campaign.

Today, I am asking you to become a champion for this building project. Your major investment is a commitment to help those who face life's challenges and who need our help. You are the key that opens the doors to this new facility, a crucial cornerstone for Winona County. This revitalization effort ensures our services are around for the next 50 years.

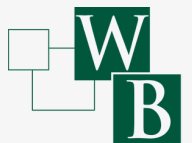
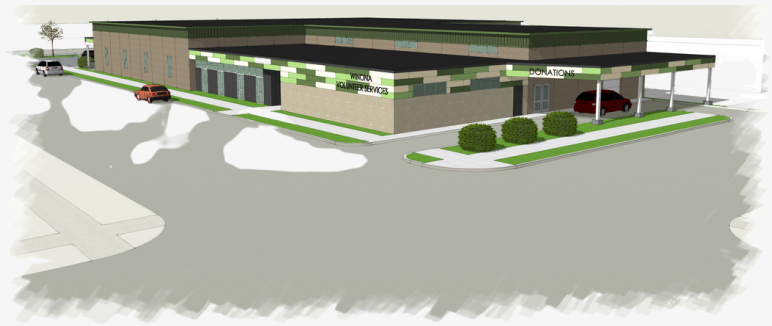
WVS has grown its operating revenue from a budget of \$283,660 in 2001 to \$1,330,036 in 2022. We have accomplished this because many individuals believe in and value our strong commitment to serving others. We have nurtured diversified funding sources, including a strong individual donor base, which has been essential for supporting our annual operations. Your commitment as a major donor will allow us to keep our annual donors supporting our ongoing operations while you help us in this once in a lifetime capital campaign.

This certainly is an exciting time for WVS as we peer into the future and visualize how to best serve our community. Please come along on this journey with WVS.

Major Gift Amount	Needed Gifts	# Secured	Goal
\$1,000,000	1		\$1,000,000
\$500,000	4		\$2,000,000
\$250,000	4		\$1,000,000
\$25,000	1	1	\$25,000
TOTAL	10		\$4,025,000
Community Phase	Multiple		\$725,000

NEW FACILITY SCHEMATIC DESIGN

Wieser Brothers General Contractor Inc. is an industry leader in design/build services. A full-service general contractor, located in La Crescent, MN and established in 1994, Wieser Brothers partners closely with clients to meet current and future building needs. Trust, Partnership, and Excellence are the cornerstones of all Wieser Brothers projects.



WINONA VOLUNTEER SERVICES, INC.
STATEMENTS OF ACTIVITIES
FOR THE YEARS ENDED DECEMBER 31, 2021 AND 2020

	YEAR ENDED DECEMBER 31, 2021			YEAR ENDED DECEMBER 31, 2020		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE, GAINS, AND OTHER SUPPORT						
Contributions	\$ 277,234	\$ 373,616	\$ 650,850	\$ 362,613	\$ 703,907	\$ 1,066,520
Winona County contract	24,786	-	24,786	24,786	-	24,786
United Way grant	1,997	-	1,997	2,023	-	2,023
Donated clothing and food	110,784	416,468	527,252	74,666	347,854	422,520
Clothes Shop - donated clothing sales	110,784	-	110,784	74,829	-	74,829
Home delivered meals	132,541	-	132,541	129,474	-	129,474
Special events, net	83,380	-	83,380	81,735	-	81,735
Investment income, net	134,968	-	134,968	150,014	-	150,014
Interest income	410	-	410	804	-	804
Release of restrictions	556,894	(556,894)	-	762,784	(762,784)	-
TOTAL REVENUE, GAINS, AND OTHER SUPPORT	1,433,778	233,190	1,666,968	1,663,728	288,977	1,952,705
EXPENSES						
Program services:						
Special projects	4,884	-	4,884	4,293	-	4,293
Home delivered meals	171,120	-	171,120	151,496	-	151,496
Nutrition education	8,806	-	8,806	6,970	-	6,970
Coordinated assistance	135,995	-	135,995	315,918	-	315,918
Clothes Shop	196,656	-	196,656	134,826	-	134,826
Food programs	622,074	-	622,074	591,766	-	591,766
Total program services	1,139,534	-	1,139,534	1,205,269	-	1,205,269
Management and general	117,753	-	117,753	103,968	-	103,968
Fundraising	26,951	-	26,951	25,364	-	25,364
TOTAL EXPENSES	1,284,238	-	1,284,238	1,334,601	-	1,334,601
CHANGE IN NET ASSETS	149,540	233,190	382,730	329,127	288,977	618,104
NET ASSETS AT BEGINNING OF YEAR	2,437,020	310,625	2,747,645	2,107,893	21,648	2,129,541
NET ASSETS AT END OF YEAR	\$ 2,586,560	\$ 543,815	\$ 3,130,375	\$ 2,437,020	\$ 310,625	\$ 2,747,645

YEAR ENDED DECEMBER 31, 2021										
	Special Projects	Home Delivered Meals	Nutrition Education	Coordinated Assistance	Clothes Shop	Food Programs	Total Program Services	Management and General	Fundraising	Total Expenses
Personnel costs	\$ 3,343	\$ 4,344	\$ 4,392	\$ 5,407	\$ 4,485	\$ 1,03,266	\$ 2,53,574	\$ 3,538	\$ 1,910	\$ 3,08,014
Conferences	-	-	-	-	-	-	-	99	-	99
Dues and publications	-	-	-	-	-	-	-	1,571	-	1,571
Staff travel and training	-	-	-	-	-	-	-	868	-	868
Supplies and technology	-	-	-	-	-	-	-	20,208	-	20,208
Telephone, cable, and internet	-	-	-	-	-	-	-	3,981	-	3,981
Postage	580	63	-	-	-	-	643	1,183	-	1,826
Printing	-	-	-	-	176	-	176	-	-	176
Professional fees	-	-	-	-	-	-	-	3,712	-	3,712
Bank and credit card fees	-	-	-	-	-	344	344	3,545	-	3,889
Miscellaneous	-	-	1,578	60	538	-	2,176	786	7,142	10,104
Depreciation	182	363	727	727	11,559	14,659	28,217	1,733	182	30,132
Utilities	-	-	-	-	6,557	6,608	13,165	9,152	-	22,317
Insurance	148	299	596	596	3,377	4,768	9,784	2,164	147	12,095
Maintenance	378	756	1,513	1,513	8,571	12,100	24,831	-	378	25,209
Volunteer recognition and expenses	253	2,027	-	-	2,027	2,027	6,333	-	-	6,333
Advertising	-	-	-	1,403	6,838	6,294	14,535	-	-	14,535
Program supplies	-	568	-	370	2,028	14,038	17,004	-	-	17,004
Background screening	-	274	-	-	23	-	297	-	-	297
Dental assistance	-	-	-	2,586	-	-	2,586	-	-	2,586
Coordinated assistance	-	-	-	5,133	-	-	5,133	-	-	5,133
Food purchased and donated	-	123,126	-	55	-	45,790	58,151	-	-	58,151
Clothing donated	-	-	-	-	110,111	-	110,111	-	-	110,111
TOTALS	\$ 4,884	\$ 1,71,120	\$ 8,806	\$ 1,35,995	\$ 1,96,656	\$ 6,22,074	\$ 1,13,953	\$ 1,17,753	\$ 2,6,951	\$ 1,28,423

THE 20 DOORS AT WINONA VOLUNTEER SERVICES

WHILE THESE DOORS WILL CLOSE,
YOU ARE THE KEY
TO OPEN OUR NEW DOORS



Winona Volunteer Services