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.

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)
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 households 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)

“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

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**

- African American
- Asian
- Caucasian
- Hispanic
- Native American
- Not Identified
- Other

**INCOME**

- Various Gov. Benefits 27.2%
- Unemployment 0.4%
- Social Security 21%
- Employed 25.6%
- No Income 25.9%

**GENDER & AGE**

- Male
- Female
- Not Identified
- 0-17 y/o
- 18-64 y/o
- 65+ y/o

**HOUSEHOLD SIZE**

# in Household: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

**CLIENT ADDRESSES**

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

**% OF HOUSEHOLDS RECEIVING SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM BENEFITS**

- 33%

Benefit Range: $3-$1,500
## CONSTRUCTION & FUNDING TIMELINE

<table>
<thead>
<tr>
<th>Phase</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Design/ Construction Documents Phase</td>
<td>October 2022 - April 2023</td>
</tr>
<tr>
<td>Major Donor Ask of the Capital Campaign</td>
<td>November 2022 - April 2023</td>
</tr>
<tr>
<td>Construction Phase</td>
<td>May 2023 - April 2024</td>
</tr>
<tr>
<td>Community Campaign</td>
<td>May 2023 - April 2024</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Major Gift Amount</th>
<th>Needed Gifts</th>
<th># Secured</th>
<th>Goal</th>
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<tbody>
<tr>
<td>$1,000,000</td>
<td>1</td>
<td></td>
<td>$1,000,000</td>
</tr>
<tr>
<td>$500,000</td>
<td>4</td>
<td></td>
<td>$2,000,000</td>
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<tr>
<td>$250,000</td>
<td>4</td>
<td></td>
<td>$1,000,000</td>
</tr>
<tr>
<td>$25,000</td>
<td>1</td>
<td>1</td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>10</td>
<td></td>
<td><strong>$4,025,000</strong></td>
</tr>
</tbody>
</table>

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.
## Statement of Activities

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

### Revenue, Gains, and Other Support

<table>
<thead>
<tr>
<th>Category</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$277,234</td>
<td>$373,616</td>
<td>$650,850</td>
</tr>
<tr>
<td>Winona County contract</td>
<td>24,786</td>
<td>24,786</td>
<td>24,786</td>
</tr>
<tr>
<td>United Way grant</td>
<td>1,997</td>
<td>1,997</td>
<td>2,023</td>
</tr>
<tr>
<td>Donated clothing and food</td>
<td>110,784</td>
<td>416,468</td>
<td>527,252</td>
</tr>
<tr>
<td>Clothes Shop - donated clothing sales</td>
<td>110,784</td>
<td>-</td>
<td>110,784</td>
</tr>
<tr>
<td>Home delivered meals</td>
<td>132,541</td>
<td>132,541</td>
<td>129,474</td>
</tr>
<tr>
<td>Special events, net</td>
<td>83,380</td>
<td>83,380</td>
<td>81,735</td>
</tr>
<tr>
<td>Investment income, net</td>
<td>134,968</td>
<td>-</td>
<td>150,014</td>
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<tr>
<td>Interest income</td>
<td>410</td>
<td>410</td>
<td>804</td>
</tr>
<tr>
<td>Release of restrictions</td>
<td>556,894</td>
<td>(556,894)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Revenue, Gains, and Other Support</strong></td>
<td>$1,433,778</td>
<td>$233,190</td>
<td>$1,666,968</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>2,747,645</td>
<td>310,625</td>
<td>2,107,893</td>
</tr>
<tr>
<td>Management and general</td>
<td>1,205,269</td>
<td>21,648</td>
<td>21,374</td>
</tr>
<tr>
<td>Fundraising</td>
<td>1,247,520</td>
<td>21,648</td>
<td>1,269</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$2,747,645</td>
<td>$310,625</td>
<td>$2,747,645</td>
</tr>
</tbody>
</table>

### Change in Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>With Donor Restrictions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td>$2,147,020</td>
</tr>
</tbody>
</table>

### Net Assets at Beginning of Year

<table>
<thead>
<tr>
<th>Category</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET ASSETS AT BEGINNING OF YEAR</strong></td>
<td>$2,586,560</td>
<td>$543,815</td>
<td>$3,130,375</td>
</tr>
</tbody>
</table>

### Net Assets at End of Year

<table>
<thead>
<tr>
<th>Category</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET ASSETS AT END OF YEAR</strong></td>
<td>$2,586,560</td>
<td>$543,815</td>
<td>$3,130,375</td>
</tr>
</tbody>
</table>

### Year-End December 31, 2021

<table>
<thead>
<tr>
<th>Category</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel costs</td>
<td>$3,343</td>
<td>$4,364</td>
<td>$4,406</td>
</tr>
<tr>
<td>Conferences</td>
<td>99</td>
<td>99</td>
<td>99</td>
</tr>
<tr>
<td>Dues and publications</td>
<td>91</td>
<td>91</td>
<td>91</td>
</tr>
<tr>
<td>Staff travel and training</td>
<td>868</td>
<td>868</td>
<td>868</td>
</tr>
<tr>
<td>Supplies and technology</td>
<td>2,008</td>
<td>2,008</td>
<td>2,008</td>
</tr>
<tr>
<td>Telephone, cable, and internet</td>
<td>3,981</td>
<td>3,981</td>
<td>3,981</td>
</tr>
<tr>
<td>Postage</td>
<td>463</td>
<td>1,826</td>
<td>1,826</td>
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<tr>
<td>Printing</td>
<td>176</td>
<td>176</td>
<td>176</td>
</tr>
<tr>
<td>Professional fees</td>
<td>3,7125</td>
<td>3,7125</td>
<td>3,7125</td>
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<tr>
<td>Bank and credit card fees</td>
<td>3,545</td>
<td>3,889</td>
<td>3,889</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>3,545</td>
<td>3,889</td>
<td>3,889</td>
</tr>
<tr>
<td>Depreciation</td>
<td>1,185</td>
<td>1,185</td>
<td>1,185</td>
</tr>
<tr>
<td>Utilities</td>
<td>9,152</td>
<td>9,152</td>
<td>9,152</td>
</tr>
<tr>
<td>Maintenance</td>
<td>21,648</td>
<td>21,648</td>
<td>21,648</td>
</tr>
<tr>
<td>Volunteer recognition and expenses</td>
<td>2,147</td>
<td>2,147</td>
<td>2,147</td>
</tr>
<tr>
<td>Advertising</td>
<td>14,355</td>
<td>14,355</td>
<td>14,355</td>
</tr>
<tr>
<td>Program supplies</td>
<td>10,004</td>
<td>10,004</td>
<td>10,004</td>
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<tr>
<td>Background screening</td>
<td>2,586</td>
<td>2,586</td>
<td>2,586</td>
</tr>
<tr>
<td>Dental assistance</td>
<td>2,586</td>
<td>2,586</td>
<td>2,586</td>
</tr>
<tr>
<td>Coordinated assistance</td>
<td>51,333</td>
<td>51,333</td>
<td>51,333</td>
</tr>
<tr>
<td>Food purchased and donated</td>
<td>581,151</td>
<td>581,151</td>
<td>581,151</td>
</tr>
<tr>
<td>Clothing donated</td>
<td>3,116</td>
<td>3,116</td>
<td>3,116</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>$4,984</td>
<td>$8,806</td>
<td>$13,790</td>
</tr>
</tbody>
</table>

### Footnotes

- **Without Donor Restrictions**
  - Legal fees
  - Administrative expenses
  - Legal and financial fees

- **With Donor Restrictions**
  - Donor restricted expenses
  - Donor restricted legal fees

### Additional Notes

- **Depreciation:** Includes depreciation on vehicles, office equipment, and furniture.
- **Utilities:** Includes electricity, gas, and water costs.
- **Insurance:** Includes general liability, property, and medical insurance.
- **Maintenance:** Includes repairs and maintenance on vehicles and equipment.
- **Volunteer recognition and expenses:** Includes gifts and thank-you notes.
- **Advertising, Program supplies, Background screening, Dental assistance, Coordinated assistance, Food purchased and donated, Clothing donated:** Includes various costs associated with advertising, program supplies, background screening, dental assistance, coordinated assistance, food purchased and donated, and clothing donated.

### Total Expenses

- **With Donor Restrictions:** $3,018,014
- **Without Donor Restrictions:** $2,747,645

- **Total Expenses:** $5,765,659

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*Year-End December 31, 2020*
THE 20 DOORS AT
WINONA VOLUNTEER SERVICES

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