

2022 Annual Report



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The Landing MN Board of Directors

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|--------------------------------|--------------------------------------|
| President | Dan Fifield 1/2/2019 - Present |
| Vice-President | Joel LaCroix 7/6/2021 – Present |
| Secretary | Sylvia Rogers 1/2/2019 - Present |
| Treasurer | Holly Fifield 1/2/2019 - Present |
| Board Member | Jeff Matteson 1/2/2019 – Present |
| Board Member | Kevin Lund 7/22/2019 - Present |
| Board Member | Tiffany Piotrowicz 6/21/21 – Present |
| Board Member | Kathy Lombardo 6/21/21 – Present |
| Board Member | Jessica Williams 8/3/2021 – Present |
| Ex Officio Board Member | Alex Hurlebaus 7/6/2021 – Present |

Mission

The Landing MN exists to build trust, give hope, and support steps toward stability for those experiencing homelessness. We will be the first outreach point for those struggling, and a nexus to our kindred civic and faith service organizations in Olmsted County.

Core Values

Humanity – All guests, staff, and volunteers have the same basic needs, including shelter, nutrition, hydration, hygiene, and human connection. Meeting these is the priority in our services.

Respect – While we all have the same basic needs, how those needs are met may vary. Consideration for the feelings, wishes, rights, or traditions of others will be a part of all decision making.

Kindness – Actions of the staff and volunteers will strive to be friendly, generous, and considerate.

Grace – Leadership, staff and volunteers will recognize that everybody makes mistakes and provide the opportunity to do better, regardless of any perceived worthiness of that opportunity. This does not eliminate accountability but offers the chance to learn and grow.

Summary

2022 was a transitional year filled with blessings!

The year began with the continued operation of The Landing at Silver Lake Station, a day center for those experiencing homelessness. This facility was no longer being operated under city contract and was fully funded with private donations and grants. When the lease of this property expired in April, there were many unknowns about how and where services would continue. The Salvation Army was kind and accommodating in allowing The Landing MN to utilize their day room. Knutson construction provided a trailer to house offices as well.

After exploring several properties and proposed drafts, the building at 426 Third Ave SE in Rochester, MN was purchased in July. A Bless the Building event was held so the community could come in, see the property, and pray over the spaces that would serve the members of our community in need. Renovation was completed and The Landing MN moved into its new home in early November. Knutson Construction, CRW Architecture and SEH Engineering were instrumental in making that happen in record time. The community was invited to an open house to see the results of their support.

Services at The Landing MN day center now include:

- A warm, welcoming environment to rest and connect with community
- Social Services to assist with housing, insurance, treatment, and other needs
- Breakfast, lunch, and dinner 7 days a week, as well as beverages and snacks throughout the day
- Laundry
- Showers
- Access to necessary items such as toiletries, clothing, blankets, coats, shoes, and gloves
- Long term storage of personal items
- A kiosk where court hearings and other legal proceedings can be done remotely
- On site medical care through a collaboration with the Mayo Clinic
- Recreational activities

Shawna Bowman joined the leadership team as the Day Center Operations Manager. She built and continues to work with a strong team of individuals that pour care and compassion into every person that walks through the doors. Guests express sincere gratitude for this place that was built for them. Additionally, stories are often shared by volunteers and donors that this facility has provided them with the support and sense of purpose that was lacking in their lives. The sense of community is strong within the walls that house The Landing MN.

The numbers speak loudly as to how badly needed the services of The Landing MN are. Despite being displaced and in transition, our data from 2022 includes:

- 837 unique individuals were seen (71% male, 28.5% female, 0.5% transgender)
- There were 17,807 total visits
- 5% of our guests are veterans
- 70% of our guests are chronically or long-term homeless
- 13% noted experiencing domestic violence in the past year
- 50% of our guests are living with a disability

Community Partners

The services provided at the day center are made possible due to the support of many community partner organizations. 2022 saw collaborations with the following organizations, among many other entities.

- Olmsted County HRA
- The City of Rochester
- Salvation Army
- Channel One
- Catholic Charities – Rochester Community Warming Center
- Dorothy Day Hospitality House
- Mayo Clinic
- Winona State University
- Christ United Methodist Church
- St Francis Catholic Church
- Intercultural Mutual Assistance Association
- Zumbro Valley Health Center
- DFO Community Corrections
- Legal Assistance of Olmsted County

Events

Father's Day was celebrated with a new event we called Father's Day at the Field. The Rochester Honkers offered tickets for \$10 each. Tickets provided admission as well as a hotdog and beverage. The Landing MN was given \$5 for every ticket sold.

In addition to the Bless the Building and Community Open House in the new facility, The Landing MN held its Second Annual Holiday of Hope Gala on December 1, 2022. 280 friends of The Landing MN gathered at the Hilton hotel for a delicious meal prepared by J.Powers, live music performed by The Campion String Quartet, as well as silent and live auction items. There was a powerful feeling of community in the air and the energy was palpable. The generosity shown raised over \$75,000.

Tuba Christmas was held again on December 10, 2022. Dozens of tuba and baritone players from all over Minnesota gathered to play a variety of Christmas favorites. This year Anthony Cook led the audience in singing along and the holiday spirit was in full swing. The event was attended by over 150 people and a free will offering was collected. We look forward to this as an annual event every December.

Active PT hosted its charity golf tournament to support The Landing MN on July 22nd. 26 foursomes hit the links and enjoyed a beautiful day of golf as well as a putting tournament and raffle. The event resulting in a total gift of \$25,000.

A Life Transformed

The work done by The Landing MN is filled with challenges, but it is also filled with joys! One of the greatest examples of this joy is in the story of Tyler. He shared the following:

“Loneliness and depression led to addiction and homelessness.

Survival was a full-time job. The mental distress, constant struggle, and being isolated from society did something to my mental state. I believed that this was where I belonged, and I didn’t deserve anything better. I was too scared to even look up from the ground because it hurt to see the way people would look at me. They looked at me like I wasn’t even human.

While camping under a bridge, I met Dan from The Landing MN. He showed empathy and compassion, but no judgment. All he knew was that I was struggling, and he wanted to help.

At the day center, I felt comfort and acceptance. I had a hot meal, took a shower, and felt safe. The Landing MN allowed me to leave survival mode. The staff treated me like family. They showed me love and that changed something in me. The feeling of being unworthy of a better life started to diminish. Having a safe place to be allowed me to start planning for my future.”

Finding the support of The Landing MN allowed Tyler to move toward stability. He is now sober, housed, engaged, raising a beautiful family and a member of The Landing MN Day Center staff. What a blessing he is to this organization and those it serves.

Volunteers

The Landing MN continues to build an incredible volunteer base and a strong core of consistent volunteers. Since the opening of the new building in November 2022, a new, required volunteer training has been completed by 188 individuals. They serve in the café, sort donations, help on MOU (Mobile Outreach Unit) and provide loving support to our guests.

Building Blocks

The Landing MN launched its Building Blocks Campaign in the summer of 2022 to raise funds for the purchase and renovation of the new facility. Community members can sponsor a square foot (\$130/sq ft) or a designated block such as a shower room, exam room or office space. Over \$51,000 has been raised so far with these efforts.

Goals for 2023

1. To expand available funding by:
 - educating the community about homelessness in Rochester and the role of The Landing MN in managing this issue
 - increasing grant writing activity
 - growing our recurring donor base
 - growing our volunteer base
 - hosting community events
2. Grow the reputation of The Landing MN at the city, county, and state levels by being present on and participating in planning and advisory committees.

3. To expand services available by partnering with other organizations/entities. Potential services include but are not limited to:
 - Peer Recovery Services
 - AA/NA Meetings
 - Evening Meal Service
4. Develop Vision and Explore Housing options for those experiencing homelessness

Financials

Income

Private Donations

Private donations were received in three ways: cash, check or credit card using online payment formats (Stripe, Network for Good and Facebook).

Direct public support resulted in donations of \$523,347.18.

Grants - \$397,058.35

We received grants from:

- Mayo Clinic in the amount of \$222,600
- Otto Bremer Trust in the amount of \$50,000
- State of MN in the amount of \$45,249.08
- City of Rochester in the amount of \$61,709.27
- Rochester Area Foundation in the amount of \$15,000
- People's Energy Coop in the amount of \$2500

Events - \$62,390.35

Merchandise Sales - \$4761.73

Interest - \$796.82

Miscellaneous Income (Returns, Refunds, Reimbursements) - \$369.77

Sale of Investment Holdings - \$100,000

In Kind Donation - \$250,000

The seller of the property took \$250,000 off the purchase price of the building as a charitable donation.

Total Income \$1,338,724.20

Expenses

Fundraising

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|--------------------------|-----------------|
| Gala Expense | 19400.56 |
| Merch Shipping | 172.2 |
| Merchandise | 4616.35 |
| Other Fundraising | 650.3 |
| Processing Fees | 2127.06 |
| Total Fundraising | 26966.47 |

Programming

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|--------------------------|-------------------------------|------------------|
| Day Center | | |
| | Food and Beverage Service | 18,761.80 |
| | Operations | 12450.11 |
| | Equipment | 1834.29 |
| | Events | 614.71 |
| | Medical Care | 194.6 |
| | Payroll Processing Fees | 532.2 |
| | Payroll | 286,211.78 |
| | Staff Education and Licensing | 1,727.13 |
| | Guest Needs/Services | 6,204.36 |
| | Staff Attire | 3463.8 |
| | Workman's Comp Insurance | 6331.75 |
| | Total Day Center | 338326.53 |
| MOU | | |
| | Staffing | 12348 |
| | Supplies | 5,525.50 |
| | Operation | 3,687.61 |
| | Total MOU | 21561.11 |
| Total Programming | | 359887.64 |

General

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|----------------------|-----------------|
| Accounting and Legal | 1507.5 |
| Operations | 21,546.82 |
| Rent | 9854.02 |
| Equipment | 2169.25 |
| Events | 2202.78 |
| Payroll | 11076.96 |
| Travel and Meetings | 2647.15 |
| Total General | 51004.48 |

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|--------------------------------|-------------------|
| Property Development | 712,037.85 |
| Property Taxes | 14,698.65 |
| Day Center Construction | 56,716.65 |

Total Expenses **1,221,311.74**

Total Income **1,338,724.20**

Total Expenses **-1,221,311.74**

Net **117,412.46**