

2023 Annual Report



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The Landing MN Board of Directors

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 of 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

2023 was a year of tremendous growth!

With the opening of the day center in November 2022, The Landing MN was in full stride going into 2023. The new building provides a permanent home for the current and ever-expanding programming provided to members of the community experiencing homelessness. Areas of growth this year include:

- Psychiatry services have been added one day a week.
- A Development Director was hired to create and maintain relationships with the community and help The Landing MN continue to grow as an organization.
- A Social Worker and a Social Work intern were added to the staff. They meet guests where they are, identify needs, assess the barriers that are prohibiting steps toward stability and assist in moving forward.
- A Food Services Manager joined the team. She plans nutritious, delicious, and satisfying meals for our friends that burn a lot of calories just staying warm and walking from location to location.
- A Medical Services Coordinator is now on staff and is finding ways to improve and expand the care that is available to guests.
- The strong base of volunteers continues to expand. There are currently over three hundred individuals that have completed volunteer training.

We regularly monitor data of guest interactions to ensure that we are meeting needs and provide the appropriate support. In 2023:

- 1289 unique individuals were seen (increased from 837 in 2022).
- There were 34,568 total visits to the day center (up from 17,807 in 2022).
- 4% of our guests are veterans.
- 39% of our guests are chronically or long-term (without a “home” for 12+ months, or 4 instances of homelessness in the past 36 months) homeless.
- 51% of our guests are living with a disability.

Community Partners

The services provided at the day center are possible in great part due to the efforts of many community partner organizations. 2023 saw collaborations with the following organizations, among many other entities. Below is a list of many of our community partners.

Organization	How they partner with The Landing MN
Olmsted County HRA	Our Director of Social Services and Day Center Operations Manager meet with this team regularly to collaborate on best outcomes for our guests.
Salvation Army	We refer our guests to these services and coordinate with each other during expected closures of either program. We consult with their leadership team and refer clients to the housing program.
Channel One	Assists with affordable food and beverage items for our meal program.
Catholic Charities – Community Warming Center	The Landing MN staff frequently communicate with Warming Center staff, and we have intentionally offset our hours to correspond with the overnight shelter.
Zumbro Valley Medical Society	We work closely with their leadership team to organize events such as on-site ophthalmology, foot care, and other specialty clinics.
Family Promise	We refer families to them, and they refer single adults facing homelessness to us.
Dorothy Day Hospitality House	Our social worker does outreach once a week to assist guests with services.
Mayo Clinic	Medical care is provided by the Mayo Clinic Paramedicine Program, volunteer physicians, and students from the Mayo Clinic School of Medicine.
Winona State University	Nursing students visit twice a week providing health education and screening, haircuts, and hand/foot care.
Christ United Methodist Church	Volunteers prepare and serve a complimentary meal on Saturdays which offsets The Landing MN’s meal program.
St. Francis Catholic Church	Volunteers prepare and serve a complimentary meal on Sundays which offsets The Landing MN’s meal program.
Intercultural Mutual Assistance Association	Their staff aid with insurance navigation for Landing MN Guests.
Zumbro Valley Health Center	Zumbro Valley Case Managers utilize our meeting rooms to meet with clients.

Events

Volunteer Appreciation

Our volunteers were celebrated at our inaugural Volunteer Appreciation Dinner on May 25, 2023. Certificates of appreciation and small gifts were given as they enjoyed a delicious pasta bar. Jefferson Webster shared his experience with addiction and homelessness, motivating everyone in attendance to keep doing the important work they do every day.

Community Education Forums

In collaboration with Legal Assistance of Olmsted County, a well-attended Community and Connection Forum was planned and held on July 18th. Panelists from Rochester Public Schools, Family Promise, The Landing MN, Rochester Community Warming Center, Salvation Army, and Dorothy Day Hospitality House shared information on homelessness. A second panel with representatives from Legal Assistance of Olmsted County, Olmsted County Housing and Redevelopment Authority, Family Service Rochester, Women's Shelter and Support Center, Olmsted County Community Outreach Team, and Catholic Charities shared information on the supportive services in our community.

On November 4th, The Landing MN hosted another Community and Connection forum, "Human to Human." While many articles and reports discuss the effects of homelessness on our neighborhoods, businesses, and organizations, rarely do they look at homelessness through a lens of humanity. The panel provided excellent information on the physical and mental effects of homelessness, the lived experience of homelessness and how the community can advocate for those in need.

Active PT charity Golf Tournament

Active PT hosted its charity golf tournament to support The Landing MN on July 28th. A sold-out field of golfers had a great time and helped raise a total of \$25,000.

A Holiday of Hope Gala

The Third Annual A Holiday of Hope Gala was held on December 1st. This event continues to grow every year and was a wonderful celebration of our mission and honoring our community partners. Over 280 guests were in attendance and raised over \$80,000 in support of The Landing MN.

Tuba Christmas

Tuba Christmas was held again on December 9, 2023. Over sixty tuba and baritone players from all over Minnesota gathered to play a variety of Christmas favorites. The holiday spirit was in full swing. The event was attended by over 150 people and a free will offering raised over \$1100.

Fund Fest

The Landing MN's first ever Fund Fest was planned for August 6, 2023. Many good old-fashioned summer events, food trucks and music were on the agenda. Sadly, Mother Nature gave us an unseasonably cold, rainy day and the event was cancelled.

A Life Transformed

The Landing MN employs a model of care that brings many of the needed services under one roof. In addition to the necessities of shelter, nutrition, hydration, and personal hygiene services, there is also on-site medical care and social services available to provide care and assistance. This model breaks down barriers such as transportation, communication, and distrust and facilitates effective and efficient use of resources. This is evident in the case of our friend, “Mike.”

“Mike” was experiencing homelessness as well as some mental health issues. He was prescribed medications for his mental health, but he did not like taking them because they made him sleepy. This may not seem like a significant side effect, but when you do not want to sleep for fear of being assaulted or robbed and losing everything you own while on the street, it is critical. Without his medications, he had difficulty stabilizing and regulating his behavior.

He came to The Landing MN where he was met with kindness and acceptance. He was given a safe place to exist, regroup and decompress from the stresses of homelessness. A hot meal, a shower and clean clothes goes a long way toward feeling more like yourself.

Next step was for him to be seen by the psychiatrist that is on site one day a week. Dr. Klim listened to his fears and helped find alternative medications that would not make him sleepy. “Mike” was willing to give it a try. With appropriate treatment, his mental health improved dramatically.

Once stabilized, the next step was to find housing. Our social services team made sure he was in the coordinated entry system and got to work connecting him with other resources that offer housing. He was able to move into Mayowood and is thriving! We hear from him from time to time and get reports that he is just a joy to have as a resident. What a joy it is to see our guests reaching their goals!

Volunteers

The Landing MN continues to build an incredible volunteer base and a strong core of consistent volunteers. Over three hundred individuals have completed volunteer training. They serve in the café, sort donations, help on MOU (Mobile Outreach Unit) and provide loving support to our guests.

Update on the Goals for 2023

2023 Goal	2023 Performance (outcome)
1.) Expand Available Funding by	
- Educating the community about homelessness in Rochester and the role of The Landing MN in managing this issue.	The Landing MN increased our community presence by organizing two Community Connection Forums and participating in a third organized by Holy Spirit Catholic Church. We also presented at churches, community organizations, and provided numerous press interviews. We continue to provide tours to the community and to outreach to civic and public leaders.
- Increase grant writing activity	We received grants from seven organizations (The State of MN, Mayo Clinic, Otto Bremer Trust, DMC, Open Your Heart to the Hungry and Homeless, Affinity Plus Credit Union, and Edina Realty).
- Grow our recurring donor base	Currently 106 entities make recurring gifts that combine to equal over \$12,600 per month. Our Development Director will continue to monitor and grow this program.

- Grow our volunteer base	In 2022, 188 individuals completed volunteer training. As of December 2023, our active volunteer base has grown to 308 people that provide compassionate care to our guests.
- Host community events	In addition to our community forums, we hosted an open house in celebration of our fifth anniversary. Please see our list of events for additional information.
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.	Our leadership team represents us well by participating on committees and boards within Minnesota Coalition for the Homeless, River Valley CoC as well as participating in multiple meetings with the county and other community organizations to discuss Rochester's response to homelessness.
3.) To expand services available by partnering with other organizations/entities.	Please see the comprehensive list of community partners noted earlier in this report.
4.) Develop Vision and Explore Housing options for those experiencing homelessness.	The Landing MN has formed a Strategic Planning Committee and is actively developing a vision for the next steps in supporting the members of our community experiencing homelessness. Stay tuned for announcements as decisions are made.

Goals for 2024

1. To fiercely advocate for the members of our community experiencing homelessness at the city, county, state, and federal levels.
2. To improve community engagement and education around the issue of homelessness by:
 - Speaking with the community about homelessness in Rochester and the role of The Landing MN in managing this issue
 - Growing our volunteer base
 - Hosting community events
3. To expand available funding by:
 - Increased grant writing
 - Growing the recurring donor base
 - Creating and maintaining relationships with donors
 - Establishing recurring annual fund gift requests (such as direct mail and/ or email requests)
4. To continually improve the efficacy and efficiency of programming.
5. To expand available services. Potential services include but are not limited to:
 - Overnight shelter
 - Expanded mental health services.
 - Lunch Service

Financials

Income

▶ Direct Public Support	781,940.42
▶ Gala Income	80,995.06
Grants	588,580.34
Interest	835.21
Misc Income	45.00
Total Income	\$1,452,396.03

Expenses

▼ Expenses	
▶ Fundraising	21,154.20
▼ Program	
▼ Day Center	
▶ Day Center - Food and Beverage Service	60,398.71
▶ Day Center Events	1,216.00
▼ Day Center Operations	4,212.44
Day Center - Office Supplies	766.96
Day Center - Supplies	21,050.18
Day Center - Utilities	41,350.67
Day Center Equipment	730.75
Total Day Center Operations	68,111.00
▶ Day Center Payroll	519,854.22
▶ Needed Items for Homeless	11,995.03
Staff Attire	6,480.57
Staff Education and Licensing	2,551.13
Workman's Comp Insurance	6,756.00
Total Day Center	677,362.66
▶ Medical Program	1,231.19
▶ Mobile Outreach Unit	5,241.72
Total Program	683,835.57

▼ TLMN - General	
▼ Contract Services	
Accounting Fees	25,890.00
Legal Fees	637.50
Total Contract Services	26,527.50
Day Center Construction	29,860.87
▼ Insurances	
Board Insurance	468.00
General Liability Insurance	5,922.80
Life Insurance	5,028.00
Total Insurances	11,418.80
Misc Expenses	2,500.00
▼ Operations	
Advertising	4,288.00
Books, Subscriptions, Reference	5,477.23
Equipment	10,451.91
Membership Dues/Fees	2,018.95
Postage, Mailing Service	1,039.57
Printing and Copying	1,974.35
TLMN - Office Supplies	12,137.87
TLMN Telephone, Telecommunications	2,351.51
Total Operations	39,739.39
Rent / Lease	3,829.40
▶ TLMN Payroll	67,987.49
Travel and Meetings	6,095.95
Total TLMN - General	187,959.40
Total Expenses	\$892,949.17
NET OPERATING INCOME	\$559,446.86
NET INCOME	\$559,446.86