



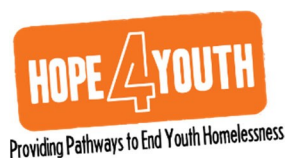
**BOARD OF DIRECTORS MEETING**

Monday, October 25, 2021

5:00 – 7:00pm

Meeting Location: Anoka County Sherriff’s Community Room  
(If needed, virtual/call in: [Zoom Link](#))

AGENDA	TIME
• Call to Order (Stephen Spears)	5:00pm
○ Welcome JJ Slag to first general board meeting	
○ Introduction of board members and staff	
• Mission Moment (Anna VonRueden)	5:15pm
• Approve Agenda and Minutes (Stephen Spears)	5:20pm
• Executive Director Report (LaChelle Williams)	5:25pm
○ Strategic Priorities & Organizational Update	
○ HR Update – MACC	
○ Budget process update	
• Board Development/Nominating Committee update (Chris Warner)	5:50pm
• Finance & Administration Report (Angie Forsman & LaChelle)	5:55pm
• Program Report (Mark McNamer)	6:05pm
○ Impact beyond the stats	
• Advancement & Development Report (Julie Orlando & Stephen Nash)	6:15pm
○ Advocacy and Partnerships	
○ Call to action	
• Representative Stephenson’s opportunity update (LaChelle Williams)	6:25pm
• Open Business (Stephen Spears)	6:30pm
○ Annual Meeting – November 2021	
○ Other?	
• Adjourn	



## Board of Directors Meeting Minutes August 16, 2021 5:00-7:00 pm; via Zoom call

**Board Members Present:** Paul Lenzmeier, Leanne Matchen, Stephen Nash, Don Phillips, Stephen Spears, Anna VonRueden, Sue Woodward

**Board Members Absent:** JJ Slag, Sean Haag, Jennifer Stone, Chris Warner

**Staff and Guests Present:** Amanda Golly, Cheryl Jensen, Mark McNamer, Julie Orlando

The meeting was called to order at 5:06 pm by Stephen Spears.

### Approval of Agenda

**Motion** made by Paul Lenzmeier, seconded by Don Phillips, and passed unanimously to approve the agenda, and passed unanimously.

### Approval of the Minutes

**Motion** to approve the June 28, 2021 meeting minutes was made by Don Phillips, seconded by Paul Lenzmeier, and passed unanimously.

### MACC Presentation

Amanda Golly, VP of MACC, gave a presentation on services provided by a partnership with MACC. MACC's specialty is Human Resources.

### Finance Report

Cheryl Jensen and Don Phillips reviewed the June 2021 and July 2021 financials, showing revenue and donations are down. The fact that the budget was for a normal year and not a Covid year has had an impact. HOPE 4 Youth is in a good position with a large operating reserve. Discussions have begun on where we stand with our two mortgages, their rates and where we are in the payment structure.

### Program Report

Mark McNamer reviewed the June 2021 and July 2021 Program Reports. He reported that June had consistent numbers at the Drop-In Center visits and HOPE Homes youth. Fifty percent of the youth are receiving one-on-one support. Visits from youth under 18 are increasing. Visits from youth with children continues to grow and supports have been added for these youth. Programs has seen significant growth in quarter two.

Mark reported that July was busy with visits at the highest of the year. It was a challenging month for staff, clients and residents of HOPE Place. Discussions have begun about security and training for staff and volunteers. New staff is expected to be added to help with the increasing numbers and workload.

### Advancement & Development Report

Julie Orlando reviewed the Advancement Scorecard for June 2021 and July 2021. There are still new donors and new volunteers being added this summer. In the last couple of months, the social media impressions have been high due to a post about the empty food shelf and a new resident story post.

The Heartland Tire Golf Tournament will take place Monday, August 23. The event is organized by Dave Mitchell. There are 138 golfers signed up for the event. The proceeds from the golf tournament underwrite the mortgage at HOPE Place. The Darkest Night 4K will take place on Friday, September 17<sup>th</sup> at Bunker Hills Golf Course in Coon Rapids. Postcards dropped into mailboxes Monday. The Hunt 4 HOPE will be the following Friday at Wild Wings of Oneka in Hugo. This is organized by a community group and the proceeds go to HOPE 4 Youth. Steve Nash encouraged the board to help by participating in and promoting the upcoming events.

A new partnership has been made with Arrow Giving Foundation based locally. They are passionate about HOPE 4 Youth, and they want to become more involved. They are supporting us for the next year with \$11,000 in sponsorships for events, donating to the car fund, and they are holding a clothing and food drive.

The new Homeless Liaison through Anoka Hennepin schools has been in contact with Julie. There are funds available from American Rescue Plan. Julie has requested \$35,000. She should know in a day or two if we will receive these funds. The funds would go to housing, car repairs and weekly parenting classes for our youth through FamilyWise.

### **Interim Executive Director Report**

Cheryl Jensen reported that she and Julie Orlando met with Representative Zach Stephenson at the Drop-In Center. There is one time money available in the state and he would like to work with HOPE 4 Youth to use some of the funds. This will involve looking at our buildings to see if there is something we can do to be more accessible to our youth. Rep. Stephenson has Julie's contact information and will be reaching out.

Cheryl Jensen stated that Julie Fliflet has transitioned out of her role in Finance. Erin O'Brien is the controller for the new firm that was hired. Erin will be working in finance 15-20 hours a week. The staff and a half hours will hit the budget next month. The two week overlap unexpectedly continued for six weeks. The 990 was approved and submitted by the Finance Committee. The 990 for the three-month period has been started and expected to be ready for the next board meeting.

Cheryl also shared about some ongoing discussions about Volunteer Mentors. Covid has impacted the number of volunteers. The Drop-In Center has trouble filling one volunteer per shift which is down from the usual three prior to Covid. Talks have begun about the current volunteer model being sustainable. Time commitment may be a barrier to some volunteers. Creative recruitment strategies have been put in place.

### **New Business**

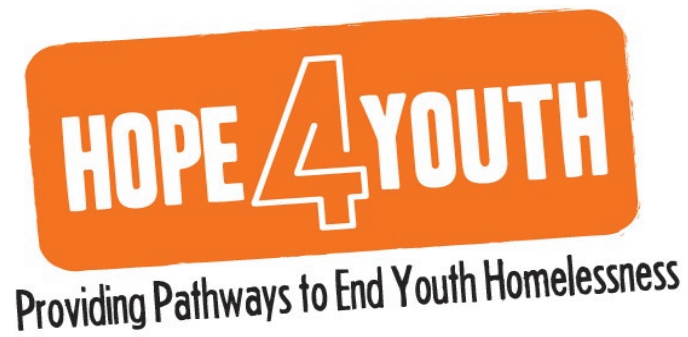
Stephen Spears spoke about slowly moving back to in person meetings. Hybrid meetings may start before the end of the year

### **Adjourn to Closed Session**

**Motion** to adjourn was made by Steve Nash, seconded by Paul Lenzmeier, and approved unanimously.

The meeting ended and moved to closed session at 6:42 p.m.

Respectfully Submitted,  
Brooke Limanen  
Development Associate



**Fiscal Year 2021**  
**Financial Statements**  
**as of September 30, 2021**

10/7/2021



## Balance Sheet As of September 30, 2021

### Assets

Cash and Cash Equivalents	\$513,019.01
Board Designated Operating Reserve	508,599.11
Receivables	166,308.78
Prepaid Expenses	19,995.03
Inventory	70,508.28
Investments	40,282.08
Property and Equipment, net	1,625,422.39
<b>Total Assets</b>	<b><u><u>\$2,944,134.68</u></u></b>

### Liabilities

Accounts Payable & Other Accrued Liabilities	\$53,617.14
Mortgage Payable (VB)-Hope Place	280,862.13
Mortgage Payable (Finl One)-Admin Office	149,288.78
<b>Total Liabilities</b>	<b><u><u>\$483,768.05</u></u></b>

### Net Assets

Unrestricted-Undesignated	\$1,993,873.00
Unrestricted-Board Designated Operating Reserve	508,599.11
Temporarily Restricted	176,414.70
Current Year Net Surplus(Deficit)	(218,520.18)
<b>Total Net Assets</b>	<b><u><u>\$2,460,366.63</u></u></b>
<b>Total Liabilities &amp; Net Assets</b>	<b><u><u>\$2,944,134.68</u></u></b>

10/7/2021



**Statement of Revenue and Expense**  
**Fiscal Year 2021 - through September 30, 2021**

	<u>YTD Actual</u>	<u>YTD Budget</u>	<u>Over(Under) YTD Budget</u>	<u>Full Year Budget</u>	
<b>Revenue</b>					
Donations, Gifts, and Grants	\$717,192.62	\$567,500.00	\$149,692.62	\$1,125,000.00	Unbudgeted COVID relief funding rec'd-PPP #2 \$180,412; MN DHS \$18,700; & Anoka Cty \$15,000 (total \$214,112) offset by approx (\$150,000) behind budget for genl fundraising
Special Events, net	56,020.61	155,000.00	(98,979.39)	225,000.00	Actual Gala results were \$80,000 less than budgeted goal, the Inspiring Hope Breakfast with goal for net revenue of \$15,000 was not held in June as budgeted
Inkind Contributions	50,275.42	53,800.00	(3,524.58)	120,000.00	Store closed end of Jan so 8 less months of donated inventory at Hope's Closet - \$2.2K YTD (Received in January). Remaining is Drop In Center donations.
Program Service Revenue	88,152.18	119,190.00	(31,037.82)	158,920.00	Rent collection/subsidy was \$23k less than expected YTD and is an area of concern. Actuals include a \$20K subsidy from MN that was not Budgeted (negative variance is ~\$51K).
Store Sales	3,765.42	30,400.00	(26,634.58)	68,400.00	Store closed end of Jan so 8 less mo sales (also less in expenses below)
Investment & Other Income	8,918.48	10,245.00	(1,326.52)	13,660.00	
	<u>\$924,324.73</u>	<u>\$936,135.00</u>	<u>(\$11,810.27)</u>	<u>\$1,710,980.00</u>	
<b>Expense</b>					
Payroll, Taxes, and Benefits	618,667.85	622,562.00	(3,894.15)	1,051,440.00	Open positions (Mktg&Comm, Finance Mgr, E.D., Youth Coord, Admin Assist) Over \$30K of positive variance is from vacant ED - Offset by Interm and Contracted Services below. Julie F's PTO and Severance was paid in the beginning of September for ~ \$10.5K.
Contracted Srvs & Professional Fees	184,258.74	95,079.00	89,179.74	126,490.00	Similiar to last month. More overlap in Sept
Insurance	16,685.65	24,045.00	(7,359.35)	32,060.00	\$5K reimbursement of wind damage. Looking for expense.
Building and Facilities Expense	95,536.62	124,910.00	(29,373.38)	167,810.00	Store closed end of Jan so 8 less mo. rent @\$3,040/mo for \$24.3K (also less revenue above)
Supplies and Equipment	6,141.96	3,936.00	2,205.96	6,270.00	
Postage, Mailing & Delivery	1,487.32	1,673.33	(186.01)	5,820.00	
Staff, Board, & Volunteer Expense	9,182.12	11,403.00	(2,220.88)	31,440.00	Staff Training & Dev less than budget (in person conferences not held due to COVID)
Program Expenses	137,933.25	91,713.00	46,220.25	172,730.00	Store closed end of Jan so less donated inventory expense & higher expense for Hope 4 Youth
Printing and Promotion Expenses	9,012.48	8,861.00	151.48	15,440.00	
Travel and Transportation	822.01	2,080.00	(1,257.99)	5,280.00	
Licenses, Membrshps, Dues, & Fees	29,078.40	30,879.00	(1,800.60)	46,460.00	
Depreciation Expense	34,038.51	33,129.00	909.51	44,170.00	
	<u>\$1,142,844.91</u>	<u>\$1,050,270.33</u>	<u>\$92,574.58</u>	<u>\$1,705,410.00</u>	
<b>Net Surplus(Deficit)</b>	<u><b>(\$218,520.18)</b></u>	<u><b>(\$114,135.33)</b></u>	<u><b>(\$104,384.85)</b></u>	<u><b>\$5,570.00</b></u>	

**HOPE 4 Youth**  
**Fiscal Yr 2021-Revenue and Expense Statement by Program Area**  
**through September 30, 2021**

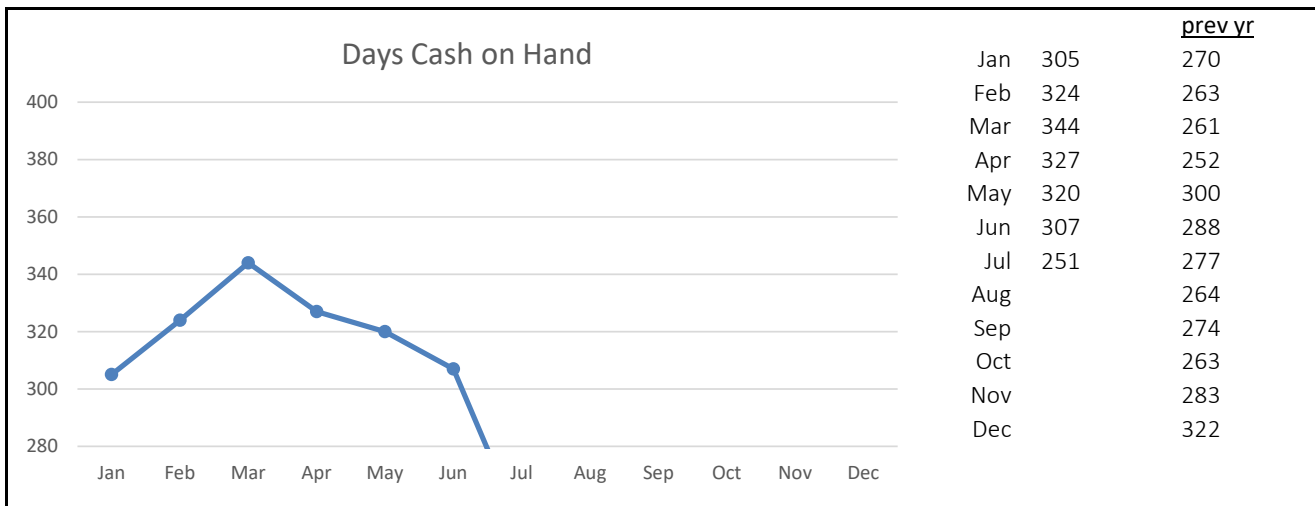
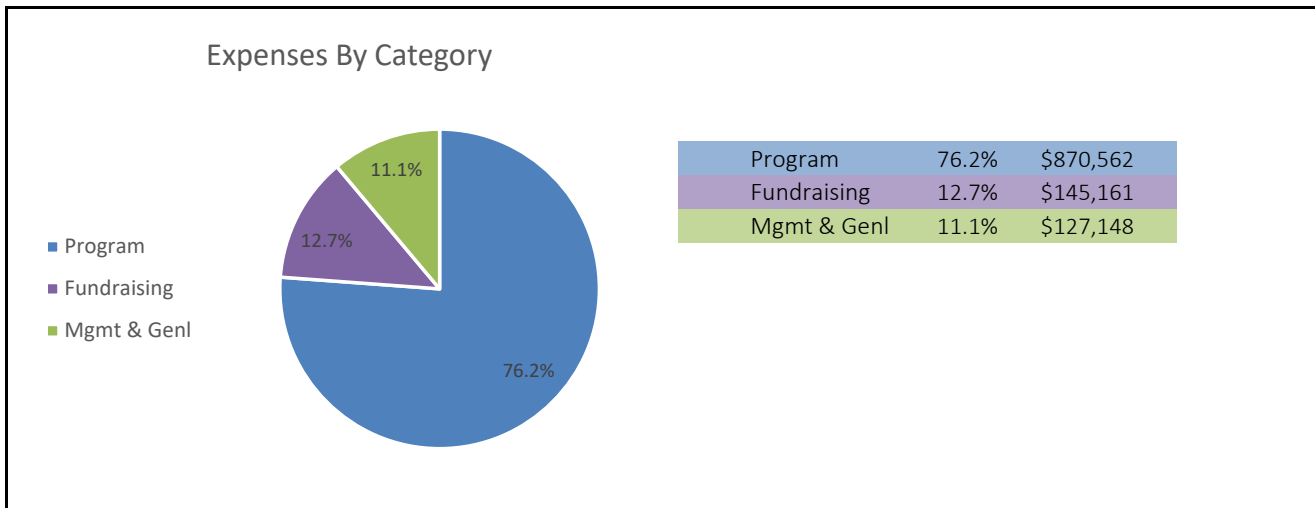
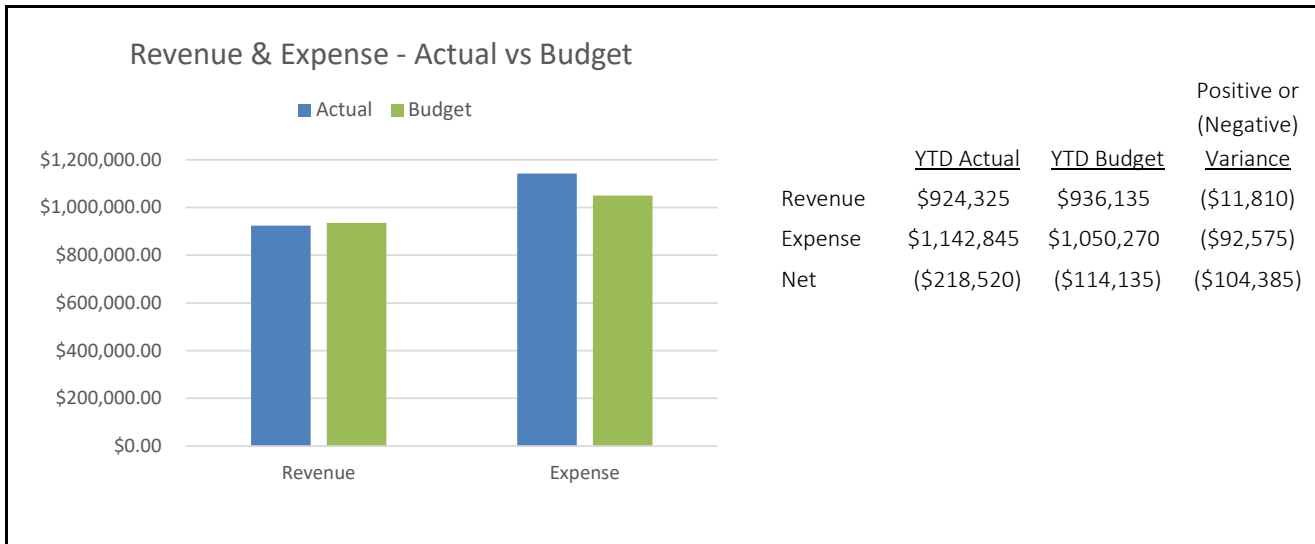
Program	76.17%
Fundraising	12.70%
Mgmt & Genl	11.13%

	Hope Place	Drop-In Center including Hope Homes	Hope's Closet	Fundraising & Special Events	Management and General	Total
<b>Revenue</b>						
Donations, Gifts, and Grants	62,816.15	143,777.45	265.70	329,920.84	180,412.48	717,192.62
Special Events, net	0.00	0.00	0.00	56,070.61	0.00	56,070.61
Inkind Contributions	43.00	48,056.02	2,176.40	0.00	0.00	50,275.42
Program Service Revenue	88,152.18	0.00	0.00	0.00	0.00	88,152.18
Store Sales	0.00	0.00	3,765.42	0.00	0.00	3,765.42
Investment & Other Income	0.00	0.00	0.00	0.00	8,868.48	8,868.48
<b>Total Revenue</b>	<b>151,011.33</b>	<b>191,833.47</b>	<b>6,207.52</b>	<b>385,991.45</b>	<b>189,280.96</b>	<b>924,324.73</b>
	0.00					
<b>Expense</b>	0.00					
Payroll, Taxes, and Benefits	143,960.42	274,087.68	14,724.79	103,332.43	82,589.49	618,694.81
Contracted Srvs & Professional Fees	82,589.56	43,884.01	2,177.94	22,203.76	33,403.48	184,258.75
Insurance	10,126.58	5,194.98	639.05	771.61	(46.57)	16,685.65
Building and Facilities Expense	37,836.58	47,470.04	4,971.53	3,747.59	1,510.88	95,536.62
Supplies and Equipment	2,143.86	1,430.65	5.42	246.78	2,315.25	6,141.96
Postage, Mailing & Delivery	33.33	70.80	6.40	1,144.07	232.72	1,487.32
Staff, Board, and Volunteer Expense	1,026.97	3,617.29	700.16	1,400.69	2,437.01	9,182.12
Program Expenses	6,816.63	122,832.14	8,284.48	0.00	0.00	137,933.25
Printing and Promotion Expenses	913.58	4,126.92	185.25	3,119.87	666.86	9,012.48
Travel and Transportation	217.33	508.64	31.08	53.20	11.76	822.01
Licenses, Memberships, Dues, & Fees	2,795.18	12,618.21	2,953.40	7,417.05	3,294.56	29,078.40
Depreciation Expense	28,875.69	1,889.25	816.39	1,724.13	733.05	34,038.51
<b>Total Expense</b>	<b>317,335.71</b>	<b>517,730.61</b>	<b>35,495.89</b>	<b>145,161.18</b>	<b>127,148.49</b>	<b>1,142,871.88</b>
	0.00					
<b>Net Surplus(Deficit)</b>	<b>(166,324.38)</b>	<b>(325,897.14)</b>	<b>(29,288.37)</b>	<b>240,830.27</b>	<b>62,132.47</b>	<b>(218,547.15)</b>
	0.00					



# HOPE 4 Youth

## Financial Dashboard YTD through August 31, 2021





Providing Pathways to End Youth Homelessness

# Program Snapshot August 2021

## HOPE 4 Youth Drop-In Center Youth Statistics

243

Drop-In Center Visits

89

Unique Youth Under 18 = 3

19

New Intakes

### DIC Community Referrals

Housing Referral	13
Mental Health Referral	2
Social Service Provider	10
Emergency Shelter	1
Other	8

### Case Management Services – All Programs

79 Youth Received 89 Hours of Case Management Services

DIC: 51 (57%) of youth received CM

### HOPE Homes

Screening = 2  
 Active Youth/Host = 13  
 Total Youth Served = 15  
 Supports to Youth and Host = \$1900

### HOPE Place Youth Statistics - 12 youth served

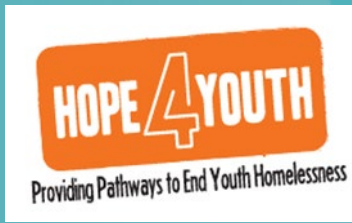
- 1 units open
- 1 resident discharged early per their choices
- 5 residents continue to work on a career path (in nursing, auto mechanics, manufacturing, restaurant industry)
- 8 residents are in school or working
- 1 working and attending post high school education
- 1 is focusing on mental health
- 1 working on entrance to the military

Career Force Sessions at HP = 12 individual sessions with 6 residents

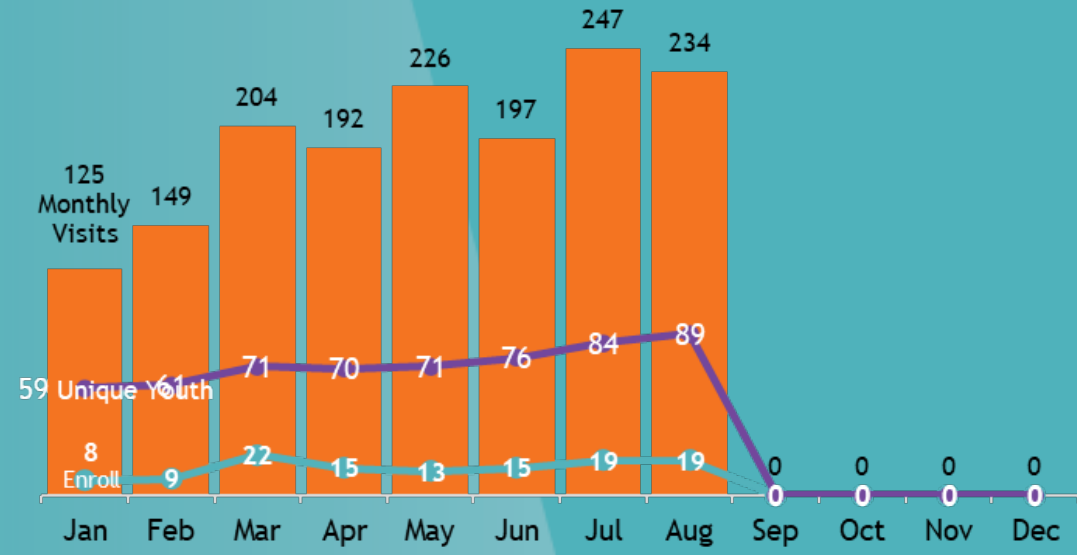
### Drop-In Center On-Site Resources

6 Crisis Calls





# Additional August DIC Data



How Referred - Previous Month	
Row Labels	Unique Youth
Internet - Other	1
Church	1
Government	1
Agency Website	2
Other	5
Unknown	5
Internet	6
School/Community Org	11
Other Agency	12
Friend/Family	45
<b>Grand Total</b>	<b>89</b>

Drop In Center - Under 18	
Row Labels	Unique Youth
2021 - 01	2
2021 - 02	3
2021 - 03	2
2021 - 04	2
2021 - 05	6
2021 - 06	5
2021 - 07	4
2021 - 08	3

Drop In Center - Children Present	
Row Labels	Unique Youth
2021 - 01	7
2021 - 02	6
2021 - 03	5
2021 - 04	6
2021 - 05	10
2021 - 06	12
2021 - 07	14
2021 - 08	15



Providing Pathways to End Youth Homelessness

# Program Snapshot September 2021

## HOPE 4 Youth Drop-In Center Youth Statistics

165

Drop-In Center Visits

76

Unique Youth  
*Under 18 = 2*

17

New Intakes

### DIC Community Referrals

Housing Referral	5
Mental Health Referral	3
Social Service Provider	21
Emergency Shelter	3
Other	2

### Case Management Services – All Programs

80 Youth Received 87 Hours of Case Management Services

DIC: 61 (80%) of youth received CM

### HOPE Homes

Screening = 2  
 Active Youth/Host = 12  
 Successfully Discharged = 1  
 Total Youth Served = 15  
 Supports to Youth and Host = \$1400

### HOPE Place Youth Statistics - 12 youth served

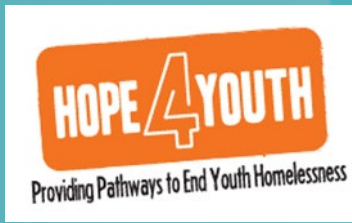
- 2 units open
- 1 resident graduated program and moved to market rate unit with NO rental subsidy
- 1 youth from DIC wait list contacted and process started for entrance into HP
- 5 residents continue to work on a career path (in nursing, auto mechanics, manufacturing, retail)
- 8 residents are in school or working
- 1 working and attending post high school education
- 1 is focusing on mental health
- 1 working on entrance to the military

Career Force Sessions at HP = 13 individual with 6 residents, workshop participant = 2

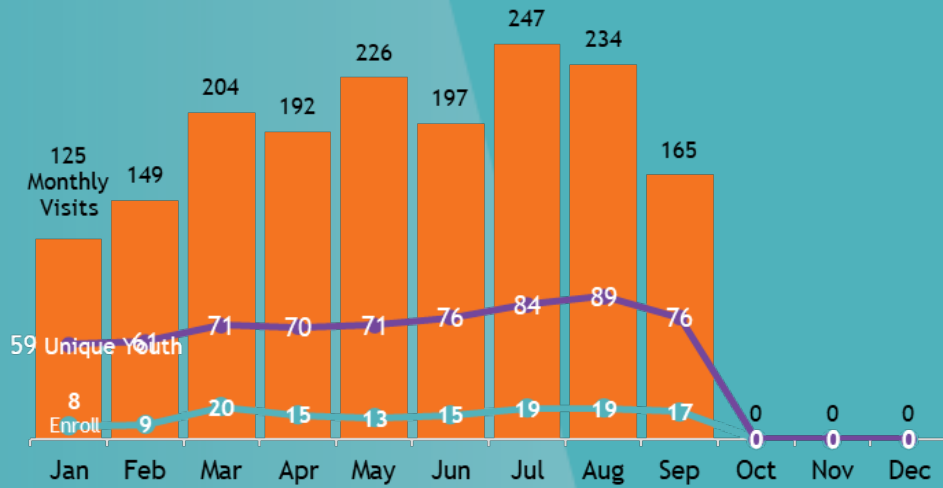
### Drop-In Center On-Site Resources

7  
Crisis Calls





# Additional September DIC Data



How Referred - Previous Month	
Row Labels	Unique Youth
Agency Website	1
Government	1
Internet - Other	1
Other	3
Internet	3
Unknown	5
Other Agency	11
School/Community Org	15
Friend/Family	36
<b>Grand Total</b>	<b>76</b>

Drop In Center - Monthly Youth and Visit		
Row Labels	Unique Youth	Unique Visit
2021 - 01	59	125
2021 - 02	61	149
2021 - 03	71	204
2021 - 04	70	192
2021 - 05	71	226
2021 - 06	76	197
2021 - 07	84	247
2021 - 08	89	234
2021 - 09	76	165
<b>Grand Total</b>	<b>241</b>	<b>1739</b>

Drop In Center - Under 18	
Row Labels	Unique Youth
2021 - 01	2
2021 - 02	3
2021 - 03	2
2021 - 04	2
2021 - 05	6
2021 - 06	5
2021 - 07	4
2021 - 08	3
2021 - 09	2
<b>Grand Total</b>	<b>18</b>

Drop In Center - Children Present	
Row Labels	Unique Youth
2021 - 01	7
2021 - 02	6
2021 - 03	5
2021 - 04	6
2021 - 05	10
2021 - 06	12
2021 - 07	14
2021 - 08	15
2021 - 09	7



Providing Pathways to End Youth Homelessness

# Advancement Scorecard August 2021\*

\*Stats are only reflective of August (Not YTD)

## VOLUNTEER HOURS

# 426

**Total Hours**  
Up 95 hours since July

- 157 hours Drop-In Center
- 42 hours DIC Meals
- 12 hours Hope's Closet
- 22 hours One-time projects/other
- 165 hours Donation Center
- 28 hours HOPE Place

## DONORS

# 32

**New donors gave**  
**\$5,360.95**

Up 18 donors &  
\$3,187.43 since July

# 1

**New recurring monthly donors**

Up 1 since July

## DONATIONS: \$38,483.44

Up \$17,914.94 since July

- \$29,481.89 Events
- \$0 Grants/Foundations
- \$2,013.99 Online Giving
- \$1,918.53 Portal Giving
- \$5,069.03 Traditional Giving

## ACTIVE VOLUNTEERS

those that have volunteered in the past 6 months

# 99

**Active Volunteers**  
Down 15 since July

# 18

**New Volunteers**  
Up 3 since July

## SOCIAL MEDIA STATISTICS

# 76,053

**Impressions**

# of times content appears in front of a user.  
Up 23,052 since July.

# 3,690

**Engagement**

# of times a user commented, reacted, shared, or clicked on content.  
Down 1,555 since July

# 13,232

**Followers**

Up 36 since July

## WEBSITE STATISTICS

# 3,764 Page Sessions

A single website visit that can include many pageviews.  
Up 920 since July

# 501 Returning visitors

Up 18 since July

# 0:01:50 Average time on website

Up :06 seconds since July

## EMAIL STATISTICS

# 9,220 Accepted Subscribers

Up 1,049 since July

# 19.62% Open Rate

Down 1.08% since July



Providing Pathways to End Youth Homelessness

# Advancement Scorecard September 2021

\*Stats are only reflective of September (Not YTD)

## VOLUNTEER HOURS

# 547.5

Total Hours  
Up 121.5 hours since Aug

- 254.5 hours Drop-In Center
- 27 hours DIC Meals
- 32 hours Hope's Closet
- 45 hours One-time projects/other
- 180 hours Donation Center
- 9 hours HOPE Place

## DONORS

# 188

New donors gave  
\$29,680.69

Up 156 donors &  
\$24,319.74 since Aug

# 2

New recurring  
monthly donors

Up 1 since Aug

## DONATIONS: \$115,023.14

Up \$76,539.70 since Aug

- \$53,610.64 Events
- \$45,750.00 Grants/Foundations
- \$8,618.06 Online Giving
- \$2,859.89 Portal Giving
- \$4,184.55 Traditional Giving

## ACTIVE VOLUNTEERS

those that have volunteered in the past 6 months

# 106

Active Volunteers  
Up 7 since August

# 24

New Volunteers  
Up 6 since August

## SOCIAL MEDIA STATISTICS

# 138,759

Impressions

# of times content appears  
in front of a user.  
Up 62,706 since Aug

# 4,468

Engagement

# of times a user commented, reacted,  
shared, or clicked on content.  
Up 778 since Aug

# 13,261

Followers

Up 29 since Aug

## WEBSITE STATISTICS

# 5,655 Page Sessions

A single website visit that can include many pageviews.  
Up 1,891 since Aug

# 752 Returning visitors

Up 251 since Aug

# 0:01:51 Average time on website

Up :01 second since Aug

## EMAIL STATISTICS

# 8,258 Accepted Subscribers

Up 87 since July (Aug # had glitch)

# 20.34% Open Rate

Up .72% since Aug

# The Darkest Night 4K 2021

2021 Stats	
Total # of Teams	39
Total # of Participants/Registrations	263
# of Returning Participants (from 2020)	42
# of New Participants (from 2020)	221
# of Participants that registered the night of 9.17.2021	30
# of Adults	244
# of Youth	18
# of New donors	183
Amount given by new donors	\$14,461.88
# of New Sponsors	3
Amount given by New Sponsors	\$1,750.00
Total # of donors	230
Average donation amount	\$156.94
Highest donation amount	\$1,200.00



2021		2020		2019		2018	
Sponsors	\$18,250.00	Sponsors	\$20,900.00	Sponsor	\$18,050.00	Sponsor	\$7,950.00
Registrations	\$9,758.44	Registrations	\$14,490.00	Registration	\$19,285.22	Registration	\$18,150.20
Donations	\$33,439.82	Donations	\$29,961.21	Donations	\$28,224.09	Donations	\$14,801.50
	<b>\$61,448.26</b>	Items for Sale	\$690.00	Silent Auction	\$2,256.00	Games	\$418.00
			<b>\$66,041.21</b>	Items for Sale	\$2,024.68	Items for Sale	\$813.00
				Games	\$1,195.25	Silent Auction	\$1,710.00
					<b>\$71,035.24</b>		<b>\$43,842.70</b>
262 Participants		437 Participants		627 Participants		360 Participants	