



# Minnesota Coalition for the Homeless

*Working to ensure everyone has a safe, decent, affordable place to call home*

## 2012 Annual Report

### Bold Advocacy, Big Results: State Invests a Record \$37.5 Million for Affordable Housing



*The Minnesota Coalition for the Homeless co-chaired the 2012 Homes for All campaign.*

On May 8, 2012 Governor Dayton signed a bonding bill that included a record \$37.5 million in funds for affordable housing.

This significant investment was accomplished because of the leadership, bold advocacy, and strategic vision executed by the Minnesota Coalition for the Homeless and partner organizations.

These funds leveraged will be used to build or pre-serve over 3,100 units of affordable housing across the state.

Over 55 units of housing will be constructed at Fort Snelling for homeless veterans and their families as a result of this investment.

State investments in affordable housing are being used to leverage private and non-profit resources to construct and rehab homes in the Twin Cities, Slayton, Duluth, Zumbrota, St. Peter, Rochester, and Walker.

This investment makes a concrete difference in the lives of Minnesotans who struggle to find a place to live.

Affordable housing is being built because we acted collectively as Minnesotans who believe that every person deserves a place to call home.

Minnesota Coalition for the Homeless supporters and members worked tirelessly with legislators inside the State Capitol and in local districts advocating for housing.

It made a difference.

Thank you for your support. We are eager for the work ahead.

Sincerely,

Heidi Johnson McAllister  
Board President  
Minnesota Coalition for the Homeless

Thank you to our generous contributors, member organizations, community and foundation partners who support this work.

- Otto Bremer Foundation
- Minneapolis Foundation
- Phillips Family Foundation
- Wells Fargo Community Funding Council
- Greater Minnesota Housing Fund
- Headwaters Foundation
- Pohlad Foundation
- Northland Foundation
- Open Your Heart Foundation
- Office for Economic Opportunity

### 2011-2014 Strategic Plan in Action

As the Minnesota Coalition for the Homeless reaches the mid-point of our 2011-2014 Strategic Plan, we are able to see progress toward outlined goals to 1) Develop a unified advocacy system 2) Build a participative coalition and 3) Create sustainable capacity. Strategies to

reach these goals include:

- Lead proactive system change advocacy
- Build statewide communications
- Deepening and diversifying collaborative advocacy relationships,
- Revamp board roles,

- Develop a statewide staff team
- Plan for short and long-term financial stability.

Strategic plans objectives charted a bold action course in 2012.

#### MISSION & VISION

*The Minnesota Coalition for the Homeless generates public policies, community support, and local resources to end homelessness in Minnesota.*

## Housing, Health Care, Public Assistance and Voting Rights

### #1 Lead Proactive System Change and Advocacy



Over 400 constituents from across the state attended 2012 Homeless Day on the Hill.

MCH changes systems in order to address root causes of homelessness. Focus areas include **affordable housing, health care, and economic opportunity.**

In 2012, MCH co-led the *Homes for All* coalition that secured a record \$37.5 million in bonds for affordable housing. This will help build or preserve approximately 3,100 affordable housing units

across the state.

In addition to the *Homes for All* campaign, MCH worked with the nonprofit community to ensure Affordable Care Act implementation sufficiently serves Minnesotans without stable housing. MCH's 2012 Annual Conference *Health Care and Homelessness* focused on new health care policies. Liz Kuoppala, MCH Executive Director, was appointed by the Governor to sit on the Health Care Exchange Outreach committee.

In 2012, MCH also led the advocacy effort to defeat legislative proposals that would have reduced public assistance eligibility for families and mandated drug testing for cash assistance applicants.

Finally, MCH worked to defeat the voter restriction amendment, a proposal that would have limited voting rights for individuals experiencing homelessness.

By advocating for affordable housing, health care, and economic opportunity, MCH seeks

### Website Makeover

#### #2 Build Statewide Communications

In 2012, the Minnesota Coalition for the Homeless was selected in a competitive process to be part of a 24 hour website makeover event sponsored by The Nerderly corporation.

A team of web experts worked overnight to transform MCH's

website.

Our modern and simplified web system has made it easier for MCH to keep in touch with member organizations and community members.

MCH continued to use and develop social media strategies to communicate with individuals and organizations across the state.

Find the Minnesota Coalition for the Homeless on the web.


#### Website:

[www.mnhomelesscoalition.org](http://www.mnhomelesscoalition.org)

#### Facebook:

 /HomelessCoalition

#### Twitter:

 @MNHomelessCo

*"The Coalition is a tremendous resource. A grassroots organization with tremendous impact - improved technology would position the organization to be even more impactful with limited resources!"*

- Testimony for The Nerderly's Website Makeover Challenge

### Affirmative Options Coalition Merger

#### #3 Deepen and Diversify Collaborative Advocacy Relationships

The Minnesota Coalition for the Homeless merged with the Affirmative Options Coalition (AO) in 2012.

AO served as the state's leading welfare-to-work policy organization. By joining our coalitions and streamlining functions MCH has more capacity to achieve our complementary

missions and aligning values:

- Every person deserves a safe, decent, affordable place to call home
- Nobody should lose their home due because they lose work, become sick, or have a disability
- Public policy can help all people live in dignity and reach their highest potential

AO's executive director joined MCH as the Director of Member Engagement in August 2012.

In addition to strengthening and diversifying partnerships, the merger supports MCH's strategic plan to focus on root causes of homelessness, including the intersection of low-wage work, welfare, and housing.



After 15 years of side-by-side partnership MCH merged with the Affirmative Options Coalition.

## 2012-2013 Board of Directors

### #4 Develop and Revamp Board Roles

MCH's Strategic Plan calls for clear and steady board leadership to support coalition operations.

The Board was revamped into a committee structure: fundraising, evaluation, board development, emerging issues, and advocacy.

Four members joined the MCH Board of Directors and new officers were elected in 2012.

### 2012-2013 Board of Directors

President Heidi Johnson McAllister  
Downtown Congregations to End Homelessness

Vice President: Janine Wenzholz, People Serving People

Treasurer: Jen Peterson, City of Cottage Grove

Secretary: Kathy Sauve, Lutheran Social Service Youth Services

Margo Hurre, Minneapolis Public Schools

Monica Nilsson, St. Stephen's Human Services

Senta Leff, Wilder Foundation

Mary Ulland Evans, Three Rivers Community Action

Kim Crawford, Life House

LaJeanna Fuller, SafeZone Drop-In Center

Jen Arzayus, Division of Indian Works

Board members serve one year terms, with a nine term maximum. The board is self-elected.

Questions/More Information contact Heidi Johnson McAllister at [heidi@dceh.org](mailto:heidi@dceh.org) or

## Regional Organizers Join MCH

### #5 Develop Statewide Staff

Two regional organizers joined MCH in 2012.

As a statewide coalition, the strategic plan calls for adequate staffing capacity to reach MCH's mission and purpose.

Val Strukel serves as the Northeast regional organizer. Val has been a lifelong advocate and service provider; she previously worked as a program manager at the Arrowhead Economic Opportunity Agency as was the co-chair of Heading Home St. Louis County and the Rural Housing Coalition. Rhonda Otteson serves as the South Central organizer. Based in Willmar, Rhonda is the Director of the Link and previously worked at Heartland Community Action Agency.

Additional staff members will support needed roles: public policy advocacy, organizing, public education, development, and program assistance.

### Contact:

[Val@mnhomelesscoalition.org](mailto:Val@mnhomelesscoalition.org)

[rhonda@mnhomelesscoalition.org](mailto:rhonda@mnhomelesscoalition.org)



MCH staff are based in Willmar, Eveleth, and the Twin Cities.

## Building Sustainable Capacity

### #6 Implement a plan for short and long-term financial stability

The Minnesota Coalition for the Homeless receives operating funds from foundation partners, membership dues, and individual contributions.

As part of the strategic plan, MCH is working to balance and diversify funding streams. Development activities were

focused on both short-term and long-term sustainability.

In 2012, MCH hosted the first annual *Dinner with Friends* fundraiser in January. The third annual *Chip in to Fight Homelessness Golf Tournament* was hosted in September. A record number of supporters contributed to MCH on 2012 Give to the Max Day.

MCH welcomed new and renewed foundation partner-

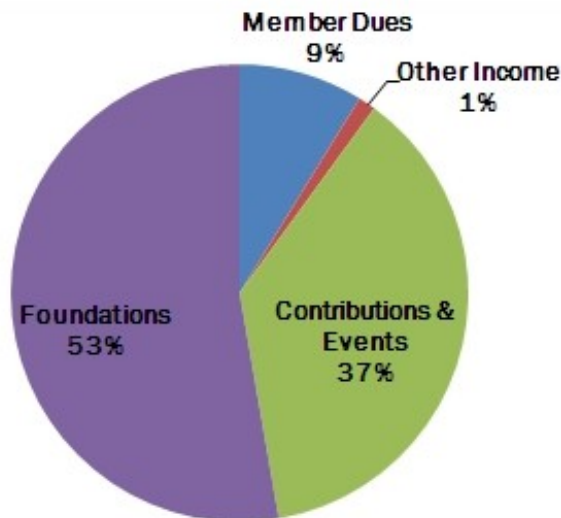
ships with Headwaters Foundation for Justice and the Pohlad Foundation.

MCH advocates for public funds that are administered by the state, counties, and social service providers.

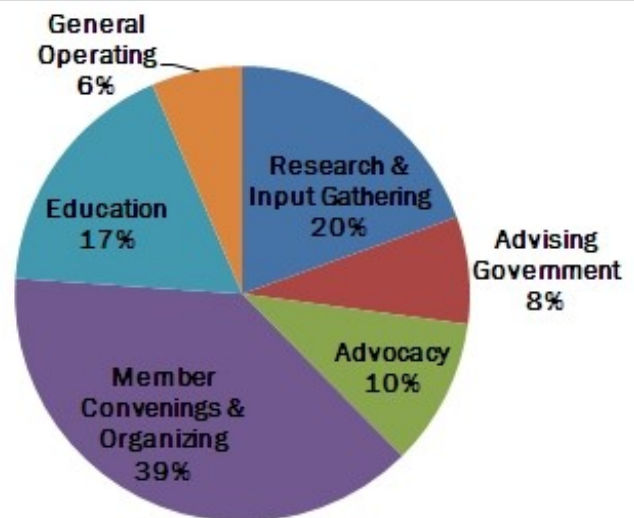


**giveMN.org**  
Click. Contribute. Change Your World.

## Revenue— \$263, 330



## Expenses— \$284,895



## Member Organizations

Advocates for Family Peace	Cornerstone Advocacy Services	Inter-County Community Council	Northfield United Methodist Church	SW MN Opportunity Council, Inc
Affirmative Options Coalition	Corporation for Supportive Housing	Jobs Now	North Shore Horizons	Spectrum Mental Health
Affordable Housing Coalition	Dakota Woodlands	Joint Religious Legislative Coalition	NW Hennepin Human Services Council	St. Anne's Place
Ain Dah Yung Center	Damiano Social Services	KOOTASCA Community Action	NW Mental Health Center	St. Stephen's Human Services
Alexandra House	Domestic Abuse Intervention Programs	Lakes & Pines CAC	Olmsted CAP	Stearns County Human Services
Alternative Homes of Minneapolis	Dorothy Day Center	Lakes & Prairies CAP	Open Access Connections	Steele County Transitional Housing
American Indian Community Housing	East Metro Women's Council	Life House	Parents in Community Action	Sunrise Recovery Center
Andrew Residence	Ely Empower	Lifetrack Resources	Partners for Affordable Housing	SW MN Housing Partnership
Anishinabe Wakiagon	Emma Norton Services	Listening House	People Incorporated	Take Action Minnesota
Anoka County CAP	Episcopal Community Services	Lutheran Social Services	People Serving People, Inc.	The Bridge for Runaway Youth
AEOA	Evergreen House	Mahube Community Council, Inc.	Perspectives Family Center	The Way Side House, Inc.
Ascension Place	Face to Face	MN Aids Project	Peta Wakan Tipi	Theresa House
Avenues for Homeless Youth	Freeport West	Mental Health Resources, Inc.	Prairie Community Services	Theresa Living Center
Battered Women's Legal Advocacy Project	Guild Residence Inc.	MESH	Prairie Five CAC	Three Rivers Community Action
Beacon Interfaith Housing Collaborative	Habitat for Humanity of MN	MICAH	Public Housing Agency St. Paul	Touchstone Mental Health
Bi-County Community Action Program	Health Care for Homeless Veterans	Mid-Minnesota Legal Assistance	Prodigal House	TPAC
Bluff Country Family Resources	Hearth Connection	MPLS Public Housing Authority	Project Home Family Shelter	Tri-Valley Opportunity Council
Brightway	Heartland Community Action Agency	MN Assistance Council for Veterans	Project for Pride & Living	Tubman
Cabrini Partnership	HECUA	MN Catholic Conference	Range Mental Health Center	Twin Cities Habitat for Humanity
Care and Share Center, Inc.	Hill-Murray School	MN Coalition for Battered Women	Range Transitional Housing	TC Housing Development Corp.
Catholic Charities	HIRED	MN Community Action	Resource	Vail Place
Canvas Health	Home of the Good Shepherd	MN Housing Partnership	Rise, Inc.	Volunteers Enlisted to Assist People
Center City Housing	HOPE Coalition	MN Housing Resources	RS Eden	Volunteers of America
Central MN Task Force on Battered Women	Hope Community	MN NAHRO	Safe Haven for Youth	Wayside House
CAP of Ramsey and Washington Counties	Housing & Redevelopment Authority	MN Veterans Home	Salvation Army	West Central MN CAA
CAP of Suburban Hennepin	Housing Assistance Council	Minneapolis Public Housing Authority	Salvation Army Brown Booth	Western Community Action
Clare Housing	Housing For All	Mission Inc.	Scott Carver Dakota County CAP	Wilder Foundation
CHUM	HousingLink	New Foundations	SEMCAAC	Wings Family Supportive Services
Churches United for the Homeless	Human Services, Inc.	Northeast Continuum of Care	Simpson Housing Services	Women's Advocates, Inc.
CEA Program	ICA Food Shelf	Northern Connections	Sisters of St. Joseph of Carondelet	Women's Shelter Inc of SE MN
CIP Mental Health Services			Smith Lodge	Youth Link
			South Metro Human Services	YWCA of St. Paul