



SUMMER 2017 NEWSLETTER

SIMPSON WELCOMES HOME 39 YOUNG ADULTS



Laughter. Smiles. Happy tears. It's becoming a familiar scene at 66 West on Move-In Day. Throughout the summer, 39 young adults will be moving into the newly finished apartment building. But it's more than just a new apartment for these young people. For almost all of the new residents, it's the first time having a key that's theirs.

66 West isn't your average apartment building. It's permanent supportive housing for youth and young adults who have experienced homelessness. 66 West is a partnership of Beacon Interfaith Housing Collaborative and Simpson Housing Services. Beacon owns the building and is responsible for operations. Simpson provides support services for the residents.

Cara Melvin, Youth Housing Program Manager at Simpson, says moving the youth into their apartments is exciting and overwhelming. It's both the culmination of years of planning and a new beginning for each resident. "Lots of squeals and tears and excitement. The youth are so excited to have a safe, stable home," Cara says.

In Minnesota, young people age 16-24 are a growing population in the homeless community. The 2015 Wilder Research Survey indicates young people under the age of 24 are the most likely to be homeless. At 66 West, Simpson has adapted current service models to better meet the needs of homeless youth. Wendy Wiegmann, Director of Programs, says this is a natural extension of the Simpson's services.

(continued on p. 3)



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OUR MISSION

To house, support, and advocate for people experiencing homelessness.

LETTER FROM THE EXECUTIVE DIRECTOR



Dear Friends:

2017 is not only Simpson's 35th Anniversary, it also marks my 5th year as Executive Director. Without a doubt, leading Simpson has been the toughest, most rewarding job I've ever had. I'm motivated by our mission – to house, support, and advocate for everyone experiencing homelessness in our community. And I'm motivated by the compassion and generosity I see every single day from our volunteers, donors, and supporters.

The current political climate is leaving a lot of us uneasy. The news signals potential policy decisions, particularly at the federal level that could reduce government support of housing programs. In response, Simpson is bearing down on our local work, dedicated to relationships with our program participants and community partners.

When we look at the big picture, in light of the resources that exist across our country – homelessness is an immensely “solvable” problem. Simpson is committed to exploring creative solutions with government, business, faith communities, and philanthropic partners.

After 35 years, our resolve is stronger than ever to expand and improve our programming to end homelessness. We are honored to do this work on behalf of this beautifully diverse community and we invite you join us. See pages 6–8 for 35 Ways to Get Involved with Simpson.

Sincerely,

Steve Horsfield
Executive Director

(continued from cover)

“For many years we have been developing our capacity to serve young adults. We’re excited to be working with the residents of 66 West, a group of young people who have so much potential not only for themselves, but for the community,” Wendy says.

Each 66 West resident will work with one of four Youth Advocates to set individual goals around education, employment, wellness, and maintaining their housing stability.

But the priority now, is getting youth to feel at home in the building.

“When each youth arrives, they get to pick a plant to keep in their apartment and a piece of art to hang on their walls. We want them to feel at home, to make the place theirs,” Cara says. “Almost every youth has snapped a selfie in their new apartment which is nice to see. They’re excited and the space is so beautiful.”

Members of the Edina Community have donated household items for the youth to use, from bedding to pots and pans.

Some of the artwork residents can select for their apartments was even donated by the Art 4 Shelter Committee.

Another important focus of programming at 66 West will be leadership and community engagement. Forming community and feeling a sense of belonging are essential and staff are already working to help the youth form their own community.

“Advocates are hosting a weekly breakfast for youth to grab some food, get to know their neighbors. But once all the youth are moved in, we’ll be asking youth what they’d like to see on-site or what they’d like to do together. We want this to be a youth-driven community,” Cara says.

The community at 66 West is already forming. Residents are chatting in the halls about going to the grocery store together and are already exploring the Southdale area of Edina, getting to know their new neighborhood.

We welcome the residents of 66 West home and we look forward to watching them on their journey to stability.



Join Simpson Housing Services and Beacon Interfaith Housing Collaborative to celebrate the opening of 66 West – home to 39 youth.

**THURSDAY
AUGUST 3, 2017**

5:00 pm – 8:00 pm

3330 West 66th Street, Edina 55435

Tours will be provided and a short outdoor program at 5:30 pm.



MEET VOLUNTEER RANDY

Randy Pottebaum may be retired, but he's not done helping others. For two years, Randy has volunteered his time at Simpson's Shelter 3-4 evenings a month. He stocks and cleans up the supply closet, he makes coffee for guests, and then greets them as they enter the shelter for the evening. And what makes Randy qualified to volunteer at the shelter?

"Being welcoming and open – those are the only traits you have to have," Randy says.

Randy spent his professional career as a child psychologist at an office near the shelter and didn't have a lot of spare time when he was working to volunteer. Now that he's retired, he feels he can dedicate more time to volunteering at Simpson and other organizations in the community.

"I've spent my whole life helping people who were struggling and volunteering at the shelter is just an extension of that," Randy says.

And the shelter staff appreciate the time and talents of volunteers. Marian Wright has been a Shelter Advocate for 9 years and works alongside volunteers each night at the shelter. "Randy's amazing and he is a great friend to a lot of our guests. Every time we see Randy on the schedule we are delighted! Thank you to Randy for being such a genuinely nice presence at the shelter and a great support to our staff and guests," Marian says.

Have you been thinking about volunteering at Simpson's Shelter? Are you nervous about trying something new? Randy says you've got nothing to lose.

"Just try it. If you've never volunteered with an organization before, there's a lot of anxiety. But try it out, see if it's for you.

Come for a training shift and see if you like the work. If you show up three times, you'll know for sure."

"I've spent my whole life helping people who were struggling and volunteering at the shelter is just an extension of that," Randy says.

Simpson's always looking for volunteers; at the shelter, with children and youth, and helping with families. We probably have a volunteer opportunity that's just right for you. Take it from Randy:

"Anytime people volunteer, they have certain ideas and expectations. It's about putting those aside, stepping back from your life, and helping people. It's just about being helpful."

Take the Simpson Volunteer Quiz

and learn more about available opportunities at:

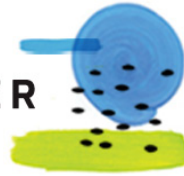
www.simpsonhousing.org/volunteer-quiz-find-inner-simpson-volunteer/

7TH ANNUAL

2017

ART 4 SHELTER

MAY 10TH, 2017



THANK YOU!

ART 4 SHELTER RAISED OVER \$85,000 FOR SIMPSON!

That's 2,500 nights of safe shelter for men & women who are experiencing homelessness.

Thank you to our volunteers and supporters who helped make this year's event a huge success! Over 1,000 local, national, and aspiring artists donated art, and hundreds of businesses, supporters, and sponsors committed their talents and vital resources to this extraordinary event. We couldn't have done this without you!

For updates on Art 4 Shelter 2018 please visit www.art4shelter.org or like us on Facebook: [FB.com/Art4Shelter](https://www.facebook.com/Art4Shelter).



THANK YOU TO THE 2017 ART 4 SHELTER SPONSORS



Bill & Barbara Scrimgeour

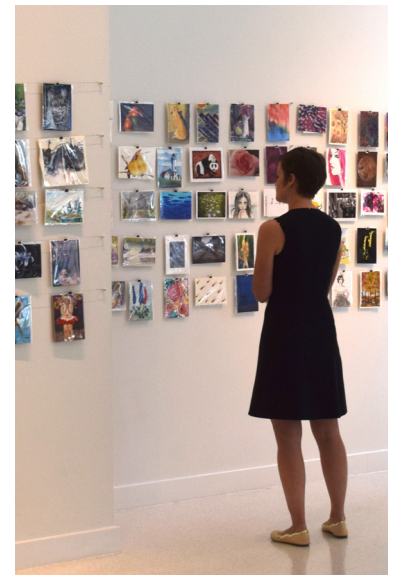
Reiling Family Foundation

Rovick Family Foundation

Paula & Roger Roe Family Fund
at the Minneapolis Foundation

John Bergstrom | Lynn & Bob Rudell

**AND, A SPECIAL THANK YOU TO
ALL CONTRIBUTING ARTISTS**



35 WAYS #WeAreSimpson

Check out our list below on how to make a difference in your community and help those who are experiencing homelessness this year.

NUMBER

1

Become a Simpson sustainer by scheduling a monthly gift.

NUMBER

2

Make a Welcome Home Basket for a family or individual moving into their new home.

NUMBER

3

Gather your family to make bag lunches for shelter guests.

NUMBER

4

Explore your community and mentor an elementary or middle school student.

NUMBER

5

Attend Simpson's Summer Picnic on July 29th.



NUMBER

6

Celebrate your loved ones by making a gift in their name.

NUMBER

7

Sign up to serve a meal at the shelter.



NUMBER

8

Read Homelessness in Minnesota, the 2015 report by *Wilder Research*. Share what you learned with others.

NUMBER

9

Shopping on Amazon? Use Amazon Smile and select Simpson; Amazon will make a donation with every purchase you make.



NUMBER

10

Make a list of 10 things you love about your home. Find a way to share one of those things with people experiencing homelessness.

NUMBER

11

Encourage the love of reading by joining us as a Reading Tutor.



NUMBER

12

Hold a car wash in your neighborhood and donate the proceeds to Simpson.

NUMBER

13

Contact your legislators and encourage them to support affordable housing.

NUMBER

14

Join the 35th Anniversary Challenge and find 35 friends to donate \$35.

NUMBER

15

Coordinate a diaper drive at your faith community or workplace.



NUMBER

16

Forgo the birthday gifts this year and ask friends and family to give a gift to Simpson in your honor.



NUMBER

17

Already a volunteer with Simpson? Write a reflection about homelessness for your local paper.

NUMBER

18

Purchase an item from the Simpson Store as a gift.

Help Simpson Celebrate our 35th Anniversary

NUMBER

19



Invite your friends, make the popcorn, and enjoy a video night at home. Donate what you would have spent on a movie out at a theater.

NUMBER

20

Like Simpson Housing Services on Facebook and share posts with your friends.

NUMBER

21



Support a child's education by participating in the Tools for School program.

NUMBER

22

Collect new t-shirts and underwear for shelter guests.

NUMBER

23

Challenge your coworkers to bring lunch from home every day for a week. Donate what you would have spent on going out to lunch to Simpson.

NUMBER

24

Encourage your friends to become mentors for young people at Simpson.

NUMBER

25



Participate in Give to the Max Day on November 16th and encourage friends to support Simpson too!

NUMBER

26

Ask your favorite coffee shop for a donation of coffee for the shelter.

NUMBER

27

Share hospitality and distribute supplies as a Shelter Support volunteer.

NUMBER

28

Learn more about our programs for children and youth by attending an Intro Session.

NUMBER

29



Spare change piling up? Simpson will take those quarters off your hands.

NUMBER

30

Schedule a shelter tour and learn about the many ways volunteers make a difference.

NUMBER

31

Attend a Search for Home training and learn more about homelessness and affordable housing.

NUMBER

32

Think of Simpson while you're running errands. Check out our urgently needed supply list online and purchase items to donate.

NUMBER

33

Do you travel? Simpson's Shelter needs your unopened hotel shampoo, soap, and lotion.

NUMBER

34



Participate in the 33rd Annual Homeless Memorial on December 21st.

NUMBER

35

Share the ways #WeAreSimpson on social media.

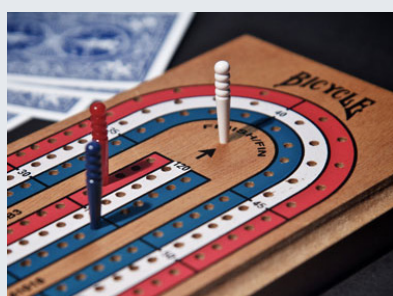
Have other ideas or want to share your event with us, contact us at:

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LOCAL FITNESS STUDIO PHYSICAL CULTURE(V) HOSTS THE FIRST EVER SWEAT 4 SHELTER

Volunteer and Art 4 Shelter committee member, Kim Senn is a member at Physical Culture (v). This spring, she asked the owner to consider Simpson to be the beneficiary of their 2nd anniversary triathlon-style charity event. "The members have a passion for both fitness and helping their community," says Kim. Owner Angie Bartness says, "Our members are always looking for opportunities to give back to the community and this was the perfect way to get a workout in while helping others in need."



ANNUAL CRIBBAGE EVENT SUPPORTS SIMPSON

Board member and meal coordinator, Tony Szczepaniak, hosts an annual cribbage tournament with his friends. In 2013, they selected Simpson to be the beneficiary of the event. "It was an overwhelmingly positive response to donate the proceeds to Simpson because it is the right thing to do - fixing the homelessness problem is deeper than providing a meal or two (though that helps). It is about providing stable housing to end the cycle one person, one family at a time. This is one way we can help Simpson, have some fun, and make a donation," says Tony.

Simpson is honored to be the beneficiary of these events created by people who wish to share Simpson's mission with their community. We thank Kim and Tony for introducing their friends and community to Simpson.



**Have an idea on how Simpson can be a part of your event or fundraiser?
Contact Elisabeth at eloeffler@Simpsonhousing.org.**

did you know

1 IN 10 SIMPSON EMPLOYEES STARTED AS A VOLUNTEER

Here's what some current Simpson Staffers have to say about their volunteer experiences:

"I was in pursuit of a meaningful volunteer role that connected me to people that understood homelessness through their service and through their personal experiences. Volunteering at Simpson taught me the power of relationships and commitment. Embrace the initial discomfort that comes from this new experience [volunteering] and allow yourself to build genuine, positive relationships with the shelter guests and staff."

— Jessica Lamb
Development and Volunteer Coordinator

"I have volunteered at different organizations since coming to the US in 2009. Getting to see first-hand what difference you make in people's lives is a feeling like no other. In my experience, it has always been a learning experience; one in which you learn more about yourself that you'd ever realize. If you're thinking about volunteering, go for it! Don't think about it — just do! Find an organization that intrigues you and pay it a visit. Who knows, you might just find your true calling. I was headed for a career in the medical field and volunteering at Simpson changed my mind and redirected my career path. I now work at Simpson as an HR Generalist and am loving it."

— Sandrine Akem
HR Generalist

"I've always believed that, to affect real change, it is essential that I be in relationship with those on the margins. Simpson's shelter gave me a place to do that, and to assist shelter staff in the heroic work they do on a daily basis. My volunteer time—one year—was invaluable and I'm thankful that as an SHS employee these last 6 ½ years I can devote more time to Simpson's mission to offer dignity and support to those experiencing homelessness and searching for affordable housing."

— John Vodicka
Volunteer Coordinator

"My volunteer experience at Simpson reduced my feelings of otherness from those who are homeless, causing me to more clearly see our shared humanity in all of our struggles and success."

— Zach Marko
Shelter Advocate



