



**2020
Annual Report**



Better Together

SHELTER. SUPPORT. SOLUTIONS.

Volunteers of the Year

Mel and Mike Mailand

Supporters of Pillars for many years, Mel and Mike Mailand recently started serving as consistent, reliable, and supportive volunteers within the organization. The Mailands became regular dinner service volunteers during the pandemic as volunteer numbers and in-person support declined. In just nine months, the dynamic duo volunteered 328 hours of their time, serving some 80 dinners, and providing more than 5,000 individual meals to guests. Pillars is excited to recognize Mel and Mike as 2020 Volunteers of the Year.



Community Partner Award

Clarion Inn

The partnership between Pillars and the Clarion Inn formed in the early stages of the COVID-19 pandemic. Clients at the Pillars Adult Shelter and Pillars Adult & Family Shelter moved into the hotel in April as a safety precaution. Linda and her team of staff went above and beyond to make the transition seamless for everyone involved. Even after clients moved back into shelter in July, the Clarion Inn opened its doors for clients waiting for COVID-19 test results and those infected or exposed to the virus. Hotel staff worked with the Pillars team to check on clients and even deliver meals to them.



2020 YEAR IN REVIEW

March 2020

Pillars opens new Single Room Occupancy home

After months of planning and construction, the house was ready to welcome five people living in shelter. The scheduled open house was virtual.

April 2020

Clients at Pillars shelters move to local hotel

Clarion Inn played an instrumental role during the pandemic serving as an alternate shelter site for clients.

Adapting and Overcoming Together



There is no denying the historic nature of 2020 defined largely by the global COVID-19 pandemic. Despite uncertainty, **Pillars continued to provide shelter and resources without interruption** to people experiencing homelessness and housing instability in the Fox Cities **thanks to your support.**

A dedicated team of **essential workers** put themselves on the front line daily during the pandemic to serve clients in need of crisis housing. Pillars adopted strict safety measures in accordance with local, state, and federal guidelines to **protect the health of both staff and clients.** Those safety measures include requiring masks at all locations, performing regular temperature checks and health screenings, and partnering with a local hotel to provide a place for clients infected with or exposed to COVID-19 to stay during the quarantine and isolation period.

The work that happens at Pillars would not be possible without the generosity and support of friends and neighbors like YOU. Every dollar you donated and every volunteer hour you served helped Pillars provide **shelter, support, and solutions** to address the housing needs in our community.



July 2020

Clients move from hotel back to shelters

As single adults moved back into shelter, Clarion Inn provided a safe place for clients infected with or exposed to COVID-19 to isolate.

September 2020

First client case of COVID-19 at Pillars

Nearly six months after the start of the pandemic, Pillars experienced its first positive COVID-19 case in a client. Some staff members also caught the virus throughout the year.

October 2020

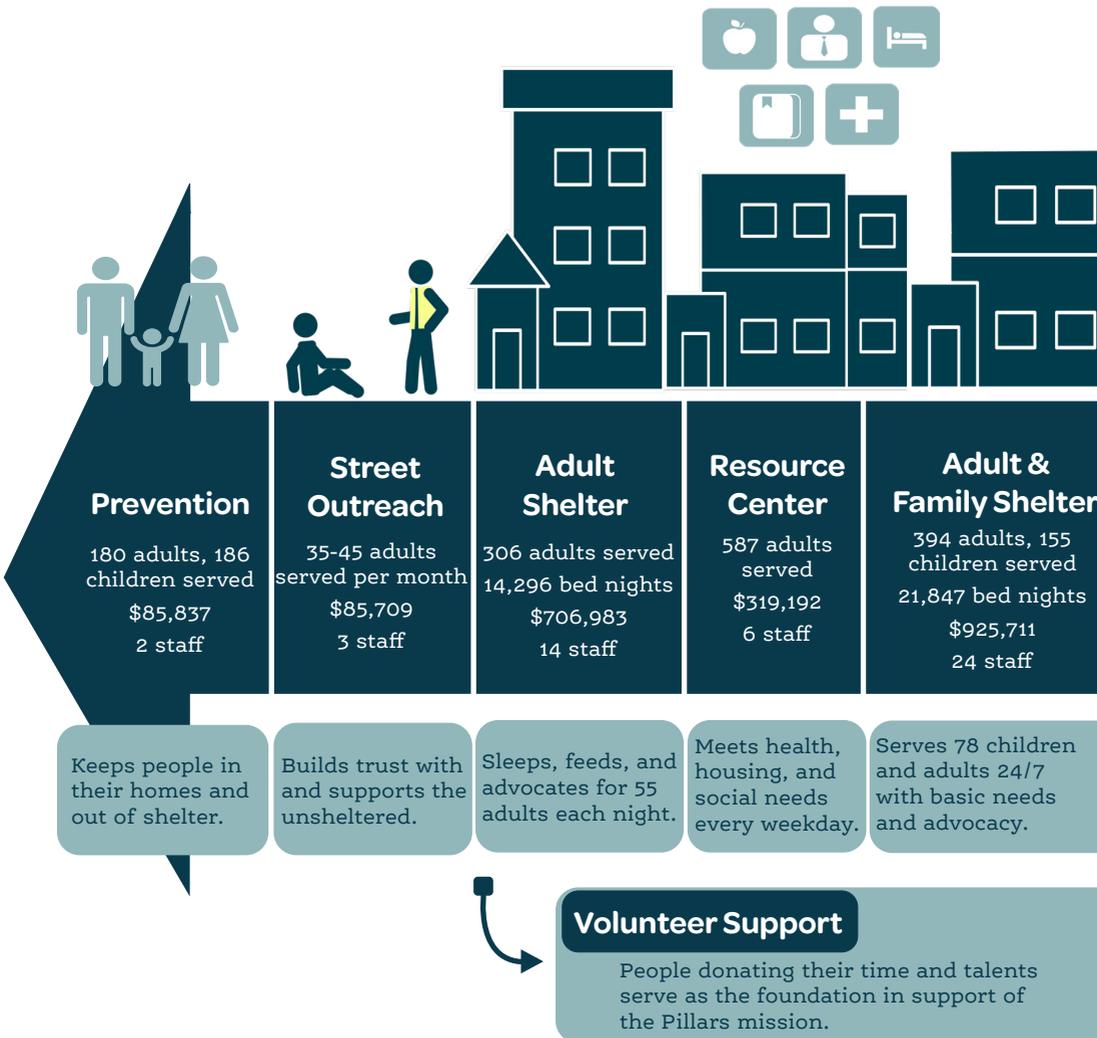
New bunk beds at Pillars Adult Shelter

A Community Development Block Grant from the City of Appleton funded the purchase of 50 bunk beds to allow for social distancing and increased capacity.

From homelessness .

Pillars addressed a continuum

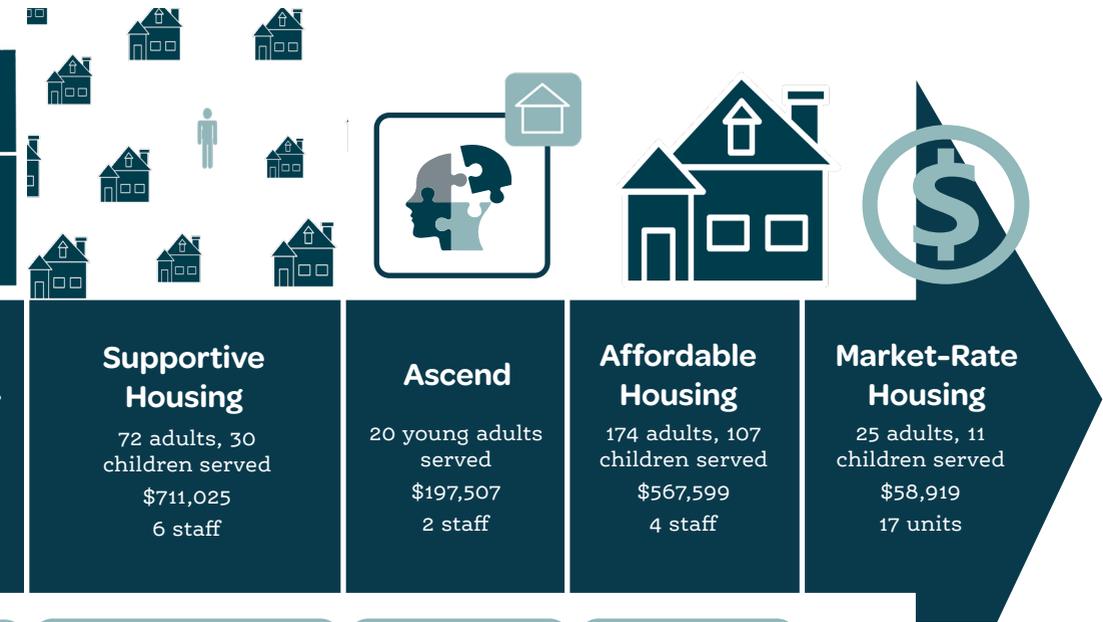
What does that continuum look like? Here is more information about Pillars programs including the number of people served, annual expenses, and number of staff.



... to coming home, of housing needs in 2020.



 USE CAMERA



Pairs affordable housing with one-on-one coaching toward independence.

Gives young adults ages 18 to 25 housing and mental health support. 

Adjusts rent to household income to encourage financial stability.

Fosters mixed-income “neighborhoods” and program-supporting revenue.



909 volunteers, including 109 groups of volunteers, served 12,919 volunteer hours.



Working Together: Sara's Story

Sara* lived in a tent outside with her family for a couple of summers before getting into Pillars Adult & Family Shelter. She spent two months in shelter with her husband and five children ages 6 to 13.

At that time, **the couple battled mental health challenges**, leading them to choose separate paths when their household was selected for the Tenant Based Rental Assistance (TBRA) program. Sara and the kids entered supportive housing while Sara's husband remained in shelter.

This major decision came with many difficulties for the family. **Sara went from stay-at-home mom to working part-time at a local call center.** Her kids switched school districts so that they could spend more time at home with her instead of her parents. They adjusted well to the changes allowing Sara to take on more responsibility at work. **She went from a part-time to a full-time position while managing life as a single parent.**

The decisions Sara made **built her confidence** and reassured her at a time when she was scared and unsure if she could handle everything on her own.

Sara worked with a case manager in Pillars Supportive Housing and mental health counselors to improve the situation for herself and her family. From experiencing homelessness to a shelter stay to graduating from the TBRA program, **Sara is now in the process of moving into her own affordable single-family home through Pillars.**

All of this is not to say that she does not face barriers. However, she now has the tools and confidence to overcome them and navigate through the hard times. **Sara has advanced at her job, improved tenant skills and landlord communication, and maintained her relationship with her counselors** who show her she does not have to go through tough times alone.

Sara's growth over the last two years illustrates the positive impact Pillars programs can have on individuals and families in need. Pillars' impact is YOUR impact. **Your partnership makes Sara's success possible.**

*The name of the Pillars client featured has been changed for privacy while the experience described in this story is true.

2020 Financials

Pillars' fiscal year runs October 1 to September 30. Strong community support from individuals, businesses, and corporations responding to the COVID-19 pandemic provided a needed financial lift in 2020. The \$376,848 deficit in 2020 does not reflect revenue from a \$494,800 Paycheck Protection Program (PPP) loan, expected to be forgiven in Spring 2021.

2019

Revenue:

\$4,337,731

Expenses:

\$4,878,086



1,966 donors made at least one financial contribution including **more than 670 new donors**

2020

Revenue:

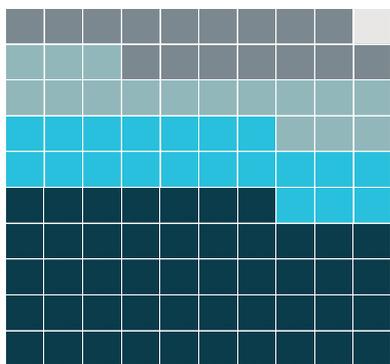
\$4,640,865

Expenses:

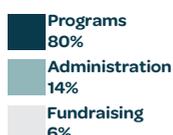
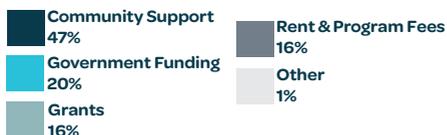
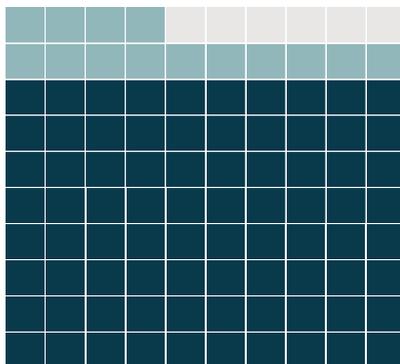
\$5,017,713

For a list of those honored or remembered with a gift to Pillars visit:
www.pillarsinc.org/annual-report

Source of Funds



Use of Funds





pillars
ADULT & FAMILY SHELTER

400 N. Division St.
Appleton, WI 54911



pillars
ADULT SHELTER

1928 W. College Ave.
Appleton, WI 54914



pillars
HOUSING SOLUTIONS

605 E. Hancock St.
Appleton, WI 54911



pillars
RESOURCE CENTER

129 S. Mason St.
Appleton, WI 54911



ascend.
A PILLARS INITIATIVE

990 Apple Blossom Dr.
Neenah, WI 54956



LOCATIONS

- ★ Main Office
- 1 Adult Shelter
- 2 Adult & Family Shelter
- 3 Resource Center
- 4 Ascend

Board of Directors

- Tom Veese, President
- Steve Williams, Vice President
- Amy DeHart, Secretary
- Amy Van Harpen, Treasurer
- Pamela Franzke
- Timothy Hoff
- Melissa Jacobs
- Becky Kent
- Tom Klister
- Connie Raether
- Karyn Schroeder
- Miles Sutter
- Amy Van Straten

For photos and professional affiliations visit:
www.pillarsinc.org/about-us/staff

Photos courtesy Tara (Heindl) Pichelmeyer of One.Two.Three Photography

www.pillarsinc.org

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Pillars is a non-profit,
United Way Fox Cities
partner agency.



United Way Fox Cities