



SHELTER. SUPPORT. SOLUTIONS.

2021 Annual Report

Seeking Solutions with Caring Tenacity



From Struggle to Strength



One great joy of my job is getting to see **the very best in people**. That might surprise you, given the hardship and suffering that walk through our doors each day.

The people we serve show an amazing ability to turn struggle and fear into a source of strength and determination.

Our Pillars team shows up -- every single day -- ready to walk alongside them until they get to a better place.

And **this community** continues to provide encouragement and support for the Pillars team and those we are privileged to serve.

Strong character is so often born of adversity. **I'm blessed to see this firsthand**. I hope this report gives you a glimpse of "the very best in people," too.

Thanks for being part of the Pillars Team!

Joe Mauthe

Volunteer of the Year

Fawn Groothoff



Fawn attended the very first virtual volunteer orientation hosted by Pillars. She immediately **asked to sign up for more than one position** and has worn many volunteer hats since she started. Fawn volunteers regularly as a **Front Desk Assistant** and **Meal Server** at Pillars Adult & Family Shelter and **Late Night Host** at Pillars Adult Shelter. She also briefly covered shifts at the front desk of Pillars Main Office. She had **305 volunteer hours** in 2021 all while working a full-time job and being a mom! Fawn is a go-to for new volunteers looking to learn the ropes, and Pillars is excited to honor her for her **commitment to our clients and our mission**.

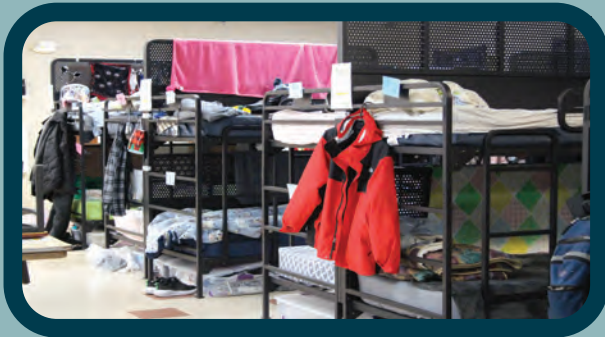
Community Partner of the Year

Empty-to-Full (E2F) Program



For **more than 10 years**, the **E2F program** – led by **Cindi MacSwain** of **First Congregational United Church of Christ in Appleton** – has mobilized faith communities to feed Pillars clients creatively with an astonishing **66,120 meals**. Faith community members pick up empty pans after services one week, follow the provided recipes to fill and freeze their pans, then return them the following week. From 2011 to 2018, **Americold Logistics** donated commercial freezer space in Appleton to store E2F pans. **In 2019, generous donors added an E2F-focused walk-in freezer at Pillars Adult & Family Shelter** to keep the extra meals on site. Throughout COVID-19 when in-person volunteerism dwindled, easy-to-heat meals like lasagna, ham and cheesy potatoes, and sausage mac and cheese lightened the load on Pillars' already strained staff. **Pillars is grateful for this wonderful community partnership.**

Highlights



Fall 2020

First Adult Shelter Case Manager

Thanks to Community Development Block Grant funding from the City of Appleton, clients at our overnight shelter started working one on one with a coach to set and pursue housing-oriented goals.



February 2021

New Single Room Occupancy Home

Pillars completed rehabilitation of its fourth Single Room Occupancy (SRO) house and welcomed five former shelter clients to their own private rented rooms. This brought SRO program capacity to 17.



May 2021

Adult Shelter Bathroom Remodel

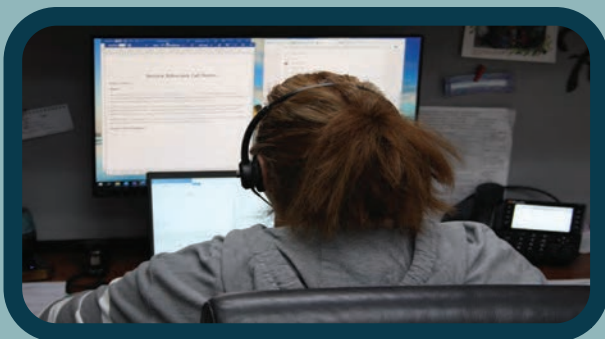
An anonymous donor funded vital floor-to-ceiling repair and resurfacing of the client bathrooms at the Adult Shelter. The project enhanced function, cleanliness and, most important, client dignity.



June 2021

New Mattresses at Adult & Family Shelter

Power of 100+ Fox Cities selected Pillars to receive some \$15,000 from its members and a Richard M. Schulze Family Foundation match to provide more than 23,000 nights of sleep each year.



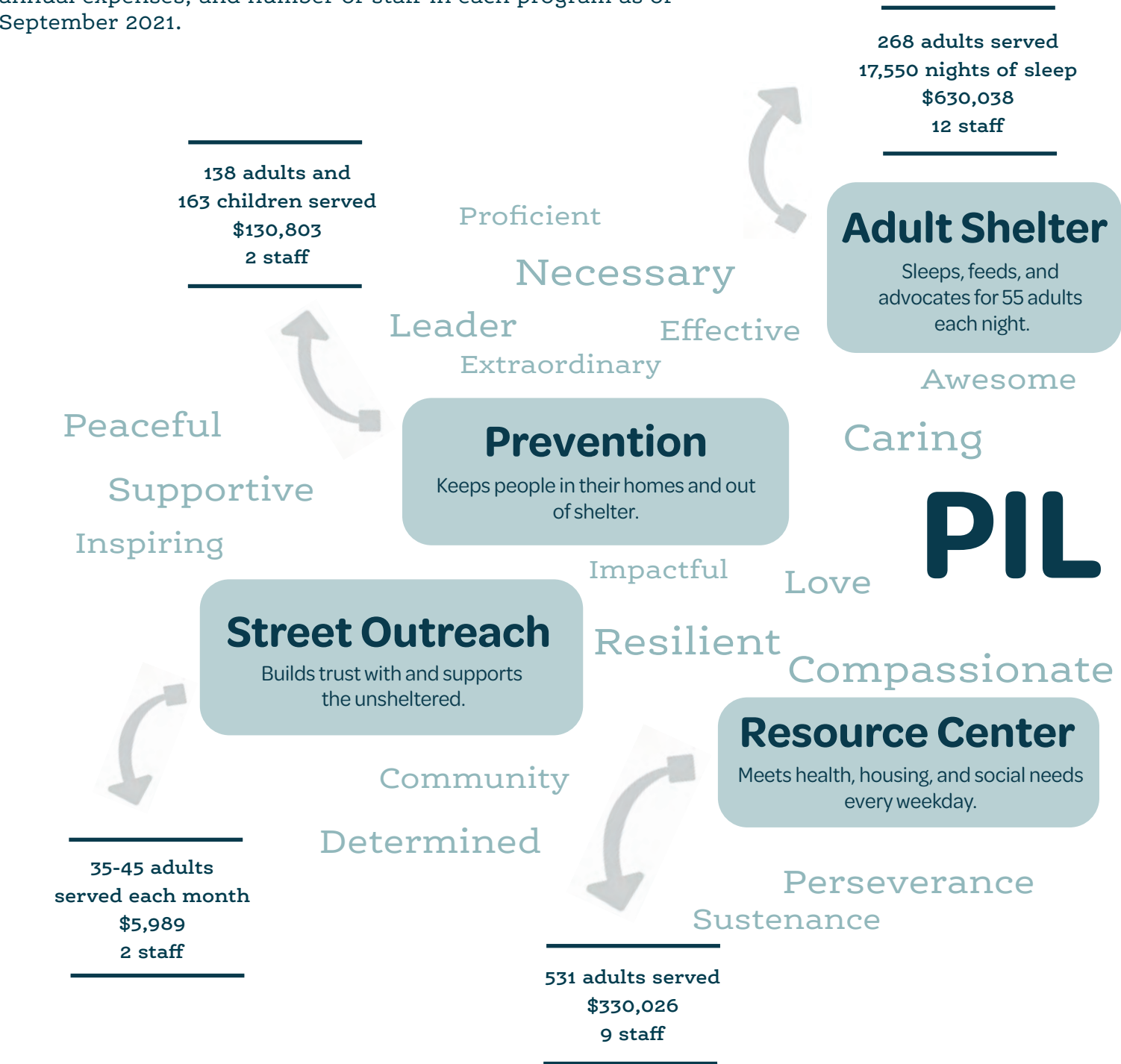
August 2021

Services Advocate Position Added

With first-time homelessness on the rise as the COVID-19 eviction moratorium ended, a services advocate became the voice of Pillars, providing caring, trauma-informed weekday phone triage.

Pillars in a Word

The Pillars team consists of hundreds of individuals committed to helping their neighbors experiencing homelessness. We asked that team of donors, volunteers, staff members, and board members to describe Pillars in just one word. Those responses are represented in the word cloud below along with the number of people served, annual expenses, and number of staff in each program as of September 2021.



483 adults and
151 children served
23,412 nights of sleep
\$875,871
25 staff



840 volunteers donated 16,400 hours of time
and talents in 2021.

Adult & Family Shelter

Serves 78 children and adults 24/7 with
basic needs and advocacy.

Heartening

Adapting

Safe

12 young adults served

\$164,429

2 staff

Essential

Committed

Tenacious

Beneficial

Shelter

Ascend

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

Incredible

Relief

LARS

Comprehensive

Warmth

Opportunity

Dedicated

Helpful

Hope

Needed

Vital

Supportive Housing

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

Crucial

Passionate

Discernment

83 adults and
21 children served

\$805,432

6 staff

Stable Housing

Adjusts rent to household
income to encourage
financial stability.

Purposeful

Embracing

153 adults and
106 children served
\$575,565
4 staff

Jennifer's Story

Jennifer* came to Pillars through the Prevention program. She is a mother of two kids diagnosed with disorders on the autism spectrum, and she works hard to support her family. Jennifer has always lived with partners or roommates and has never had a place of her own.

Before coming to Pillars, Jennifer and her kids spent some time living at Harbor House after she made the decision to leave her abusive husband. She left Harbor House to move in with a co-worker, but unfortunately, that didn't last for long.

Her roommate stopped paying the rent without telling her, and they were evicted almost immediately after she signed the lease.



Jennifer signs the lease to her unit with Pillars Tenant Relations Specialist Kendra Johnson.



Pillars provided **129 housing units** through Stable and Supportive Housing programs.

A Note from Jennifer*

"No one ever expects to be homeless or have to face not one, but two difficult situations in their life that will forever leave scars on a broken girl's heart. Pillars took a chance on us, they never quit, and just when it seemed like all hope was lost, they found us a place to call home. Now I can feel proud for giving my kids a safe place to call home where they can grow and feel loved."

The eviction made it nearly impossible for Jennifer to find somewhere else to live. She stayed in a hotel room with her previous roommate while she searched for housing. A hard situation was made worse when her relationship with that roommate started to deteriorate. He emotionally and verbally abused Jennifer through his controlling behavior, even making her install a tracker on her phone.

She spent months working with her case manager at Pillars trying to find housing. During that time, Jennifer fell into a deep depression after multiple landlords rejected her. She even felt so discouraged at one point that she stopped reaching out to her case manager as her hopes of finding a better living situation dwindled.

Her luck turned around when she got approved to rent an open unit in the Pillars Stable Housing program. Jennifer moved back into Harbor House to get away from her roommate while she waited to sign the lease.

This is the first time she has rented on her own and the start to a new chapter in her life. Jennifer hopes to use this apartment as a stepping stone on her way to buy a house for her and her kids once her divorce with her ex-husband is finalized.

*While the story is real, the name of the client has been changed to keep that person's identity private and confidential.

2021 Financials

Pillars' fiscal year runs Oct. 1 to Sept. 30. Generous community support and increased government funding in ongoing response to COVID-19 ensured uninterrupted service across our program continuum in 2021. During the year, frontline staff wages increased meaningfully, given COVID-19 hazards and labor market factors. A \$448,607 operating surplus – 9 percent of expenses – will help sustain those wage increases into 2022 and beyond.

2020

Revenue
\$4,640,865

Expenses
\$5,017,713

2021

Revenue
\$5,245,939

Expenses
\$4,797,332

Source of Funds



Use of Funds



For more information about program expenditures in FY2021, please see pages 3 and 4 of this annual report.



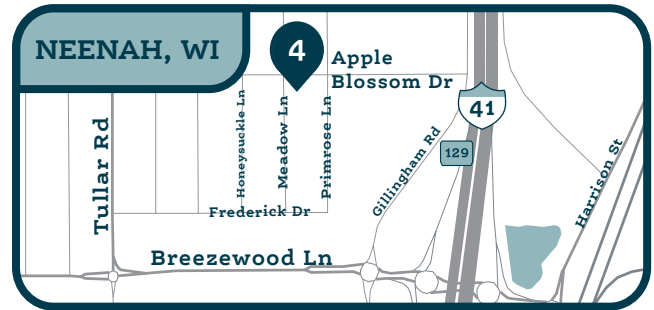
Scan the code with your smartphone for a list of those honored or remembered with a gift to Pillars this year.



Maps & Locations

- ★ **PILLARS MAIN OFFICE** ----- Serves as primary mailing address; provides housing solutions to adults and families.
605 E Hancock St
Appleton, WI 54911
- 1 **ADULT SHELTER** ----- Safe, overnight shelter for adults experiencing homelessness.
1298 W College Ave
Appleton, WI 54914
- 2 **RESOURCE CENTER** ----- Safe, welcoming environment during the day, providing housing-related services to adults experiencing homelessness.
129 S Mason St
Appleton, WI 54914
- 3 **ADULT & FAMILY SHELTER** -- Safe, 24/7 shelter for adults and families experiencing homelessness.
400 N Division St
Appleton, WI 54911
- 4 **ASCEND** ----- Provides supportive services and independent living skills for young adults living with mental health challenges.
990 Apple Blossom Dr
Neenah, WI 54956

Follow Pillars on social media



Board officers pose for a picture. Back row (L to R): Amy DeHart, Stephen Williams. Front row (L to R): Amy Van Straten, Rebecca Kent.

Board of Directors

Stephen Williams, President
 Rebecca Kent, Vice President
 Amy Van Straten, Treasurer
 Amy DeHart, Secretary
 Pamela Franzke
 Tim Hoff
 Melissa Jacobs
 Tom Klister
 Tim Kruse
 Connie Raether
 Karyn Schroeder
 Miles Sutter
 Amy Van Harpen
 Tom Veaser

www.pillarsinc.org
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Pillars is a non-profit
 United Way partner
 agency.

