



pillars

2022

Annual Report



**SHELTER.
SUPPORT.
SOLUTIONS.**

Our Volunteer & Community Partner of the Year



Each year, Pillars selects a volunteer and a community partner to honor their dedication and service to Pillars' mission. This award honors those who have gone above and beyond in sharing their time, talents, and passion for Pillars' mission and our clients.



Volunteer of the Year

TriParish Catholic Faith Communities

This year's Volunteer of the Year award recognizes a group and group leader that regularly go above and beyond to meet the needs of Pillars shelter clients.

In 2022, TriParish Catholic Faith Communities, led by Candace Gehl, served and provided meals 14 times! In addition to their regular volunteer shifts, they responded frequently to requests for support on short notice. Candace rallied TriParish volunteers to provide additional meals at times of higher-than-usual need. Without hesitation, they shifted from their usual volunteer location to provide and serve meals at our Adult Shelter when shifts were not being filled. Providing meals is our highest need at both shelters each month, which makes TriParish volunteers' support and flexibility invaluable.



Community Partner of the Year

First United Methodist Church of Neenah-Menasha Neenah Menasha Emergency Society

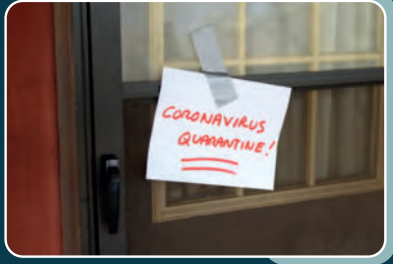
This year's Community Partner of the Year award honors two organizations who came together to maximize their impact in support of Pillars clients, tenants, and program participants.

Over the past decade, First United Methodist Church of Neenah-Menasha and Neenah Menasha Emergency Society have supported Pillars individually by organizing collections and encouraging others to give. Most recently, they collaborated to donate funds for Pillars to purchase a duplex. The two additional units increase Pillars' housing options to 136. Pillars Stable Housing can now accommodate two more families in our community, giving them a safe, affordable place to call home.



Your Time Makes a Difference – Thank you to all Pillars volunteers for serving and providing meals at our shelters, supporting our Supportive & Stable Housing clients through the Honorary Crew, or connecting our clients to other community resources. In fiscal year 2022, volunteers shared over 14,000 hours of their time with us to ensure that Pillars can continue providing shelter, support, and solutions to address the housing needs in our community.

Highlights



Throughout the Year: COVID-19 Isolation Units

A benefit of the merge in 2018 is the ability to flex resources to better serve clients. As COVID-19 continued through 2022, it became apparent that additional space was needed to isolate contagious individuals from the rest of the shelter clients. We held two Pillars owned units vacant to utilize as isolation space off site.



August 2022: New Executive Director

On August 1, Lisa Strandberg stepped into the role of Pillars' new Executive Director. In this role, Strandberg will provide strategic leadership for all Pillars operations and community partnerships. Joining Pillars in June 2020, Strandberg previously led the Community Engagement team and served as a member of the agency's executive leadership team.

"Lisa has proven herself to be an exceptional leader within Pillars, and we are thrilled to have her step up into this role," said Steve Williams, President of the Pillars Board of Directors. "She has a strong passion for our mission and is tireless in finding ways to serve and support those who struggle with a place to call home."



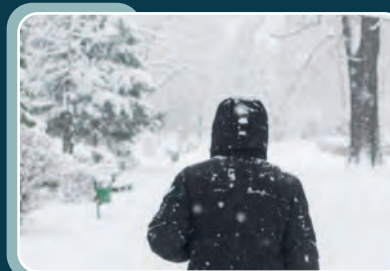
May 2022: 5 Bedroom Single Room Occupancy (SRO) Home

Thanks to the generosity of two anonymous donors, Pillars purchased a 5-bedroom home to expand our SRO capacity. Renovations were costly and took several months. The home was finished in May and clients started moving in by June.



September 2022: Grant Specialist Addition

Pillars Grant Specialist utilizes a client information collection database to gather, analyze, and report metrics. This role will help monitor successes and opportunities for growth across Pillars programs.



September 2022: Partnership with City of Appleton for Winter Overflow + 7 Day Service

The City of Appleton announced a nearly \$300,000 grant to Pillars to temporarily increase shelter capacity and provide outreach and daytime services during weekend hours.



pillars

2022 Fact Sheet

Fiscal Year 2022 includes data from October 2021 through September 2022.

From homelessness to coming home, Pillars provides shelter, support, and solutions to address the housing needs in our community.

Prevention

268 adults
226 children

Adult & Family Shelter

433 adults
143 children

Adult Shelter

292 adults

Resource Center

583 adults
37 adults/day

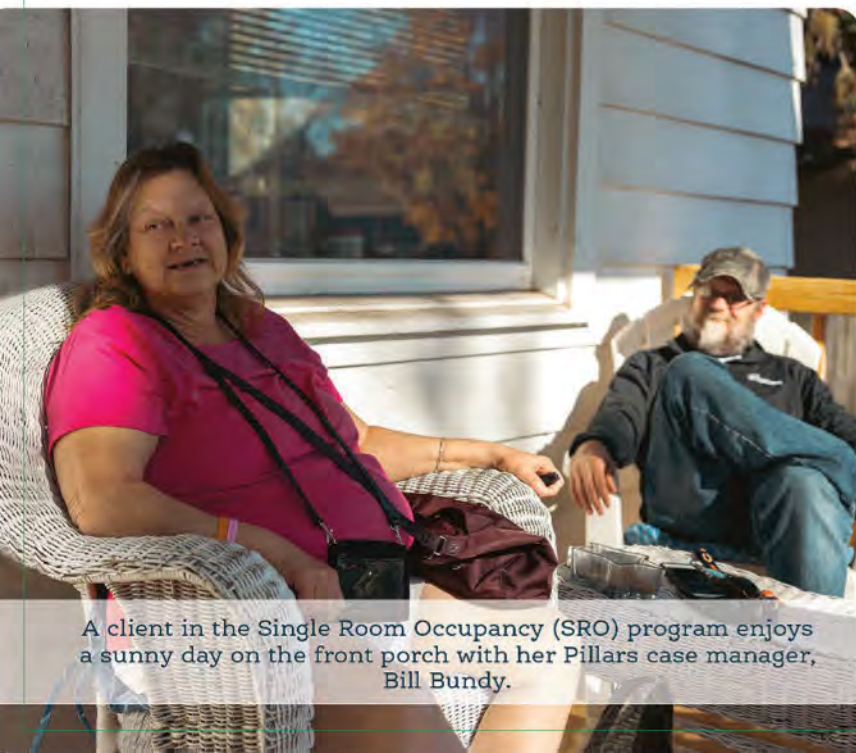
Supportive Housing

119 adults
73 children

Stable Housing

178 adults
125 children

Pillars Adult & Family Shelter provided 25,057 nights of sleep.
Pillars Adult Shelter provided an additional 18,654 nights of sleep.



A client in the Single Room Occupancy (SRO) program enjoys a sunny day on the front porch with her Pillars case manager, Bill Bundy.

- **Ascend** provided supportive housing and independent living skills to **22 young adults** living with mental health challenges.
- Pillars offered affordable housing with **134 units** throughout **39 properties** in Stable & Supportive Housing programs.
- **1,570 volunteers** donated **14,041 hours** of time and talents to support Pillars.



605 E Hancock St
Appleton, WI 54911
920.734.9192
www.pillarsinc.org

2022 Financials

Pillars' fiscal year runs Oct. 1 to Sept. 30. Generosity from the community remained strong, along with increased government funding in response to COVID-19. Together, these sources sustained Pillars through a year of expanded services, unexpected maintenance costs, elevated expenses, and additional client assistance. In the year to come, we expect COVID-19 response funding to diminish while expenses remain elevated and likely continue to rise.

2021

Revenue:
\$5,245,939

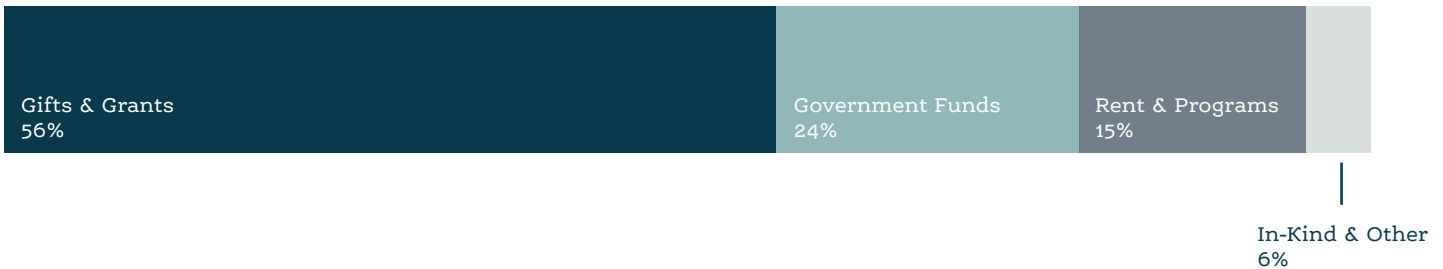
Expenses:
\$4,797,332

2022


Revenue:
\$5,138,070

Expenses:
\$5,405,738


Source of Funds



Use of Funds



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





Cassie* and John* – Diversion and Prevention Program

“We spent two years living at a local hotel and trying to find an apartment. We got turned down so much. I felt like I knew it was going to be a struggle, but I was still surprised at how much of a struggle it was. We figured it out, and at the hotel, we spent \$40,000 to live there for two years. That in my head, was a good chunk of a house.”

Charlie* – Street Outreach, Resource Center, Supportive Services

“I don’t like to waste my time in shelter just sitting there. I like being outside. I want to own a house.

I don’t need a \$500,000 home or anything, but something I can call my own.” Since speaking with Charlie on November 2, he found a place to call home through Pillars Supportive Housing. He is living in an apartment with two of his children and receiving regular case management.



Megan* – Adult Shelter, Resource Center

Megan* has worked with Pillars on and off throughout her journey to housing. In November, she was staying at Pillars Adult Shelter and utilizing Pillars Resource Center during the week. “My goal is to get a place before winter because it gets really cold in the winter. I have been outside in the winter, and it really sucks. It’s really hard.”



Chris* – Stable Housing

Chris* lives in one of the 136 Pillars-owned affordable housing units as a Stable Housing tenant. “I’d been looking for affordable housing for five years, but it always seemed like I was in that weird bubble where I made too much to get assistance but not enough to afford it myself. It was just kind of that cycle, and it was getting frustrating after a while.”

Street Outreach*

This is an encampment in Appleton created with items found on the street. Pillars Street Outreach Case Managers spend several hours each week searching for unsheltered people in the area. They identified this structure and keep in regular contact with the individuals there to monitor how they are doing, establish trusting relationships, and introduce them to Pillars services.



Steve* – SRO

“You don’t give up. Everybody gets a raw deal every now and then, but that doesn’t mean you should cash in all of your chips. When you have a place like Pillars that is willing to work with you and help you, you don’t feel so alone.”

*Steve currently lives in one of Pillars’ five Single Room Occupancy (SRO) homes, a program that houses single adults under one roof. Each tenant has their own bedroom and shared living space.

Amanda* and Lindsay* – Ascend

Amanda* and Lindsay* consider being roommates in the Ascend program “hilariously fun.” The two continue to navigate young adulthood while learning independent living skills and working through their individual mental health challenges in Ascend.

Ken* – Supportive Housing

Ken* is a veteran living in an affordable Pillars-owned apartment and receiving regular case management through Pillars Supportive Services. “I quit high school and went in the service at age 17 in March of 1957. In the 80’s, when the school found out where I had been, they had me come to a graduation ceremony and never told me why. In 1987, they presented me with my high school diploma even though I never finished. They said those of us that served overseas deserved our diplomas.”



*The names of the participants listed have been changed to protect their privacy.

Photo Credit: Adam Hilbelink, November 2, 2022.

The Growing Issue of Accessible Affordable Housing



In 2022, it became abundantly clear that our region faces a housing crisis at all economic levels. Simply put, there are too few homes for too many people. This stifles economic vitality. For those living at the low end of the economic spectrum, the crisis is more than an issue of vitality. It can be a matter of life and death.

The **Fox Cities and Greater Outagamie County Regional Housing Strategy**, released in 2022, underscores the role Pillars plays in meeting the housing needs of our region's most vulnerable individuals and families. Here is an excerpt from the regional strategy:

*Addressing our need for affordable housing for households at the lowest end of the income spectrum may require us to better support existing Public Housing Authorities and **other mission-driven non-profit agencies in our region**. These organizations are equipped at managing permanently affordable housing units and administering housing and human service programs for those that need it most. **However, their program offerings typically run at capacity, with unwavering waiting lists.***

Pillars does indeed have unwavering waiting lists. Do you know what else is unwavering? The community's investment in our mission.

Our 2022 fiscal year provided ample evidence of this. Just as Pillars was asking itself important strategic questions about how much affordable housing development we could sustain, **members of the community were there with answers.**

Individuals and organizations pooled their financial resources and donated them to Pillars. Then we purchased a five-bedroom

home and a duplex. Our community's generosity gave **seven additional households a safe, stable, affordable place to call home** – through our Single Room Occupancy

Why We Got Involved

“Last year, we learned about Pillars and felt grateful to have an advocate for people in our community who find themselves in difficult circumstances, so we became new supporters with a small financial donation. Later, after reading in their newsletter about the need for affordable housing in our community, we felt called to do something to make a more substantial difference. It is important for us to contribute what we can to ensure that when people in our area experience housing challenges, they continue to have somewhere to turn for assistance. We worked with Pillars to identify their greatest need and trusted them to do what they do best. A few months later, we donated the funds for them to purchase a duplex in the area. It's great knowing that now two more families will have a safe, affordable place to call home.” – D & K

program in one case, and through rent adjusted to 30 percent of household income in the other.

This is what you do when you invest in Pillars. You make home possible.

Meet the Board of Directors



Miles Sutter
Director
Community Volunteer



Stephen Williams
President
Aon



Connie Raether
Director
Community Volunteer



John Nygaard
Director
Community First Credit Union



Amy DeHart
Vice President
SECURA Insurance



Pam Franzke
Director
Appleton Area School District



Ignacio Enriquez Jr.
Director
Ascent Counseling LLC



Amy Van Straten
Treasurer
Fox Valley Technical College



Tom Klister
Director
FORE Development + Investment



Amy Van Harpen
Director
Community Volunteer



Rebecca Kent
Secretary
McCarty Law LLP



Tim Kruse
Director
Miller Electric Manufacturing LLC



Heather Wilner
Director
Ascension

Your Support Makes a Difference!

In fiscal year 2022, Pillars relied on the support of **1244 individual donors** to sustain operations. With expanded services, increased capacity, and higher cost of operations, **Pillars needs your help now more than ever.**

Please consider making a gift to Pillars, renewing your support, or sharing our mission with others. Your support will make a difference in addressing the housing needs in our community.

To make a donation:

Visit our website – www.pillarsinc.org

Scan the QR Code

Or mail a check to

Pillars

605 E. Hancock

Appleton, WI 54911

For more information about ways to give, Pillars' greatest needs, or planned giving, please contact:

Matt Malm, Community Engagement Director

920 734-9192 x123 • mmalm@pillarsinc.org



SCAN TO GIVE

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.
1928 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 **PILLARS 321 OFFICE** ----- Additional office space for Pillars case managers – by appointment only.
321 N Appleton St
Appleton, WI 54911
- 5 **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



Brian's Story

Brian* most recently came to Pillars through the Diversion and Prevention Program. At the time of this photo, he held some of his belongings outside of Pillars Adult & Family Shelter ready to go to his new apartment that he found with the help of Pillars case manager Shelby.

“Shelby didn’t push me under the rug. She got me help pretty fast. I applied in June, and she got me a place within a couple of weeks. I’ve been to Pillars before. This, that, and the other causes problems, but I’m not a spring chicken anymore. I’ve got to get [it] together.

“By the grace of God and Shelby and Pillars, I got my own place now. I’ve got great help. My rent is affordable. It’s great.”

“It’s a senior building, but it’s a trip, I don’t consider myself a senior. I’m young at heart. You can’t get down on your situation. You’ve got to keep on keeping on.”

*The name of the client has been changed to protect his privacy.



Photo Credit: Adam Hilbelink,
November 2, 2022

www.pillarsinc.org
920.734.9192

Pillars is a non-profit
United Way partner
agency.

