2020 ANNUAL REPORT
How can action create change? RS EDEN President and CEO Caroline Hood believes "community-based organizations have to be part of the conversation, research, government, and client voices. If all members are not at the table then it won’t work."

RS EDEN’s services remove barriers and promote stability and dignity, putting people at the center. Our continuum of holistic programs means we can be nimble and responsive to the needs of the community.

Read the conversation in the Minnesota Women’s Press here.

Dear RS EDEN Community:

What follows is RS EDEN’s annual report on 2020. Yet so much from 2020 remains incomplete. Our understanding of what happened and its impact is yet to be understood. It is, however, in this blurry space of understanding that we begin to build new, to build better. This report is a reflection, one that honors a year of incredibly hard work while acknowledging the progress yet to be made. It is a reflection on what I hope will become a new beginning for our organization, our city, and our country.

The measurements of success and what we know to be the needs of our community are changing. RS EDEN is an active participant in this change. Throughout the pandemics of 2020, RS EDEN accessed a reserve of resilience from 50 years of history and stepped into each day unsure of what to expect but wholeheartedly embracing our mission.

RS EDEN exists to build new beginnings alongside individuals and our communities. This is now more salient, and more critical, than ever. During a time when our society is so divided, we are called to walk alongside our clients and see the humanity in every person. We are called to advocate for justice and seek reform. We are called to be radical in our understanding of the human experience.

In this reflection on 2020, I am reminded of the many moments of recovery, resilience, reintegration into community, becoming housed, finding work, and being seen. I’m filled with gratitude for our staff, who fearlessly served our clients and community, without interruption and without question. The impact of this year belongs to you.

Thank you.

Caroline Hood
President and CEO
2020 IMPACT

SUPPORTING RECOVERY
44% of Residential Recovery clients successfully completed treatment*

*American Addiction Center reports a dropout rate of 70-80% within the first 3-6 months

BUILDING STABILITY THROUGH SUPPORTIVE HOUSING
750 adults and children emerging from chronic homelessness accessed housing supportive services.

At least 90% of residents remained housed for a year or moved on to stable housing.

COMMUNITY REENTRY
258 individuals exiting incarceration accessed our services in 2020.

Across all halfway houses, 73% successfully completed the reentry program.

Promoting client health and safety during the COVID-19 community health pandemic:
100% of clients received high-quality, weekly outreach through either remote technology or in-person support.
JANUARY 2020
The start of a new year ushered in a new era for RS EDEN as an organization. We said hello to our new President and CEO, Caroline Hood, and a fond farewell to founder Dan Cain. Caroline and the rest of the staff hit the ground running, determined to carry the legacy of high-quality, client-focused services forward while continuing to break new ground.

OUR OWN FOUR WALLS
We undertook the work of looking inward and building a sound infrastructure and culture through:

- Restructuring teams and integrating departments
- Kicking off our new strategic planning with updated Vision and Mission statements
- Examining and asserting our commitment to diversity, equity, and inclusion
MARCH 2020

As we looked to build on half a century of work, we suddenly had to do things in ways we never could have imagined—in response to the COVID-19 pandemic. While the nature of the challenge was new, the way it affected our community was not, as lower income communities of color bore the brunt of the pandemic’s effects. RS EDEN community—both staff and clients—rose with incredible resilience to the challenge.

BUILDING NEW BEGINNINGS FROM AFAR

At all program sites, RS EDEN had to quickly recreate our high-touch services virtually. Both staff and clients rose to the task, communicating over Zoom, text, and other distanced formats. We also rallied to connect clients and staff with PPE, technology, and creative ways of remaining in community from afar. As our Recovery Services Director put it after attending a socially-distanced group meeting, “I was energized beyond belief to spend time with clients. This is the reminder of why we have to keep pushing.”

LEADING IN CRISIS

In an opportunity to contribute to the national conversation about COVID-19, RS EDEN President and CEO Caroline Hood was invited to join the Network’s “CEO Circle: Leading in Crisis” alongside five female CEOs of color from across the country. At the Ascend Aspen Forum on Women and Girls, national partners remarked that RS EDEN’s two-generation work of reevaluating how we work with mothers exiting incarceration is simply not being done elsewhere. “You would be paving the way,” one noted.

The wider community supported RS EDEN during the onset of the pandemic. Pictured: Hope Breakfast Bar donated boxed meals to tenants at Alliance Apartments, RS EDEN’s supportive housing for homeless and low-income men and women. Our tenants rallied and supported their community in many ways.
The murder of George Floyd on Memorial Day weekend shook our entire community and country. Floyd’s murder awakened the whole world to the injustices experienced by the African American community for centuries. Grieving his death, we connected with one another and committed to change. At our housing sites and across our programs, we took the boards used for protection and made art, applying a salve to a centuries-old wound.
RS EDEN redoubled its commitment to systemic change, understanding that history will repeat if we maintain the status quo.

Organization-wide, we pursued a more intensive approach to diversity, equity, and inclusion, identifying steps we must take to:

- Dismantle inequitable policies
- Embrace and build a more inclusive staff
- Be vocal about the disproportionate impact systemic racism has on our clients

To make progress in those areas and address gaps, RS EDEN launched both Staff and Board Committees on Mission & Equity and began a Strategic Planning Process, with equity as the foundation upon which all work is built.

Our work on the ground answered this call as well:

- Letting community voice lead, we launched a series of listening sessions with clients in our Reentry Program, then shared those results directly with the Department of Corrections to influence systems change.
- We launched a pilot that rethinks reentry services by expanding their scope to be more holistic, prioritizing wraparound support including mental health, substance use, housing and employment services, and community-building resources.
A VISION FOR TRULY AFFORDABLE HOUSING: AMBER APARTMENTS

Building on the foundation of our person-centered supportive housing programs, RS EDEN’s newest housing initiative builds a bridge for people transitioning to independent housing. With attainable rents, Amber Apartments’ 80 units will begin to solve the Twin Cities’ rental crisis.

“For someone like me,” says RS EDEN client Cleo Robinson, “Amber Apartments offers the leverage to help you move from dependence to independence.”
“This is exactly the kind of housing that we need right now,” enthusiastically stated Hennepin County Commissioner Angela Conley. “We have so many people who are just trying to pay the rent, we have so many who if it weren’t for an eviction moratorium right now, would be homeless, I passed by so many tents on my way here—covered in snow—because we don’t have enough of this low-barrier, low-income housing.”

Thanks to the Longfellow Nokomis Messenger for publishing the story RS EDEN’s President and CEO, Caroline Hood, shared at Amber Apartments’ groundbreaking ceremony on October 21. Read the story here.
A HOLISTIC APPROACH TO RECOVERY

Ashely was committed to recovery, determined to regain her sobriety, independent housing, and most of all her family. After completing intensive, residential substance use treatment, Ashely was ready to “step down” to RS EDEN’s Lorraine Apartments, a supportive housing program where women focus on their recovery and on rebuilding lives with their families.

At the Lorraine, Ashley came one step closer to reuniting with her kids by joining a tight-knit community of staff and “sisters” who would support and fight alongside her. RS EDEN staff advocated for Ashely when she met with Child Protection Services, securing longer visits with her boys. The RS EDEN community also furnished Ashely’s apartment, outfitted her kids with winter coats and boots, and provided a safe and stable space for a healing family.

“We work really hard at meeting clients where they are at,” says Lucy Versalles, Recovery Services Director. “It gives me goosebumps when I think about it, just how much we all care about each other. We are all family here. What happens to one, happens to all.”

144 women and 82 children served through Recovery Services

50% of women with children at The Lorraine were successful in their treatment and successfully completed our outpatient Recovery program
JANUARY 2021...AND BEYOND

This report is a reflection on 2020—less about what happened, and much more about how we will learn and grow from it. We are committed to never losing sight of the lessons learned in 2020 and continually calling on them to fuel progress. Building on this urgency, we are focused on:

• Finalizing our new strategic plan, including a new Vision and Mission
• Continuing to evolve our programs to offer person-centered wraparound support, embedding client voice and lived experience in all of our work
• Advocating for systems change as we aim to disrupt generational cycles of trauma

As we push ourselves to increase impact, a deep bench of support is vital. Withstanding a pandemic and systems of injustice, our clients find solid footing, solace, and resilience in the community of RS EDEN—and that community includes you.

Join us by donating on our website at rseden.org/donate. For other types of support, from volunteering to becoming a partner organization, please call 612-287-1600.

JOIN US IN THIS WORK
BETTER TOGETHER

We are grateful for you — the donors, funders, and partner community organizations — who help build new beginnings.

84 new donors in 2020

Raised 51% more from individuals than in 2019

THANK YOU TO OUR GENEROUS FOUNDATION SUPPORTERS:

Frey Foundation
Minneapolis Foundation
Otto Bremer Trust
Richard M. Schulze Family Foundation
Walser Foundation
Archie D. and Bertha H. Walker Foundation

RS EDEN BOARD OF DIRECTORS

John Hoffman, Board Chair
Celeste Grant, Board Vice-Chair
Cecelia Dodge
Michael Dooly
Andrew Doom, Secretary
Richard Gardell
Thomas Garton
Laura Murphy
Vivian Jenkins Nelson
Marcus Winbush
Paul Zisla

We know that none of this work would be possible without our frontline staff. They are the reason we were able to do what we do. This report, and this year’s impact, is dedicated to them.
FINANCIALS

Statement of Activities (audited) for the 12 months ending December 31, 2020.

**SUPPORT & REVENUE**

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<tr>
<th>Source</th>
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<td>Government grants</td>
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<td>Program Service Fees &amp; Other</td>
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<td>Contributions</td>
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<td><strong>Total Revenue &amp; Support</strong></td>
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**EXPENSES**

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<td><strong>Change in assets</strong></td>
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<td>Net Assets, End of Year</td>
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