



# IMPACT REPORT

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2020



PREVENTING  
HOMELESSNESS  
SINCE 1966



# Thank You!

A joint statement from Andy and Kendra

Dear Impact NW supporter,

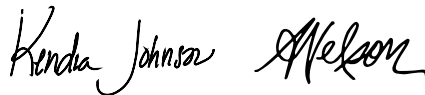
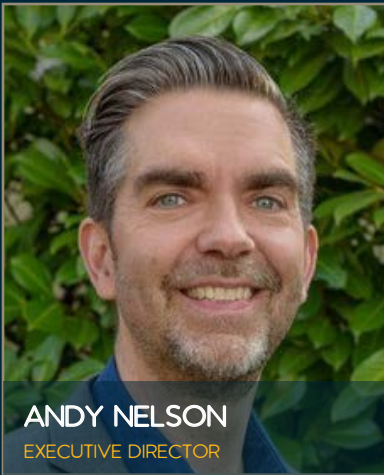
Amid the challenge of a lifetime, Impact NW experienced its most successful year ever.

Impact NW supported more people at the edge of homelessness and hardship than ever before, with a focus on Black, Indigenous and People of Color. We changed programs overnight as the pandemic loomed to deliver food, laptops and hope. We helped people out of work pay the rent so they could stay in their homes. We implemented and advocated for anti-racist policies and practices. And we raised \$1.16 million to make it happen.

We thank you for being a part of this lattice of support. Please know how much you helped us create the stability and peace that come when we meet basic human needs — a roof overhead, food on the table and warmth in the winter. More importantly, thank you for helping us create lives filled with opportunity and connection. After all, everyone deserves a beautiful life.

One of our key lessons of the past year is that the people of Impact NW — staff, supporters, partners, donors and people we serve — know how to rally and support one another. We know how to step up for people who are just one financial crisis away from losing their housing. We know how to support people and families on the edge before it's too late. And we know how to empower lives beyond that moment — catalyzing a cascade of stability and strength that benefits everyone in our community.

With deep gratitude,

Handwritten signatures of Kendra Johnson and Andy Nelson in black ink.

# Adapting and Supporting During COVID

The Homelessness Prevention Fund: A campaign to prevent homelessness



## HOW WE MAKE OUR IMPACT

Impact NW's courageous and dedicated staff continued to provide services and adapted to families' needs during the pandemic.

At the beginning of 2020, we set out to raise \$1 million to prevent homelessness in our community. We knew we had to do something big to help stop the homelessness crisis in our community. And then the Pandemic hit. That's when something remarkable started to happen — people from all walks of life began giving to our Homelessness Prevention Fund.

Together,  
the community raised  
**\$1.16 million**  
to prevent homelessness

# Impact NW's Commitment to Anti-Racism

Fighting racism and supporting equity and inclusion

At Impact NW, we feel strongly about being united as employees of this organization working towards anti-racism regardless of role, and we strive to create a safe space for all staff and program participants. Impact NW believes it is not enough to simply be "not racist." Instead, as an organization, we commit to doing everything we can to eliminate racism.

We are dedicated to ensuring equitable outcomes for all Impact NW program participants. For that reason, all Impact NW staff sign an anti-racism statement and commit to engaging in anti-racism work. Impact NW provides staff with training and resources to engage with diverse communities intentionally and authentically.

Percent of program participants who reported a high level of satisfaction with Impact NW services; and reported that Impact NW had earned their trust.

97%

Percent of Impact NW staff that receive training in Diversity Equity and Inclusion (DEI) best practices.

100%

COMMITMENT

ACCOUNTABILITY

REFLECTION

# How We Strengthen and Stabilize Families

Ensuring lasting outcomes

Humans are dynamic and complex, and their challenges doubly so. We seek to understand that complexity both with program participants and each other. Self-care and empathy enable us to show up as our best authentic selves — being open to conversation, walking alongside program participants in their journey, and recognizing the beauty of our shared experience.



**85%** of participants gained permanent housing by program exit



**87%** of participants gained employment or increased earning potential



**93%** of participants reported having maintained permanent housing



# Amanda's Story:

## Finding resilience through support

*Amanda was facing homelessness, incarceration, and addiction recovery at 9 months pregnant. She found herself at her lowest point; in a hole that was increasingly hard to climb out of. Right when Amanda decided to be a mom and work on recovery – the pandemic hit.*

It was a difficult time for a lot of folks, but the situation added an extra set of barriers to success for people like Amanda. With nowhere to turn, Amanda was connected with Impact NW. Impact NW staff came to Amanda in jail as part of our services to support the positive bond between parents and their children. Through our empowering model to provide strengthening and stabilizing services to the parent and child, Amanda was connected to a range of resources and supported in her goals related to parenting, recovery, employment, stable housing, and childcare. Our staff adapted to the restraints of the pandemic, and worked with Amanda virtually to help her in her journey.

"It's a unique model in that we're not coming in and saving the day, we're really just there to walk the journey with them. A lot of the time people are in these vulnerable situations because they have been led to believe they aren't capable. And so sometimes it's not helping people BECOME capable, it's helping them SEE that they ARE capable." Says Juju, Amanda's Family Support Specialist

Today, Amanda has achieved her goals – she has a home for her and her son, a stable job, her son is thriving, and Amanda is truly a "supermom." Impact NW is honored to have supported Amanda during this time in her life. And, Amanda knows now that she is an incredible mom to her son and that she has what it takes to handle the challenges that life brings.



Amanda and her son

“ Sometimes it's not helping people BECOME capable, it's helping them SEE that they ARE capable.

Amanda, I think slowly over time is seeing she is an incredible parent.

— Juju, Family Support Specialist



## Dancing Tree

Front door to services

Our Dancing Tree Resource center is the front door of our housing services. Our staff at Dancing Tree are resourceful, tenacious, and willing to do the hard work of making a better future possible. We walk alongside thousands of people in their journey to housing stability.

Over the last year, our commitment to care for this essential location has intensified. We are grateful for our supporters, staff and partners who have stepped up to help paint, create art work, and stock our drop in center with essential items.



*Keller Williams, Rick's Custom Fencing, the Impact NW Ambassador Board and community members unite to make and impact at Dancing Tree*



