



IMPACT NW

PREVENTING HOMELESSNESS

SINCE 1966

# Impact Report

2024



# The challenges facing the Portland region are well known.

It was just last year that a long-time local Congressperson famously said, “Portland is broken.”

Here at Impact NW, we see something else. We see reason for hope.

Despite the region’s challenges, Impact NW is harnessing all its capacity to prevent people from losing their housing. The results are remarkable – more than 26,000 people served and more than 90% of those we house remain in their homes. That’s what finding a way looks like. And that is something to celebrate and support!

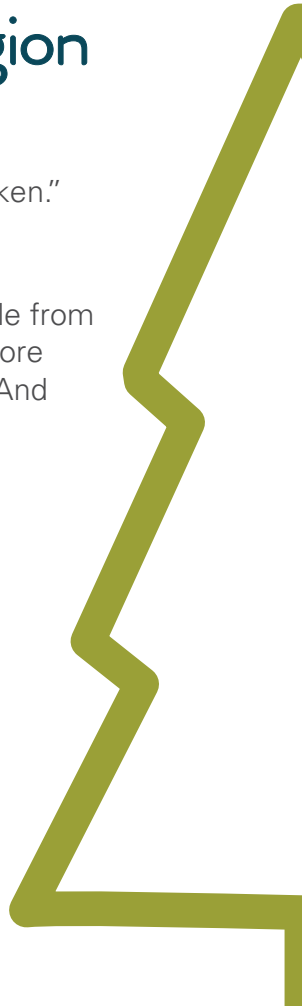
To succeed, Impact NW has kept itself focused on the people who are most vulnerable, especially people who identify as Melanated-Immigrant. In fact, we have transformed our entire organization in line with our values around equity.

We are also transforming how we grow and evolve as an organization. We released a new Homelessness Prevention Strategy. This is our vision and plan for how to end homelessness in our community. Impact NW has a specific and important role to play in these solutions.

Impact NW is responding to our region’s challenges with urgency and effectiveness. We’ve been here for 58 years and we are in it for the long haul. If we know one thing it’s this:  
**Impact NW will never give up.**

**Andy Nelson**  
EXECUTIVE DIRECTOR

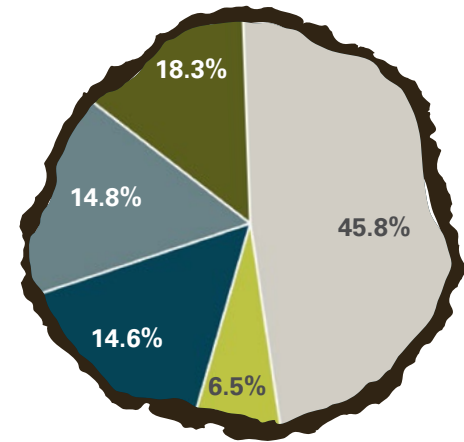
**Demian Lucas**  
BOARD CO-CHAIR



# Our Impact Today

- » 26,944 participants served
- » 70 different languages served
- » 95% participant satisfaction
- » 92% of participants say that Impact NW strengthened and stabilized their lives
- » 97% felt their cultural preferences and values were respected
- » 96% of households maintained permanent housing after 6 months

## Who We Serve Participant Demographics



- White, 45.8%
- Asian, 6.5%
- Black, 14.6%
- Latinx, 14.8%
- Other, 18.3%



## Michael's Story

A severe accident changed Michael's life. Suddenly, the life he knew was gone. He found himself in assisted living, missing the independence – and happiness – he once had.

Michael searched for years for housing of his own and a return to some of the life he used to lead.

Everything changed when he discovered Impact NW. With the help of Abbey, his Case Manager, Michael found an advocate who understood what he needed. Abbey worked with Michael to navigate a complicated world of housing.

The hard work paid off when Michael found an apartment. Finally, he once again had a space to call his own.



It helps me be relaxed  
in my mind.

— Michael talking about his new apartment.



**Michael**  
IMPACT NW PARTICIPANT

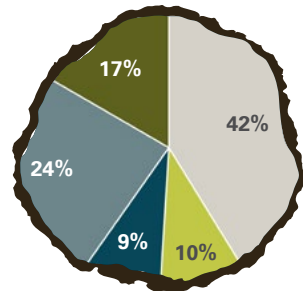
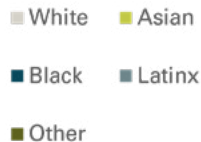
With ongoing support from Impact NW, Michael is thriving in his new home. He got a job, too, bringing him joy and financial stability.

Michael is one of the hundreds of people who Impact NW works with each year to find – and keep – stable housing. “Michael’s story powerfully illustrates how safe and stable housing can profoundly affect our overall health and well-being,” Abbey says.

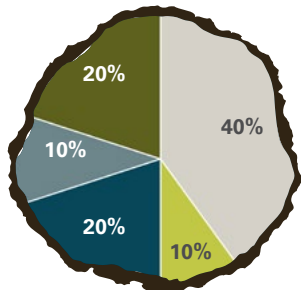
# Equity and Inclusion

We envision an Impact NW where everyone belongs and feels supported in their lives, from the people we serve to our staff, volunteers, board and community.

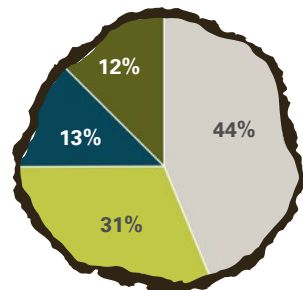
## Impact NW Demographics



All Staff (with Leadership)



Leadership Team



Board

## Melanated Participant Outcomes

Our outcomes reflect our commitment to providing anti-racist and culturally responsive services.

Melanated-Immigrant communities experience the same, strong outcomes as all of our participants.

- » **93%** of Melanated-Immigrant participants agreed that Impact NW helped connect them to new opportunities
- » **92%** of Melanated-Immigrant participants agreed that Impact NW showed respect for their cultural preferences and values
- » **97%** of Melanated-Immigrant participants were satisfied with Impact NW services overall and would recommend them to a friend



Impact NW has provided services to help people secure their housing for 58 years. But services alone won't solve the problem. We need to change systems and structures that create housing insecurity in the first place.

Join Impact NW's Advocacy Group to prevent homelessness. Take part in efforts such as:

- » Engage in candidate forums during election season.
- » Raise awareness about Impact NW's services.
- » Provide testimonials to decision makers on proven solutions to homelessness and housing insecurity.

Visit our advocacy web page:  
[www.ImpactNW.org/advocacy](http://www.ImpactNW.org/advocacy)

Through our two-pronged advocacy approach, we advocate for:

1

Housing plus services as a solution to the housing crisis

2

Reform on the way government contracts with nonprofits to strengthen our community's safety net

# Donor Highlight



Jess and Chris  
IMPACT NW DONORS



Impact NW provides much needed leadership on one of the most pressing issues facing the Portland area today.

I'm continually inspired by the dedication of its staff and grateful for the opportunity to play a small part in supporting their work.

Through her work at Propeller Consulting, Jess helps Impact NW thrive. And as recurring monthly donors, Jess and her husband, Chris, continue to make their impact at a time when our community needs it most.

## Join Jess and Chris in donating to Impact NW

Visit [www.ImpactNW.org/how-to-help/donate](http://www.ImpactNW.org/how-to-help/donate) to make your impact.



Scan to view past  
reports and financials

## Leadership Team

**Ada Dortch**

Director of Development & Advocacy

**Andy Nelson**

Executive Director

**Eddie Almeida**

Finance Director

**Gina Kim-Folston**

Director of Youth & Family Services

**Jana Hak**

Director of Housing & Safety Net Services

**Julie Houston**

Executive Manager

**Kendra Johnson**

Deputy Director

**Mamak Tabrizian**

Director of Senior Services

**Natalie Crocker**

Quality Assurance and Information Director

**Wildia Gonzalez Santos**

Director of People and Culture

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