

Ending Homelessness

Our mission is to provide a continuum

ANNUAL REPORT



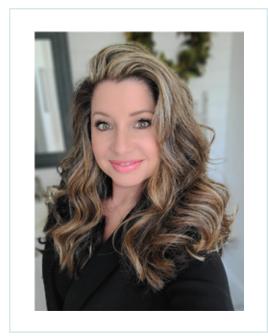
each person

ne serve

Letter from Danielle Amrine, CEO

Wow, 2020. WOW is all I have to say to you.

If you would've asked me in January of 2020 what I expected for the year, never in a million years would I have guessed a global pandemic. I think back on those times and it seems like a completely different world, maskless and unafraid. The year 2020 brought so much fear, anger, and loss to our nation. However, 2020 brought with it a plethora of opportunity for our Welcome House family. While other businesses faced massive layoffs and closures, Welcome House experienced an increase in demand for services and the opportunity to respond to that demand with increased programming and services. We saw the development of five new shelter projects in our community. This included the first ever winter shelter in Boone County. We also saw a 34% increase in clients



served over 2019. We embarked upon the development of the first Veterans shelter program in Northern Kentucky and saw the expansion of Welcome House services into the Buffalo Trace region.

Welcome House also responded to the 2020 civil unrest with the murder of George Floyd, which resulted in the development of Welcome House's first Diversity, Equity, and Inclusion Taskforce. So many firsts for our nation and Welcome House. Sheri Swift stated that beauty is sometimes born of pain and I'm feeling those words in my soul. We witnessed some truly horrific events in 2020 but the opportunity to make a difference has never been as needed and welcomed as it is today. I couldn't be more proud and in awe of our staff who showed up every day to serve; putting themselves at risk to help those most vulnerable. I'm in awe of our clients who are more resilient than we give them credit for. I'm in awe of our community who have been more supportive and generous than I ever could've imagined. While 2020 is a year many of us would like to forget, I am thankful for the lessons it has taught us and the gratitude that I have for my family, my staff, my agency, my community, and my nation.

With gratitude,

Danielle Amrine

CEO

SERVICE COORDINATION

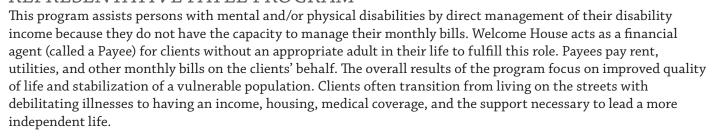
The Service Coordination area provides assessments, outreach, case planning, financial education/budgeting, housing counseling, employment support, and community referrals services. Service Coordinators work directly with residents staying at Welcome House shelter and other local shelters, as well as individuals and families who are homeless or at-risk of being homeless. Service coordinators meet with clients weekly (sometimes daily), to provide support and direction. After clients obtain housing, they are offered additional in-home visits to help keep them on their targeted plan of self-sufficiency and to provide additional support for up to six months.

In 2020....

- Service Coordinators worked with a total of 466 individuals; 341 adults and 125 children
- 59% Exited into permanent housing
- 34% Increased their total income
- 90% Accessed healthcare and other benefits

Income & Benefits

REPRESENTATIVE PAYEE PROGRAM



In 2020....

- The Payee Program assisted 115 individuals with physical and/or mental disabilities by direct management of their disability income
- 100% Of payees maintained housing and developed a budget and savings plan
- Over \$1,000,000 in payee funds were managed through Welcome House staff

OUTREACH PROGRAM & MEDICAL RV

The Outreach Program, called Open Door, is an interdisciplinary team composed of 3 members – a Kenton County/Campbell County outreach worker, a Boone County outreach worker and a Nurse Navigator. Our goal is to bring emergency stabilization services to the aforementioned counties, and also rural counties. The outreach team's priority is to spend time searching for those experiencing homeless as well as to build relationships with them as we address physical and emotional needs. The team continues to knock down transportation barriers by meeting the clients where they are in the community.

In 2020....

- 801 Individuals were served through Open Door
- 64% Of those served were men
- 33% Of those served were women





Income & Benefits (cont.)

SOCIAL SECURITY OUTREACH PROGRAM

The Social Security Outreach Program (SSO) uses the S.O.A.R. (Social Security Outreach, Access & Recovery) method to complete Supplemental Security Income (SSI) and Social Security Disability Insurance (SSDI) applications for individuals who have mental and/or physical disabilities and who are homeless or at-risk of becoming homeless. Partnering with the Social Security Administration and Disability Determination Services, the program seeks to identify, support, and alleviate individuals from poverty and homelessness by helping to provide stable, permanent income, access to medical insurance programs such as Medicaid and Medicare, and social services coordination.

In 2020....

- 39 Applicants were assisted in applying for social security benefits
- 32 Claims were accepted through the S.O.A.R program



SHELTER FOR HOMELESS WOMEN AND CHILDREN

The Welcome House Shelter for Homeless Women and Children provides a safe place to stay for approximately 35 homeless women and children each night. Residents of the Shelter work with Service Coordinators and other Welcome House staff to increase income and access affordable housing, while removing any challenges or barriers to success. While working toward greater stability, clients are offered a safe place to live, nutritious meals, hygiene supplies, and extra assistance (such as help with transportation and referrals to area resources). Shelter residents benefit from the caring support of a 24-hour staff, volunteers, and donors who help meet their needs.

In 2020...

- 145 Individuals stayed at our Shelter (102 adults and 43 children)
- The average length of stay at the Shelter was 68 days
- 99% of the households met and worked with a Service Coordinator to establish goals pertaining to income and housing
- 48% Exited shelter into positive housing outcomes

KING'S CROSSING APARTMENTS

Eight subsidized apartments (efficiency, 1, and 2 bedrooms) are located in the Eastside neighborhood of Covington. Tenants must be homeless at the time of application and a member of the household must have a disability.

SCATTERED SITE AFFORDABLE HOUSING

23 Apartments (efficiency, 1, 2, 3, and 4 bedrooms) with subsidies are located in the Mainstrasse neighborhood of Covington, and 19 efficiency apartments are located in the Eastside neighborhood of Covington. Welcome House completely renovated these units to create a modern and updated living space.

RAPID RE-HOUSING

This program provides rental assistance so that individuals and families can move quickly from a shelter or living on the streets into an apartment of their own. The assistance provided is customized to match the individual needs of each household; some households receive one-time assistance while others may receive assistance over several months until they are stable.

In 2020....

- 135 Individuals were served with Rapid Re-Housing Assistance and 71% obtained stable housing
- 17 Individuals were served at King's Crossing and 100% maintained permanent, stable housing



GARDENS AT GREENUP APARTMENTS

The Gardens at Greenup is a supportive housing program for families. This program offers affordable, stable housing consisting of 20 units containing 2, 3, and 4 bedroom apartments. It is designed to strengthen families by providing affordable, subsidized housing with on-site support services which include Service Coordination, education planning and support, career planning, financial literacy, life skills training, and childcare. The program is unique in setting a holistic standard for self-sufficiency, including personal growth development, family activities, and building a community of support. Requirements for residency include: having at least one child in his or her custody, willingness to actively engage with his or her Service Coordinator for family case planning and goal development. Residents may stay in the program as long as they are working toward fulfilling their long term goals. The length of stay is determined by the resident's progress on goals and compliance with the program, and all residents are expected to sign a 1-year lease upon entry.

In 2020....

- Gardens at Greenup served 21 households
- 59% Of the residents were children age 5-12
- 24% Of the residents were children age 5 and under



Housing (cont.)

OPPORTUNITY YOUTH HOUSING INITIATIVE (OYHI)

The Opportunity Youth Housing Initiative, for youth ages 18-24, is the only program in Northern Kentucky where homeless youth receive support with income, housing, health, and education. While our clients are in transitional housing we work with them on four main areas: income, permanent housing, health, and education. Every client is unique and we create a case plan that works to meet the special goals and needs of each individual. We know that this age group is a critical stage in life where they could end up chronically homeless for the rest of their lives. We try to prevent that by offering our continuum of services to each youth we serve.

In 2020....

- 23 Transitional-age youth were served
- Three were 18 or younger
- 35% Were male
- 65% Were female



TENANT BASED RENTAL ASSISTANCE (TBRA)

The most common type of TBRA program provides for payments to make up the difference between what a household can afford to pay for housing and the local rent standard. TBRA funds may be used to provide rental assistance to help pay the cost of monthly rent and utility costs, and to pay security deposit assistance to tenants regardless of whether rental and utility subsidies are being provided.

In 2020....

- 16 individuals were served through our TBRA program.
- 56% of those served were under the age of 5.

VICTIMS OF CRIMES ACT (VOCA)

Victims of Crime Act (VOCA) is the only federal grant program supporting direct assistance services to victims and survivors of all types of crimes. The primary purpose of the VOCA grant program is to extend and enhance services to crime victims and crime survivors.

In 2020....

- 140 Individuals were served under our VOCA funding
- 77% Served were females
- 47 Of the individuals served were children under 18 years old



COVID-19 RESPONSE

The year 2020 has been a whirlwind for Welcome House. We have been through so much and while there has been a great deal of trauma and sadness, Welcome House took steps to ensure the safety of our homeless neighbors and our brave staff.

Welcome House implemented its infectious disease protocol in early March.

- · Our Women's and Children's shelter went on lockdown.
- The King's Crossing location was shut down and services were provided out of our 205 W. Pike Street building in a limited capacity.
- 70% Of our staff worked from home.
- We utilized hotel rooms for clients that had compromised immune systems
 and are at the highest risk, and we utilized hotel stays to get families who are
 on the streets OFF the streets.
- Registered nurses from NKU tested shelter clients and staff for COVID-19, and treated anyone with symptoms to help lessen the strain on our healthcare system.







The Welcome House Street and Medical Outreach teams are active in all Northern Kentucky counties. Our teams still went camps and other areas to check on people and take temperatures. We provided hand sanitizers, emergency blankets, packs of food, COVID-19 information and discouraged gatherings of 10-plus people. Through an innovative partnership with Elite Outdoors we provided handwashing stations so the homeless had access to clean water and could practice good hygiene during this pandemic. Welcome House has worked with governments and non-profit partners to provide shelter to the homeless during the pandemic. We utilized the Northern Kentucky Convention Center as an emergency shelter before moving the 40-plus guests to a hotel. We also opened a Winter Shelter at our Gardens Center on Greenup Street where we served up to 30 individuals (men and women).

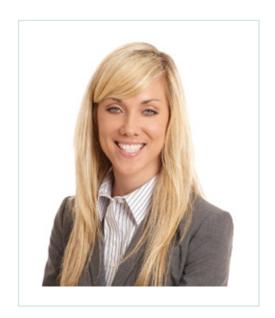
At the NKY Convention Center and the Hotels, we served a total of 226 individuals where the average length of stay was 66 days.

At the Winter Shelter, we served a total of 31 individuals for a total of 719 bed nights. Welcome House is leading efforts to plan for the next disaster. We assembled and tracked all available data regarding the COVID-19 community response to the homeless population that helped us prepare a general debrief that identified indicated actions. This was in effort to facilitate discussions among nonprofit and government partners.

LETTER FROM OUR BOARD CHAIR

Dear Partners,

What a year 2020 was for everyone! I could never have imagined that we would experience a global pandemic. Not only was I apprehensive for my own friends and family, but I found myself deeply concerned about how we would be able to respond to and continue to serve our most vulnerable homeless neighbors. Shortly after the pandemic hit our community, I was happy to learn that Welcome House implemented infectious disease protocols and that it would remain open, as safely as possible, to help those in need. As essential workers, the staff at Welcome House bravely stepped up to not only continue to provide much needed services to the homeless in our community, but even expanded the breadth and scope of services it provided. Welcome House worked with local



governments, partnered with other non-profits and had staff-member teams active on the ground serving the homeless in our community. I was in sheer awe of the courage, strength and compassion that the Welcome House staff exhibited during this turbulent and unparalleled time. I, along with my fellow Welcome House board members, are so appreciative and proud of the staff members and volunteers who put their own safety at risk to protect our neighbors in need.

Not only did Welcome House remain accessible during the pandemic, but it was able to open two emergency shelters at the Northern Kentucky Convention Center and two at local hotels. Welcome House persevered to demonstrate to our friends, neighbors and advocates the commitment it has to our community and its determination to positively impact the people we serve. It has been a tremendous inspiration and honor to work amongst the amazing team of staff, volunteers and community leaders during the past year.

On behalf of Welcome House and the people we serve, I would like to express our deepest and sincerest gratitude to our community and supporters. I am excited to see what the upcoming year will bring. I know that there are many projects on the horizon that will further our mission of providing a continuum of services to end homelessness and provide stability for each person we serve. The future is bright at Welcome House!

Best regards,

Alyse Hoffer Board Chair

<u>volunteers</u>

Volunteers are essential to the success of Welcome House. Without the support and help from numerous individuals and groups, we would not be able to provide the level of service that we strive for.

In 2020, Welcome House had 543 total volunteers. Out of these 543 individuals, 78 volunteered in direct services and 465 in indirect services. These individuals contributed a total of 1,498 hours of volunteer work to Welcome House which is the equivalent of \$33,236 in cost-free assistance.

In-Kind Donations

In 2020, Welcome House received \$94,618 in food and non-food donations. Because of your generous donations hygiene was no longer a barrier to our client's success as they went into job interviews, the holiday season was a time of joy rather than stress, each client was able to enter their new home with a fresh pillow, bedding, and a set of dishware. Having these items donated not only brings joy to our clients, it sets them up for success!

Food donations continued to make an impact in 2020. Essential items donated to our shelter, such as cereal, pasta sauce, and canned soups, allowed our staff and volunteers to create delicious meals for the residents all year round. Meal donors provided hundreds of home cooked meals, allowing us to stretch your shelf-stable donations even further! Other food items helped fill the gaps for clients who may have missed a meal or have growing children who eat more than their SNAP benefits provide.

Our donation wish lists can be found at: welcomehouseky.org/get-involved/wish-list-items



Welcome House Outreach

Welcome House Outreach, also referred to as the WHO, has been an auxiliary fundraising group for Welcome House since 1990. The WHO organizes and hosts the annual Summer Sunday event held the first Sunday in August and the WHO Shower in April. The group is comprised of approximately thirty women who donate their time and energy toward making these events and their volunteer work successful. In 2020, the WHO raised over \$50,000 for Welcome House! In addition to their event support, the WHO members also volunteer monthly by making a meal for the women and children in our shelter and contribute frequently to our in-kind donation efforts.

These women have been a strong source of support over the years and we are extremely thankful for their consistent support.

Karen Cady Laura Canter Louise Canter Cindy Carl Karen Daugherty Lynn Faulkner Dana Griffin Juanita Griffin Elizabeth Heist Ann Hemmer Pat Hemmer Kristen Inman Terri Jameson Brittaney King Marie Piccola Rebecca Reckers Amy Ryan Ashley Simmons Karen Smith Taylor Wolfe Jean Zeck





Events

MARDI GRAS

The Northern Kentucky Restaurant Association (NKRA) presented the 29th Annual Mardi Gras for Homeless Children on Tuesday, February 25, 2020. Due to the COVID-19 pandemic, this year's event was held virtually, but was still a very memorable evening that generated revenue for Welcome House and two other nonprofits. In 2020, Welcome House raised \$30,220 to help meet the needs of children staying at the Welcome House Shelter.

Queen Sponsor: Greenhouse Renovation Services Inc., Access Audio and Video Inc.

Jester Sponsors: Welcome House Board, Wendy's, Fidant Wealth Partners, YMCA of Greater Cincinnati

Platinum Sponsor: Steve Meyer, Kevin Hannon – Connetic Ventures, Richard Meyer and Friends,

Gongola Financial, Bean Haus Bakery & Café

Shared Sponsors: Heartland Payment Solutions, Tech 24, American Legion Auxiliary, Del Gardo's,

Chef's Warehouse, Ecolab, Pepper Construction, Modelez International, Schott

Foundation, Strategic Employment Benefit Services, Wobble Stoppers,

Commonwealth Hotels Inc. & Collection

ANNUAL HOUSEHOLD SHOWER

Hosted by the Welcome House Outreach (WHO), this year's shower looked a little different due to the COVID-19 pandemic. Instead of a traditional sit-down event, guests donated new household items through a drive up & drop off at Lakeside Christian Church in Lakeside Park. Attendees brought new-home gifts, such as comforter sets, bath towels, crock pots, and much more. These items are extremely important as our clients move into stable housing. Instead of spending their limited funds on basic household necessities, they are able to save this money for their down payment, furniture, or any number of other moving and living expenses.

SUMMER SUNDAY

The Tenth Annual Summer Sunday event, hosted by the WHO, was held virtually on Sunday, August 2nd, 2020. Guests were able to have their own Summer Sunday at home by bidding on several raffle items and cash prizes. Money raised by the event allows Welcome House to continue operating the Shelter and provide the continuum of services to meet clients where they are in their journey of homelessness. This is the only fundraising event where ALL revenue goes directly back to Welcome House and the clients we serve. In 2020, the event raised over \$53,000 which helped provide 1,485 bednights in our Shelter for Homeless Women and Children.

Special thanks to our 2020 Summer Sunday sponsors, which include:

Platinum Sponsor: Direct Express

Gold Sponsors: Baird Tapke Group, David J. Joseph, St. Elizabeth, Fidant Wealth

Partners

Silver Sponsors: Bilz Insurance, Toebben Companies, Bill & Jean Zeck, John &

Juanita Griffin, Turner Construction, Pat Hemmer



financials

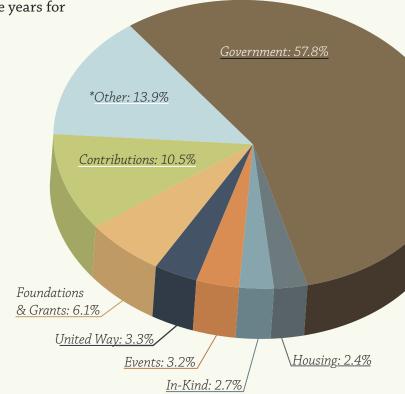
In 2020, Welcome House had net assets of \$12,178,588, revenue of \$7,918,373, and expenses of \$3,610,832.

*Net Income surplus reported during the year is due to donations provided in 2020 that are restricted for us in future years for capital development.

Revenue:

Contributions	10.5%
Events	3.2%
Foundations & Grants	6.1%
Government	57.8%
Housing	2.4%
In-Kind	2.7%
**Other	13.9%
United Way	3.3%
TOTAL:	100%

^{**}Other represents proceeds generated from Welcome House's investment funds, program fees and rental income.



Expenses:

<u>Programs = 78.2%</u>

Administration = 17.6%

Fundraising = 4.2%

HERITAGE (Gifts greater than \$25,001)

Anonymous Greater Cincinnati Foundation John & Sandy Kenkel United Way

LIFE (Gifts of \$10,001 to \$25,000)

Anthem, Inc. Apartment Assoc. Outreach, Inc. Comprehensive Health Management Horizon Community Funds PFAU Foundation Seven Hills Church The Spaulding Foundation United Way-EFSP

HOPE (Gifts of \$5,001 to \$10,000)

Brighton Center Bruce Walters Pat Hemmer St. Elizabeth Hospital

SPIRIT (Gifts of \$1,001 to \$5,000)

Betsy Bartone BHB Properties LLC Deborah Borchers Michael & Teresa Brennan Frank Burns Chas H Bilz Insurance Agency, Inc. Church of the Blessed Sacrament Philip Cohen Donald & Sue Corken, Jr. Direct Express Delivery **Duke Energy Foundation** Steve & Mary Elsbernd Estate Of William Miller Fidant Wealth Partners Laurel Fitzgerald Gloria Dei Lutheran Church Will R. Gregg III John & Juanita Griffin Joseph Haas M.D. Charles & Diane Hammond Kevin Hannon Carl & Bonnie Hosea Stephanie Huhn Interact for Health formerly Health Foundation Cheryl Johnson & Jerry Rapien Kroger Community Rewards Barbara J. Leonard

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ESTEEM

(Gifts of \$501 to \$1,000) Andrew Crawford Barbara Powers Cindi Sinkula Jim Berg Kathleen Rosing Kathy Symons Paul Edgett William Hemmer Jr. Alyse Hoffer Baird Foundation Inc. Ben & Agnes Wessels Brian Dickman Catherine Hellmuth Charla Rollins Chris & Melinda Greenwood Congregation of Divine Providence David & Patricia Quast Don & Rebecca Rolf Donald & Mary Able Ecollectic Jewelry Designs, LLC Elizabeth Stewart-Pirone & Joe Pirone Elizabeth Vara Faurecia Florence Rotary Club Foundation YourCause, LLC Frost Brown Todd LLC

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STABILITY

(Gifts of up to \$500) Mike Ackley Karen Acuff Julie Adams James & Judith Adams Patty Adams ADM (Wild Flavors Inc.) Michele Alford-Shaw & Robin Shaw Amazon Smile Ron & Mary Amend American Legion Aux 203 Danielle Amrine Aaron & Angela Anderson Donna Anderson Charles & Jane Andrew Eugene & Rosanna Ardine Nancy Arlinghaus William & Mary Kay Armstrong Timothy & Kirsten Auch Dennis Augur Terry Averbeck William Avery Terri Babey Bachman Foundation Lindsey Bahr Donald & Diana Bahr Ralph & Patricia Bailey Tom Prewitt & Jamie Baker-Prewitt Ruth Bamberger Gerald Bandy Angela Barcol Wendy Barger

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Karen & Terry Cady

Barnes Insurance Group

Gretchen Bartley

The contributions listed below are funds received above and beyond funds given through government agencies and pass-through dollars. Every attempt was made to include all individuals/groups who made a contribution to Welcome House in 2020. Please forgive any inadvertent misspellings or omissions. WE ARE GRATEFUL FOR YOUR SUPPORT!

STABILITY cont. (Gifts of up to \$500)

Michael Cahill
Judith Cahill
Elizabeth Callan
Laura Canter
Linda Carey
Rita Carpenter
Barb Carpenter
Ron Carrick
Lucinda Cecil
Lane Chapel
Chris Chase
Heather Churchman

John & Vickie Cimprich Cincinnati Alumnae Chapter of Delta Gamma Michael Cioffi

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First Christian Church Covington

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Catherine Jetter
Sharon Johnson
Jerra Johnson
Sheila Jones
Janet Josken

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Lori Keith Michelle & James Keller Dennis & Michele Kelley Don & Rebecca Kelm Kendra Scott LLC Dennis & Laura Kennedy

Siena Kennedy

Kenton County Airport Board James & Mary Kersteiner

Madhav Ketkar

William & Mavourneen Kiely

donations

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Edwin & Lois Knochelmann

Joyce Knoebber

Margaret & Thomas Knorr

Scott Knox

Jacqueline Knuckles Julia Koenig Jerry Kohlhepp Marcia Kohorst Mark & Amanda Kolar

Thomas & Mary Lou Kordenbrock

Kordenbrock Interiors Charles & Ruth Korzenborn

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Marissa Lacy
Marsha Ladenburger
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John & Kim Lawless Amy Lawson Jim Lazzari

Hein Le & My Le Tran Megan Leasher Patricia Lee Steve Leeper Rebecca Leopold

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Taylor Bray, Shelter Lead Advocate
Carrie Wynn, Shelter Advocate
Laura Johnson, Shelter Advocate
Misty Lester, Shelter Advocate
Macey Means, Shelter Advocate
Candice Sy, Shelter Advocate
Emily Ricket, Shelter Advocate
Traci Stone, Shelter Advocate
Melissa Blanton, Shelter Peer Support

^{*} represents Welcome House employees as of December 31, 2020



OUTREACH & STABILITY

Kashauna Shepherd, Outreach & Stability Supervisor
Andrea Price, Payee Account Manager
Morgan Koranda, Street Outreach Nurse
Robin Estridge, Street Outreach Service Coordinator
Lemuel Israel, Payee Account Manager - Lexington
Bethany Delaney, Payee Account Manager - Lexington
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A special thank you to our staff who work tirelessly to make our mission of ending homelessness possible. It is because of you that we are truly able to take our clients from housing uncertainty to housing stability. You are appreciated more than you will ever know.









Ending Homelessness

P: 859.431.8717 F: 859.431.6297 205 W. Pike St. | Covington, Ky 41011

WelcomeHouseKy.org













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MISSION & VISION

Our vision is to be a leader in guiding clients from housing uncertainty to housing stability. We accomplish this through the services we provide, such as housing, service coordination, and outreach & stability.

Our mission is to provide a continuum of services that will end homelessness and promote stability for each person we serve.

OUR VALUES

COMPASSION: We seek to understand without judgment each individual's unique environment and needs

ADVOCACY: We believe in speaking on behalf of those without a voice; to participate in creating solutions to homelessness by building healthy communities through networking, service, capacity building and creating communities of support.

INTEGRITY: We serve our clients with warmth and compassion and never take for granted the generosity of our donors and volunteers.

QUALITY: We hold ourselves to the highest professional standards, which are reflected in the quality of our programs, our people, and in the communities we serve.

LEADERSHIP: We develop innovative and sustainable processes and programs focused on providing safe shelter and supporting the transition out of homelessness.

COMMUNITY: We foster community by creating opportunities for connection, relationship building, and belonging among those we serve, along with our neighbors, partners and employees.