

# 2021

## IMPACT REPORT





Dear Guild Community,

**If there's one thing the last several years have taught us, it's that no one can go it alone.**

At Guild, we know from our work with clients that partnership and collaboration lead to stability, healing, and growth. This year, we've felt just how critical those values are as we partner together and lean on our community partners for support.

**We've built spaces where partnerships can thrive, and we're not done yet.**

We're proud of the work we're doing with Dakota, Scott, and Anoka Counties to create state-of-the-art crisis and recovery facilities, as well as connect those experiencing homelessness with key programs to help get them housed. We're building partnerships with organizations to ensure individuals from all backgrounds are able to access our services. And we're collaborating with partners across our sector and policymakers to create change that will address sustainability and sector concerns for the long haul.

**We're tackling the workforce crisis together.**

During the pandemic, so many of us took time and space to reassess our lives, and our livelihoods. This work requires fortitude and perseverance, and like many organizations, we've experienced high turnover in the past couple of years. But we know the workforce problem is complex, and as such, it requires creative solutions. We're committed to improving our employee experience, and collaborating with other organizations to develop an education-to-workforce pipeline that will benefit all of us and the individuals we support.

**Last but not least, we saw our supporters show up as true partners.**

Guild's supporters always show up for us. We are filled with gratitude for each and every one of you who made financial contributions, volunteered, or showed up in other ways this past year. Even without the promise of a meal and the masking requirement, our annual Ladder of Hope event was proof that you are eager partners, and that you care about helping empower our community members to lead stable, fulfilling lives. That attendance and generosity reenergized our staff to continue to do our work.

In the following pages, you will find more detail on these and other initiatives from this past year, and learn more ways Guild is committing to serving our clients and communities in the years to come.

Thank you for your continued partnership,

Julie Bluhm  
CEO

Ross Eggers  
Chair, Board of Directors



## PARTNER SPOTLIGHT

### Addressing Homelessness in Anoka County

For the last three years, Guild has been providing outreach services in Anoka County, connecting people experiencing homelessness with support programs. But as homelessness rates in Anoka County have increased, so have the service needs—and staff shortages have hindered the County's ability to meet the demand on their own.

Bolstered by confidence and trust thanks to our ongoing collaboration, Anoka County called on Guild for support to help meet the need. Commissioner Meisner shared her thoughts on the partnership, saying, **"Community service is my background and I've been involved in local issues long before I was a Commissioner. As an elected official, I see the importance of having strong partnerships with other agencies to tackle our most complicated problems. Guild has been crucial to addressing homelessness in our community. I have seen first-hand how their street outreach programs have allowed us to connect those experiencing homelessness when they need it the most."**

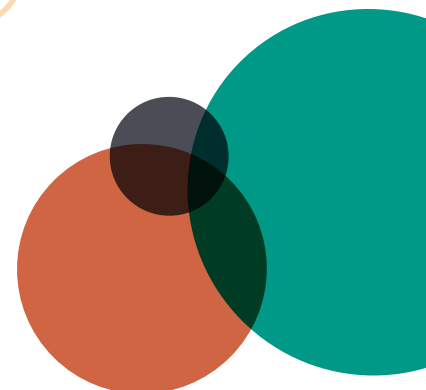
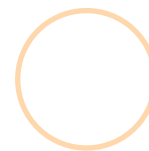
This partnership aligns directly with our core value of collaboration, as well as our strategic pillar aiming for intentional growth, rooted in the need for strong partnerships where all parties lean into their highest value. We are proud to partner with Anoka County in this important work, and look forward to our continued partnership as we address homelessness today while working together towards longer-term solutions.



“

**I have seen first-hand how their street outreach programs have allowed us to connect those experiencing homelessness when they need it most.**

Commissioner Meisner  
Anoka County



# By the Numbers: Our Impact.



2,175

individuals  
were served in 2021



85%

of clients  
are satisfied with the  
services they receive  
at Guild



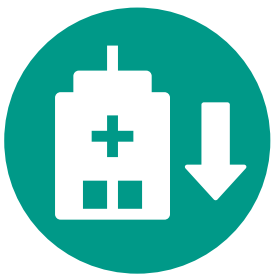
91%

of clients (agencywide)  
made progress on a  
personal recovery goal



79%

of housing clients  
obtain/maintain housing



6%

decrease  
in client psychiatric  
hospital days



319

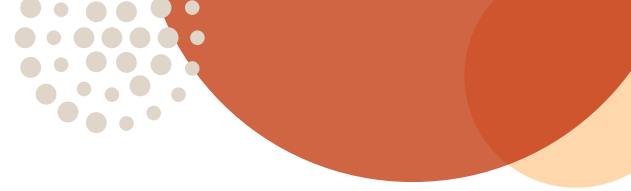
clients  
were employed  
in 2021



222

individuals  
were served in our Intensive  
Residential and Crisis  
Programs





## CARF Accreditation for Three More Years

In January, Guild underwent an in-depth review process with the Commission on Accreditation of Rehabilitation Facilities, better known as CARF International. CARF is an international organization that puts together a (very large) set of standards representing best practices in social service agencies and accredits more than 60,000 programs in over 28,000 locations across health and human services.

Guild is proud to have received the highest rating possible and accreditation for three more years. In his letter to Guild, President of CARF, Brian J. Boon, PhD, said, "This achievement is an indication of your organization's dedication and commitment to improving the quality of the lives of the persons served."



## Creating a Space That Matches Our Culture

Our new Wabasha office is the space Guild needed to better serve the community. As demand for services has grown, so has our need for space. We designed the first floor to be client-centered, where folks can do everything from picking up medications to meeting with Guild staff in a welcoming space. It's full of light, spacious enough to meet our clients' needs, and a favorite gathering space for staff.

Intentional in our planning, we wanted to ensure our growth did not come at the expense of the welcoming, people-first culture that helps define Guild. The Wabasha office space is open, team-oriented, and large enough for everyone to feel comfortable and productive. The expanded office space gives us the opportunity to support our growth and, most importantly, gives staff the tools they need to better serve our community.



# Initiative Highlight: Guild4All

## CO-CHAIRS

Guild4All is a staff-led cultural responsiveness committee—or employee resource group—with a mission to educate and **empower employees to create change within the organization and the communities Guild serves**. The initiative was founded to ensure we are set up to deliver on our strategic plan's goals around diversity, equity and inclusion, and focuses on four pillars: culture, career, community, and customer service.

Below, read more from co-chairs Anne Boyer and Devia Unklesbay on this important initiative.



**Anne Boyer**  
Team Supervisor,  
Delancey Street Teams



**Devia Unklesbay**  
Health Home Specialist

## culture | career | community | customer service

1

### From your view as Co-Chairs of Guild4All, what are some of the highlights from 2021?

Completing the Guild4All Charter with Stacey Pratt of S Pratt Consulting was a significant accomplishment in 2021. We put together the committee's mission, identified the pillar leads, and outlined the goals Guild4All wants to achieve.

2

### What are some initiatives that Guild4All has influenced within the agency?

We are expanding the conversation around DEI work in Guild. There haven't been many opportunities within the whole agency to do that. Guild4All is creating opportunities for staff to have more conversations about diversity, equity, and inclusion where they may not have had a place before.

3

### How have you seen the various teams within Guild come together regarding DEI work?

Collaboration has dramatically increased. Guild4All is already working with multiple departments to expand our DEI work. That includes working with Human Resources with recruitment and hiring and sitting in on Guild4All the Executive Leadership and Guild Board member meetings.

Guild employees who participate in our DEI trainings tell us they are more mindful both while at work and in their personal lives. They are taking the mission of Guild4All and are implementing it in all aspects of their lives, meaning our efforts to increase inclusion are reaching beyond Guild's walls.

4

### What are you most excited about for the next 12 months?

We are excited to track the progress of our goals, providing more all-agency DEI trainings and expanding on who Guild4All is collaborating with to provide those trainings.



## Driving Change to Address the Workforce Crisis

There are no two ways about it: community-based mental health nonprofits like Guild are in trouble. We're facing a workforce shortage more consequential than ever before, exacerbated by the pandemic but with a long list of contributing factors.

Our staff is critical to meeting our clients' needs. These individuals attend to folks who live with intergenerational trauma, poverty, disability, co-occurring health conditions, other mental health issues, and who struggle to maintain housing. These individuals create deeply personal, critical, often life-saving relationships with our community's most vulnerable, and they are burned out, underpaid, and in short supply.

**We are leading.** We know we can't sit idly by while the future is in flux. We're proud to take a leadership role in local workforce groups and coalitions working to address some of the root problems contributing to the staffing shortage.

**We are advocating.** We're advocating for short-term solutions and emergency funds while building momentum for larger policy change and increased reimbursement rates in the coming years.

**We are changing hearts and minds.** We know that when our clients are brave enough to share their stories, it helps influence the collective narrative about what it means to live with mental illness or experience homelessness. We believe storytelling is critical to changing the hearts and minds of the policymakers and other funders who can help create necessary change.

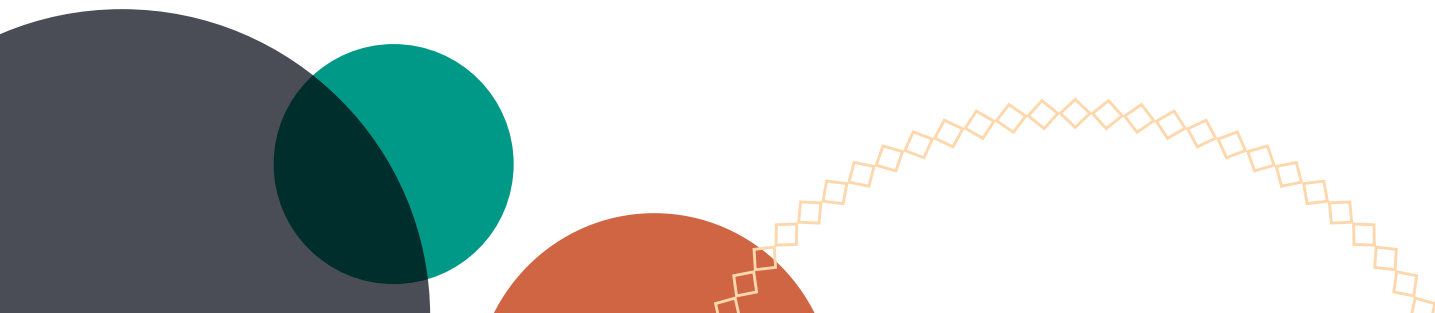
We have experienced a number of small wins of late, primarily in the form of short-term reprieve with no promise of sustainable change in the long term. Your ongoing support of Guild will help us continue working to build a sustainable solution and ensure this field is attractive to the future workforce, ensuring they are compensated appropriately for their transformative work.



# Financials

## Statement of Activities & Changes in Net Assets, Years Ended December 31, 2021

	Without Donor Restrictions	With Donor Restrictions	Total
<b>REVENUE, SUPPORT, AND GAINS</b>			
Program service fees			
MN healthcare programs	\$9,536,362		\$9,536,362
County service fees	1,348,103		1,348,103
Housing subsidies	2,107,030		2,107,030
Resident fees	961,977		961,977
Private health insurance and private pay	230,641		230,641
Grants	2,311,206		2,311,206
Contributions	479,704	958,152	1,437,856
In-kind contributions	8,179		8,179
Debt forgiveness income	2,172,767		2,172,767
Gross event sponsorships and ticket revenue	206,991		206,991
Less cost of direct benefit to donors	(113,886)		(113,886)
Net special event revenue	93,105		93,105
Investment income	21,546		21,546
Change in value of beneficial interest in assets held by others	-	194,143	194,143
Other revenue	35,533		35,533
Net assets released from restriction	946,076	(946,076)	-
<b>TOTAL REVENUE, SUPPORT, AND GAINS</b>	<b>\$20,252,229</b>	<b>\$206,219</b>	<b>\$20,458,448</b>
<b>EXPENSES</b>			
Program services	15,533,847		15,533,847
Supporting services			
Management and general	2,858,694		2,858,694
Fundraising	514,474		514,474
Total supporting services	3,373,168		3,373,168
<b>TOTAL EXPENSES</b>	<b>\$18,907,015</b>		<b>\$18,907,015</b>
Change in Net Assets	1,345,214	206,219	1,551,433
Net Assets, Beginning of Year	3,402,577	1,933,243	5,335,820
<b>NET ASSETS, END OF YEAR</b>	<b>\$4,747,791</b>	<b>\$2,139,462</b>	<b>\$6,887,253</b>



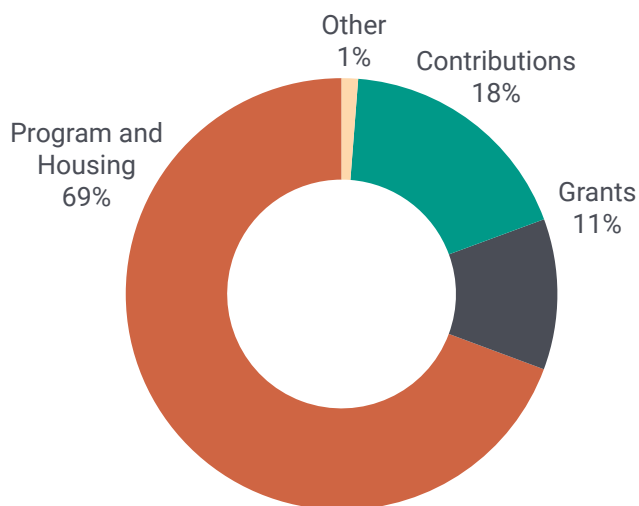


# Financials

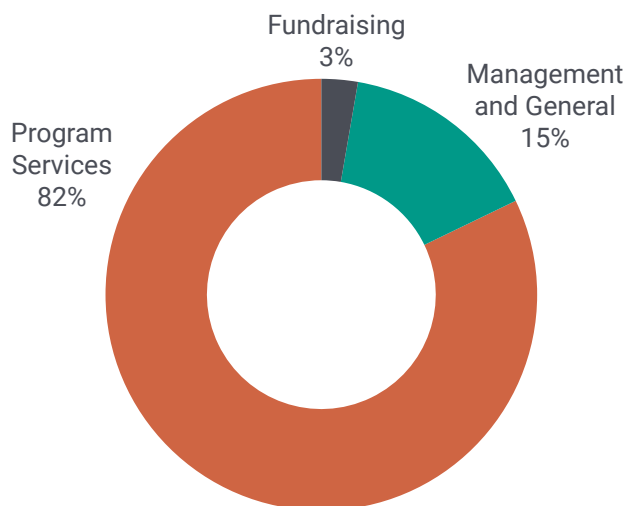
## Statement of Financial Position | December 31, 2021 and 2020

ASSETS	2021	2020
Cash and cash equivalents	4,977,156	4,191,989
Restricted cash	204,586	157,512
Accounts receivable, net	1,020,904	1,122,993
Promises to give, net	785,586	785,586
Prepaid expenses and other net assets	316,352	211,622
Property and equipment, net	2,315,813	2,241,556
Beneficial interests in assets held by others	1,148,943	990,145
<b>TOTAL ASSETS</b>	<b>\$10,769,687</b>	<b>\$9,701,403</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts Payable	195,866	74,793
Accrued liabilities	877,271	912,682
Deferred revenue	5,732	302,249
Notes payable	803,565	922,209
Paycheck Protection Program (PPP) loan	2,000,000	2,153,650
<b>TOTAL LIABILITIES</b>	<b>\$3,882,434</b>	<b>\$4,365,583</b>
<b>NET ASSETS</b>		
Without Donor Restriction	4,747,791	3,402,577
With Donor Restrictions		
Purpose of time restrictions	990,519	943,098
Perpetual in nature	1,148,943	990,145
	2,139,462	1,933,243
<b>TOTAL NET ASSETS</b>	<b>\$6,887,253</b>	<b>\$5,335,820</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$10,769,687</b>	<b>\$9,701,403</b>

### Public Support and Revenue



### Expenses



## Individual Donors

### \$100,000

Anonymous

### \$50,000–99,999

Anonymous

### \$25,000–49,999

Joyce Agnew

Anonymous

Susan Hartzell

Sandy Klas (deceased)

Caroline Stevenson

Maryann Sweeney & John Dyer

### \$10,000–24,999

Nancy C. Aiken

Anonymous

Lynn & Charles Brown

Sara & Pete Discenza

Scott & Mary Beth Erickson

Mary Hoedeman

Janet & Jim Kartheiser

Nick Larson

Dick and Nancy Perrine

Philip Villaume

### \$5,000–9,999

Anonymous (4)

Lucas & Kate Blesener

Brandon Blumenstein

Daniel & Katherine Cole

Michael & Anita Cook

Jack Corley

Catherine Disch

Cay Shea Hellervik

Wendy & Robert Heurung

Sheila & Andy Holt

Tom Klas

Daniel & Constance Kunin

Sarah Luhman

Mary & Charles Michel

Dale & Liz Nugent

Bruce Onnen

Mark & Rebecca Shavlik

Trevor Skaar

George & Lorna Surratt

Katie and Nick Wiedrich

### \$2,500–4,999

Anonymous (4)

Eric Bakke

Joseph W. Bauer

Todd Braufman

Dr. Jessica Brown

Heidi Fisher

John & Theresa Griep

Paul & Patricia Gust

Kyler & Lauren Harder

Mary Holmes Family

Jeffrey Jones

Casey & Kate Larson

Bill Lough & Barbara Pinaire

Joanie Martinez

Barry & Sharon Mason

Connie Naylor

Melissa & Brent Peacock

Suzanne Pearl & Michael  
Bjorneberg

John & Carrie Sandgren

Dan & Carmen Springman

Denise & Gregg Steinhafel

William P. Sweeney

Mark & Mary Taylor

Ann Wanchena

Will & Janet Williams

# Organizational Donors

## \$100,000

Greater Twin Cities United Way

## \$50,000–99,999

The Hubbard Broadcasting Foundation

## \$25,000–49,999

Anonymous

F. R. Bigelow Foundation

Saint Paul & Minnesota Foundation

## \$10,000–24,999

Alerus

American Family Insurance Co

Anonymous

Bituminous Roadways, Inc.

Handy Products Co.

Hardenbergh Foundation

Hayes Family Foundation

Lakeview Bank

Luther Auto Group

Mass Mutual Foundation

Nasseff Mechanical Contractors

NJF Properties LLC

Ray Edwards Memorial Trust

RRW & Florence Berglund Family Foundation

Target

## \$5,000–9,999

Allina Health

Associated Bank

Chip and Mary Michel Foundation of Renaissance Charitable Foundation

City National Bank

Gallagher

Joseph C. & Lillian A. Duke Foundation

Medica Foundation

Minnesota Bank and Trust

Monarch Healthcare Management

Mutual of America

Old National Bank

Schwalbach Family Foundation

South Robert Street Business Association

The Bentson Foundation

The Head Family Foundation

Wilson-McShane Corporation

Xcel Energy Foundation

## \$2,500–4,999

R & M Clark Family Foundation

Allvane, LLC

Birch Counseling

Bremer Bank

Fifth Generation Inc.

Larkin Hoffman

North Risk Partners

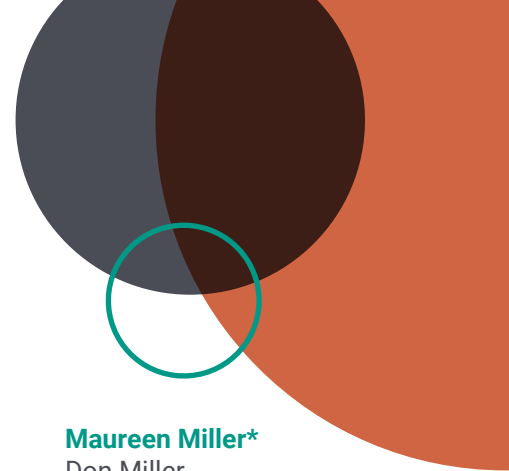
River Valley Church

Tradition Capital Bank

UnitedHealth







## Honorary and Memorial Gifts

The following gifts were made in honor or in memory of a loved one during 2021 (\*indicates memorial gift):

### **Andrew Reid Christensen\***

Jeff Christensen  
UnitedHealth

### **Anne LaFave\***

Susan Roe

### **Audrey Swanke\***

Susan Bergquist

### **Barbara Holzl Speltz**

Christl Holzl

### **Bernadette Corley Troge**

Lori-Anne Williams

### **Bill Marzlof**

Keith Schwartzwald

### **Bill McDonald\***

Virginia Claessens  
McDonald

### **Bill Tuzinski\***

Kathy Tuzinski

### **Butch Gustafson\***

Judy Gustafson

### **Charles Kealy**

Joanne Kealy

### **Christine Corley**

Steven Corley

### **Christine Mork**

Jennifer Lewis

### **Craig Lindeke\***

Elizabeth Lindeke

### **David Hart**

Jim Hart M.D.

### **Deborah Koehnen**

Kay Koehnen

### **Doug Stevenson Phillips\***

Gary Dean

### **Drew Christensen\***

Shari Brandt  
Jeff Christensen  
James Sweeney  
Lowell Bolken  
Rebecca Washington  
Mari McCullough  
Tona Kerslake

### **Frank R. Janisch\***

Barb Janisch

### **Gary Christensen**

Nicole Hansen

### **Gavin Swaim**

Melissa Peacock

### **George Broostin**

Darolyn Gray  
Chip and Mary Michel  
*Foundation of  
Renaissance Charitable  
Foundation*  
Christine Pulkrabek  
John Vandermyde

### **George Helgerson**

Patti Boller

### **Hector Zeller\***

Kim Bingham

### **Jajaime Kiland**

Phil Thorson  
Bob Sledz

### **Janet Arend**

B. Richard Vogen

### **Jean Brase\***

Catherine Adeboye  
Dana Nelson

### **Jean Corley\***

Rita Kohler  
Karen Lamb  
Theresa Anderson  
Kathleen Henderson  
Betsy Friesen  
Jennie Burroughs  
Nancy Sims  
Jan Fransen  
Kathryn Troge  
Nancy Soldatow  
Susan Van Zanden  
Bernadette Corley Troge  
Jack Corley  
Patricia Drazan  
Janice Nelson  
Darlene Bover  
Cynthia Faust  
Marlin Filson  
James Bowe

Joe Ryan

Janet Schmitz  
Jean Runck Cassarie  
Marlys McGuire  
John Leo Corley  
Lori-Anne Williams  
Kris Petrini

### **Jennifer Cook\***

Pat Summers

### **Jennifer Courteau**

David Goodman  
Susan Giroux

### **Jim Kartheiser**

Steve Zaudke

### **Joan Gardner, Melissa Peacock and Chris Porter**

Tasslyn Magnusson

### **John Speltz**

Marc A. Al

### **Julie Esch and John Young**

Amy-Ann Mayberg

### **Julie Fahrenkrug Lawrence\***

Jane Stanley  
Jodi Atkinson

### **Justin Schultz\***

Michael Vogel  
Linda Heuer  
Brent Peterson  
Willie Monteiro  
Kenneth Schultz  
Brian Pascoe

### **Kirsten Girad\***

Petra Blix Ph.D.

### **Lindsay Erin Lough\***

Bill Lough

### **Mark Schommer\***

Richard Vosika

### **Martha Barres**

Mark Barres

### **Mary Kay Marcum\***

Brian Marcum

### **Mary Radmann\***

Mathew Murphy

### **Maureen Miller\***

Don Miller

### **Michelle Adler**

Divine Mark

### **Monica and Dick Engel\***

Joy Robbins

### **Nancy Lindley**

Jane Howard

### **Patricia Heim**

Penny Beuning

### **Patricia McDonell\***

Judith Regnier

### **Ray Monitor\***

Elaine Monitor

### **Rev. Duane J. Nelson\***

Pamela Flenniken

### **Rose Walsh\***

Carol Lugg

### **Sam Beattie\***

Chris Bremer

### **Sam G. Lange\***

Michael Rigney

### **Sean M. Doyle**

Katie Van Ornum

### **T. Mychael Rambo**

Michael-jon Pease

### **Thomas Farnham I and Thomas Farnham II**

Anonymous

### **Todd Braufman**

Yossi Bendet

### **Tommy Carr**

Ann M. Carr

### **Troy Auger\***

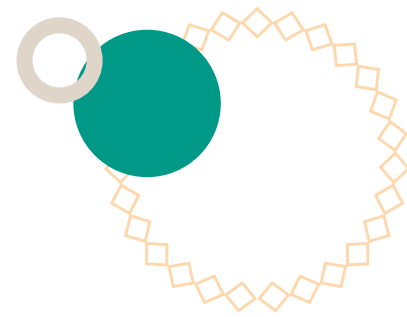
Tammy Elzy  
Nancy Plumbo

### **Turk Anderson**

Anonymous

### **Viola Orndorff\***

Gerald Breidel



Valued Partners,

During the last year, **we've built strong collaborations and lasting partnerships**, leveraging one another's strengths to focus on solving complex problems together, and your support has been essential to that work.

As I've shared, we've made significant policy strides, but there is much work left to be done. Legislative change is among the most critical needs to ensure our ability to do this work sustainably, long into the future. **We need our legislative partners to support rate changes that will sustain us into the future, so we can offer livable wages and competitive pay to our staff.** These wages have been stagnant for years, and severely limit the sector's ability to attract and retain mental health practitioners. Increasing support for community mental health providers is an investment in the health of Minnesota as a whole, and **we need your help to make the case to policymakers.**

You can help by growing your understanding of our communities' mental health needs, and **by sharing personal stories of how Guild changes lives.** Your stories are critical to empower change by helping reduce the stigma around mental health issues, and to our ability to continue our sustainable growth.

**We also need your financial support.** Your investment in Guild is an investment in the future—one where we continue to build powerful places of healing, serve more people in need with high-quality services, and lead critical conversations about mental health in our communities. We have an ambitious goal to increase our annual budget by five percent year-over-year from 2021 to 2024. This growth will enable us to expand our service portfolio, and lean into the services and programs in which we already excel. If integration of services is the "glue" that leads to client success, then your charitable contributions provide the material to fill gaps in services not already covered by reimbursements for services and government contracts.

Your ongoing support is critical to helping us meeting these ambitious but attainable goals.

Guild is well-positioned to realize the future we envision, and that our clients need and deserve. We are strong. We are healthy. We are ready to face the challenges that await us **so long as we have you with us.**

With gratitude,

Julie Bluhm  
CEO

Michele Adler  
Incoming Chair, Board of Directors



## Our Leadership



**Julie Bluhm**  
Chief Executive Officer



**Beth Scheetz**  
Chief Clinical Officer



**Dawn Marie Nelmark**  
Chief Advancement Officer



**Tony Yang**  
Director of Community  
Treatment Services



**Mary Beth Fessler**  
Director of Coordinated  
Health and Residential  
Services



**Amber Michel**  
Director of Housing  
Services



**Paul Bloomer**  
Vice President of  
Finance



**Heather Besonen**  
Vice President of People,  
Space and Technology

## Our Board of Directors

**Ross Eggers**  
Chair

**Michele Adler**  
Vice-Chair

**Rachel T. Schromen**  
Secretary

**Ross Owen**  
Treasurer

**Joe R. Clubb**  
Board Member

**Jessica Docken**  
Board Member

**Dushani Dye**  
Board Member

**Kyler Harder**  
Board Member

**William Marzolf**  
Board Member

**Jeanne Mork**  
Board Member

**Jenni Pinkley**  
Board Member

**Desiree Wallace**  
Board Member

**Bjorn Westgard**  
Board Member

