



# 2022

## IMPACT REPORT



## Dear Guild community,

As I reflect on 2022 and all we accomplished together, I am filled with gratitude. At Guild, we have learned that true partnership and collaboration are the keys to stability, healing, and growth for our clients. This past year reinforced just how critical these values are as we work alongside our partners in new ways to better serve our clients and communities.

The north star of our strategic plan boldly challenges us to develop industry-leading service models and infrastructure, and to become a model, thought leader and advocate for equitable systems and changes. I am proud to say we successfully have built that foundational infrastructure and are now better positioned to grow more assertively to serve more communities, including with our advocacy and innovation efforts.

On the infrastructure side, I am so proud of the leadership and management team we have grown and sustained over the past year. We know that our most valuable asset is our people and our people leaders, and we recognize that investing in our staff is critical to our growth. We have increased salaries, and invested more in leadership training to support our teams' growth and development. We are building connection and community among our leadership, and fostering a culture of support that is critical to their success.

We know that our ability to grow and better support the communities we serve is dependent upon strong partnerships in which everyone plays a role in helping people thrive. An example of this last year is the Dakota County Crisis and Recovery Center project. Dakota County's commitment to partnering with Guild in a mutually beneficial way is the type of partnership critical to the success and health of our communities. Without the small group of West St. Paul neighbors who came out in public support to say, "Yes, in my backyard" to the incredible partners at Dakota County (some of whom you'll hear from later in this report)—this project would not be possible.

At a systems change-level, I'm humbled by our staff and partners' response to increased advocacy initiatives. We recognized the need to be an active, vocal player in identifying opportunities to advocate for our clients with policymakers and to tell stories of healing and growth that help open hearts and minds. While infrastructure is critical, ensuring an accessible and sustainable continuum of care requires more than excellence in service delivery. We're committed to being vocal advocates for legislative, regulatory, and societal changes that will benefit our clients and improve our ability to do our work.

This past year was significant. We have much to be proud of, and we carry that forward to tackle all that work that remains undone: More tense and difficult conversations, more vulnerable and authentic storytelling—more **courage**. From the West St. Paul neighbors who stood up to a vocal minority in support of our work, to the clients who choose to openly share their stories to help break down stigma, to our own leaders who chose to increase staff wages knowing that the decision's sustainability would require our donors continuing to show up for us and growing our base of support.

Thank you for showing up for Guild with courage. We are grateful for your continued support and look forward to continued growth, together.

Sincerely,



Julie Bluhm  
CEO





# Dakota County Project Unanimously Approved

After approval from the Dakota County Board of Commissioners, on December 13, 2022, after hearing from nearly three dozen community members, the West St. Paul City Council unanimously approved our Crisis and Recovery Center project with Dakota County. This much-needed service will help those who need mental health care get help close to home.

## Why Dakota County?

Guild has a more than 40-year history serving Dakota County at our Guild South facilities in South St. Paul. "That long-standing partnership and shared values for providing inclusive, equitable, and culturally responsive services were foundational to an application to the Department of Human Services for project funding that resulted in Dakota County receiving a conditional award of \$3.46 million toward building costs," shared Emily Schug, Deputy Director of Dakota County.

The project is part of an ongoing effort by Dakota County to expand service access and support to people experiencing a mental health crisis. "We know clients often travel many miles from their support systems due to a lack of available care options close to their home, which can harm mental health," Schug said. "People thrive in the community of their choice when they have access to services and support."

## Yes, In My Backyard

When reflecting on what has been personally impactful to Schug about working on this project, she shared:

"It's powerful to hear the voices of people whose lives have been changed as a result of having access to locally available mental health services. Also, hearing from people who lacked access to or would have benefited from having these services in their communities speaks volumes about why this project is so important, now. In public meetings and one-on-one conversations, people have courageously shared personal experiences that reinforce the need and value of a full continuum of locally available, accessible mental health care.

The community need for these services is great. Also, it's been heartwarming to see community members come together in support, welcoming the project; saying 'yes in my backyard,' and removing stigma from discussion about mental illness."

“

I arrived at Maureen's house to welcoming staff whose warm and friendly demeanor made me immediately feel comfortable. I was told exactly what my stay would look like and I really appreciated that I was able to have a private room, all my belongings, while still knowing I was in a safe environment with staff I could check in with 24/7. I also appreciated I was still able to have the opportunities to have outings with my family as family is a huge support for me and that helped my healing. This is not a common accommodation while in a hospital setting."

**Sara, former Guild client**



We look forward to continued partnership with Dakota County as we build towards the vision of a welcoming, safe, healing, and hopeful place for clients, and a community asset now and into the future.

continued from page 3

“

The support I am receiving is second to none. Since 2018, I have been working with Guild and would not be where I am today without the unconditional support!”

**Guild Client**

“

All of the staff was so amazing. I was able to joke around and have fun and be myself with no judgment. I really appreciate everyone I met.”

**Guild Client**

### About the Facility

The Crisis and Recovery Center will be built in West St. Paul on the same grounds as the Dakota County Service Center. It will include Intensive Residential Treatment Service (IRTS) and Crisis Residential Service (CRS), both run by Guild. We estimate that programs housed at the new facility will serve more than 150 people annually. The center will have 16 beds in individual rooms with adjoining bathrooms, plus office spaces, laundry facilities, two kitchens, a shared living room, therapeutic and meditation rooms, and more.

### The Cost of Care

**Residential facilities prevent unnecessary and costly inpatient hospitalization of people by providing an effective next level of care when inpatient hospitalization is not necessary.**

According to the Minnesota Hospital Association, the current average per day charge at urban hospitals for psychosis is \$4,036. Alternatively, the Guild South daily rate is \$555 and Guild Crisis & Recovery Center, Scott County is \$529.



**\$4,036**



**\$555** | **\$529**  
**GUILD SOUTH** | **GUILD CRS**

# Our Impact

Overall

**78%**

of Guild clients reported **progress** on a goal

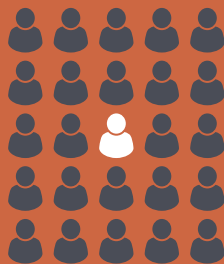


**86%**

of clients were **satisfied** with Guild services



## The Need



Nearly 1 in 25 adults in America live with a serious mental illness. **That's 10 million individuals.** And, one-half of all chronic mental illnesses start by the age of 14.

## Mental Health



**95%**

of individuals leaving their home to be admitted for short-term crisis residential services **stabilized their situation without high cost hospitalization.**

## Employment

**70%**

of individuals in our Employment Program **obtained work experience.**



## Housing



**81%**

of clients obtain/maintain **housing**

“

I honestly think Guild House may have saved my life. The whole house is healing, safe, calm, and positive. It was just what I needed. I also liked that the staff are so qualified—if I needed help at 2am, then someone could help. I've never had that kind of support before, and it was really helpful because I had help when I needed it and learned how to handle things like panic attacks.”

**Guild Client**



# Investing in a Sustainable Workforce

We are facing an unprecedented workforce shortage in our mental health sector. As a result, Guild and other nonprofit and community-based mental health providers are experiencing significant competition for talent and difficulty filling open positions.

This shortage is predicted to worsen over the next five years, with a critical gap in the pipeline of talent entering the field. Despite increased demand and competition, providers like Guild struggle to keep wages competitive as salary expenses outpace revenue from Medicaid and government grants. Staff turnover and position vacancies, coupled with the pressures of inflation, have strained our personnel and financial resources and challenged business continuity.

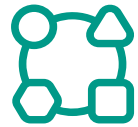
To address this sector-spanning challenge, Guild is taking a multi-pronged approach both within and outside of the organization. Our focus includes:

## Recruitment and Retention



- We are investing in our ability to actively recruit candidates by adding a staff position to our Human Resources team.
- We are working in partnership with other community-based mental health providers on a strategy for developing a talent pipeline from education to employment in the mental health fields.

## Diversity, Equity and Inclusion (DEI)



- We are committed to addressing equity, inclusion, and access as critical components of our mission.
- We have engaged an external DEI consultant to complete a comprehensive assessment, which will guide our ongoing work. Parallel goals include working towards a workforce composition that matches the communities we serve, increasing awareness and education of diversity, equity, and inclusion, and leveraging our resources to advance racial equity.

## Advocacy



- We are advocating for long-term reimbursement rate increases to better support the real costs of our services, with an emphasis on increasing the pay of our staff and retaining talent in our critical field.
- We will also support the creation of a workforce center that will track shortages in mental health staff, and systems changes related to barriers to individuals entering the field.

## Philanthropy



- Our newly-formed Advancement Team is tasked with growing a full spectrum of philanthropic support that will help build the long-term financial health of the organization, create sustainability of our mission, and play a uniquely catalyzing role.

**At Guild, we recognize that our people are our most important and valuable asset. We are dedicated to ensuring that our staff are well-supported, and feel valued and empowered to deliver high-quality services to our clients. Thank you for your continued support as we work towards these goals.**

## Renewed Commitment to DE&I

Guild's equity work is an integral part of our mission to empower change by engaging individuals and communities and elevating their voices. We are committed to addressing equity, inclusion, and access to services as critical components for the fulfillment of our mission. We are working towards a culture of shared ownership for a 'Guild of the Future' where all people across identities and intersectionalities can thrive. We aspire to achieve five broad goals in our equity work within and outside of the agency:

1

Guild prioritizes its financial and people resources to initiatives or projects that advance racial equity.

2

Guild increases the cultural humility of staff so they may engage each other and communities as anti-racists and allies of the many communities who are the targets of hatred, discrimination, and violence.

3

Guild, in working towards equity, will apply an intersectional lens to policies and decision-making that recognizes the many racial identities, ethnicities, religions, sexual orientations, abilities, genders, etc. among the individuals and communities it serves.

4

Guild's workforce and decision-making represent and amplify the voices inherent in such diversity.

5

Individuals are empowered to move from self-education and reflection to engaging in actionable change that dismantles systemic racism.



# Financials

## Statement of Activities & Changes in Net Assets, Years Ended December 31, 2022

	Without Donor Restrictions	With Donor Restrictions	Total
<b>REVENUE, SUPPORT, AND GAINS</b>			
Program service fees			
MN healthcare programs	\$11,283,476	-	\$11,283,476
County service fees	1,140,330	-	1,140,330
Housing subsidies	2,111,690	-	2,111,690
Resident fees	1,063,893	-	1,063,893
Private health insurance and private pay	(12,100)	-	(12,100)
Grants	2,164,496	-	2,164,496
Contributions	337,409	1,176,111	1,513,520
In-kind contributions	15,705	-	15,705
Debt forgiveness income	2,015,342	-	2,015,342
Gross event sponsorships and ticket revenue	217,735	-	217,735
Less cost of direct benefit to donors	(160,236)	-	(160,236)
Net special event revenue	57,499	-	57,499
Net investment loss	(5,520)	-	(5,520)
Gain on sale of asset	215,938	-	215,938
Distributions from and change in value of beneficial interest in assets held by others	-	(109,472)	(109,472)
Other revenue	33,438	-	33,438
Net assets released from restriction	1,115,846	(1,115,846)	-
<b>TOTAL REVENUE, SUPPORT, AND GAINS</b>	<b>\$21,537,442</b>	<b>\$(49,207)</b>	<b>\$21,488,235</b>
<b>EXPENSES</b>			
Program services	15,513,030	-	15,513,030
Supporting services			
Management and general	3,150,038	-	3,150,038
Fundraising	807,495	-	807,495
Total supporting services	3,957,533	-	3,957,533
<b>TOTAL EXPENSES</b>	<b>\$19,470,563</b>	<b>-</b>	<b>\$19,470,563</b>
Change in Net Assets	2,066,879	(49,207)	2,017,672
Net Assets, Beginning of Year	4,747,791	2,139,462	6,887,253
<b>NET ASSETS, END OF YEAR</b>	<b>\$6,814,670</b>	<b>\$2,090,255</b>	<b>\$8,904,925</b>

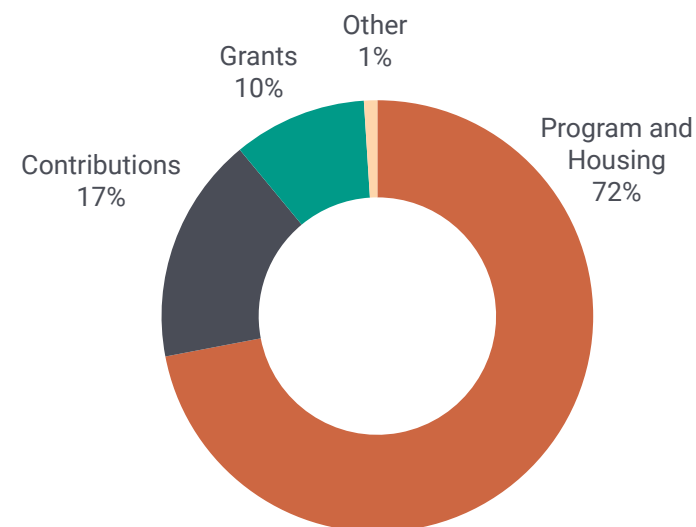


# Financials

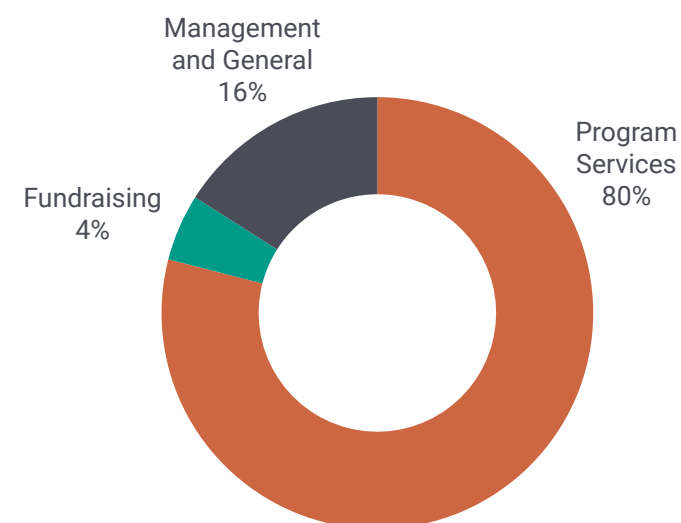
## Statement of Financial Position | December 31, 2022 and 2021

ASSETS	2022	2021
Cash and cash equivalents	4,914,620	4,977,156
Restricted cash	96,850	204,586
Accounts receivable, net	1,294,920	1,020,904
Promises to give, net	992,742	785,933
Prepaid expenses and other assets	309,713	316,352
Property and equipment, net	2,006,985	2,315,813
Operating lease right of use asset	6,110,202	-
Beneficial interests in assets held by others	1,000,663	1,148,943
<b>TOTAL ASSETS</b>	<b>\$16,726,695</b>	<b>\$10,769,687</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts Payable	172,919	177,733
Accrued liabilities	827,599	895,404
Deferred revenue	18,477	5,732
Notes payable	628,474	803,565
Paycheck Protection Program (PPP) loan	-	2,000,000
Operating lease liability	6,174,301	-
<b>TOTAL LIABILITIES</b>	<b>\$7,821,770</b>	<b>\$3,882,434</b>
<b>NET ASSETS</b>		
Without Donor Restriction	6,814,670	4,747,791
With Donor Restrictions		
Purpose of time restrictions	1,089,592	990,519
Perpetual in nature	1,000,663	1,148,943
	2,090,255	2,139,462
<b>TOTAL NET ASSETS</b>	<b>\$8,904,925</b>	<b>\$6,887,253</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$16,726,695</b>	<b>\$10,769,687</b>

## Public Support and Revenue



## Expenses



## Individual Donors

### \$50,000–99,999

Anonymous (2)

### \$25,000–49,999

Anonymous

### \$10,000–24,999

Joyce Agnew  
Anonymous (5)  
Lynn and Charles Brown  
Catherine Disch  
Timothy M. Gray  
Susan Hartzell  
Cay Shea Hellervik  
Barry and Sharon Mason  
Jan Nielsen  
Mark and Joan Prinsen  
Jess and Mark Spaude  
Dan and Carmen Springman  
Barb Steinhauser

### \$5,000–9,999

Aaron Ackerson  
Amy Alworth  
Anonymous (6)  
Mark Bonstrom  
Scott Bredemeier  
Greg Buhl  
Joe and Anne Clubb  
Dr. Wyatt and Georgie Decker  
Scott and Mary Beth Erickson  
Kathy and Mike Gullickson  
Kate Hauer  
Yvonne and John Huizinga  
Shaun and Cindy Irwin

Jeffrey Jones  
Mallory Jorgenson  
Skip and Pat Kiland  
Jonathan Kingsbury  
Melissa and David Klein  
Daniel and Constance Kunin  
Kathy Laridaen  
Michele Lewkowitz-Adler  
and Daniel Adler  
Katherine and John Martin  
Betty J. Meadows  
Mary and Charles Michel  
Charles Mooty  
Dale and Liz Nugent

Ross Owen  
Mark and Naomi Owen  
Melissa and Brent Peacock  
Deb Reutter and Curt Irmiger  
Eric Rislove  
John and Carrie Sandgren  
Mark and Rebecca Shavlik  
Gary and Linda Shelton  
Gene Sieve  
Joelle Swan  
William P. Sweeney  
Gloria Thompson  
William Wrigley

### \$2,500–4,999

Paul and Melinda Batz  
Jennifer Cleveland  
Jack Duffy  
Michael and Britt Ehlert  
Lou and Kelly Gomez  
April Goodin  
Julie Grothe and Peter Wayne  
Paul and Patricia Gust  
Kyler and Lauren Harder  
The Mary Holmes Family

Harriette Irvine  
Steven and Theresa Jorgenson  
Anne Luther  
Bill Marzolf and Maureen Bausch  
Jeff Marzolf  
David Miller  
Leah Osborn  
Brian Parkinson  
Dick and Nancy Perrine  
Nancy Peterson

Lisa Ries  
Cathy Schmidt  
Carissa Skorczewski  
Henry and Sara Stokman  
Scott Thalhuber  
Michelle Wagner  
Will and Janet Williams



## Organizational Donors

### \$100,000

Otto Bremer Trust

### \$50,000–99,999

Anonymous

Greater Twin Cities United Way

Ryan Companies

The Hubbard Broadcasting  
Foundation

### \$25,000–49,999

Alerus

Anonymous

Hayes Family Foundation

Ray Edwards Memorial Trust

Securian Financial Foundation

### \$10,000–24,999

Bituminous Roadways, Inc.

Good Leadership Enterprises

Hardenbergh Foundation

Luther Auto Group

Nasseff Mechanical Contractors

South Robert Street Business Association

The Bentson Foundation

The Head Family Foundation

### \$5,000–9,999

Allina Health

American Family Insurance Dreams Foundation

Benefits Management Group Inc.

Chip and Mary Michel Foundation of  
Renaissance Charitable Foundation

Medica Foundation

Minnesota Bank and Trust

Mutual of America

Nagios

Old National Bank

Refine Wealth Strategies

Schwalbach Family Foundation

Wilson-McShane Corporation

### \$2,500–4,999

Ascend Wealth Management

Associated Bank

Birch Counseling

Canterbury Park

Coldwell Banker Burnet Foundation

Genoa Healthcare

Lakeview Bank

Larson & Larson Financial

Monarch Healthcare Management

North Risk Partners

R & M Clark Family Foundation

Randall Family Fund

Schromen Law

SFM Companies

Tito's Handmade Vodka

Tradition Capital Bank

UnitedHealth

Valley Natural Foods

Wakefield Family Foundation



## Honorary and Memorial Gifts

The following gifts were made in honor or in memory of a loved one during 2022 (\*indicates memorial gift):

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

Lowell Bolken  
Jeff Christensen  
Tona Kerslake  
UnitedHealth

### **Anne LaFave\***

Susan Roe

### **Barb Tracy**

Patrick Tracy

### **Bernice Quinn\***

Susan Bergquist

### **Bill and Jackie Tuzinski\***

Kathy Tuzinski

### **Bruce Nustad**

Council of State Retail Assoc.  
Bruce Nustad

### **Carla Marie Mischke\***

Dave McDonell

### **Chris Porter**

Kathy Wellington

### **Craig Lindeke\***

Elizabeth Lindeke

### **Dick Howard**

Kerry Vermeer

### **Dr. John Vuchetich and the entire ACT Team**

Michael D. Carr

### **Drew Christensen\***

Shari Brandt  
Thomas Flottemesch

### **Francis and Bill Seidl\***

Patricia Seidl

### **Frank and Mary Gaertner\***

John Gaertner

### **Gary Cook**

Thomas Cook  
Thomas P. McManus  
Barbara M. Ralph

### **Gavin Swaim**

Melissa Peacock

### **George Broostin**

Nancy Fahrenkrug  
Kolean Pitner

### **Gerry Wagness**

Susan Bergquist

### **Hector Zeller\***

Kim Bingham

### **Jajamie Kiland**

Bob Sledz  
Phil Thorson

### **Jean Brase\***

Wendell Brase

### **Jean Corley\***

Steven Corley

### **John P. Speltz\***

Pat Kiland  
Laurine Speltz

### **Lila and Robert Cotten\***

Lola M. Goss

### **Nancy J. Martin**

Patricia A. Rolewicz

### **Nancy Martin\***

Daniel Cole

### **Ray Monitor\***

Elaine Monitor

### **Reidun Henrickson\***

Dori Westfall

### **Sam Beattie\***

Chris Bremer

### **Seth Hendricks**

Briana Villarreal

### **The Clique**

Carlyn Korsmo

### **Thomas Meiske**

Susan A. Meiske

### **Tommy Carr**

Charles Mooty

### **Valerie and Irene Johnson\***

Nancy Johnson

### **Will Susens\***

Pamela Flenniken  
Melissa Hensley  
Pat Kiland  
Linda Klas  
Margaret Lundorff  
Brian Marcum  
Sheilah Seaberg  
Sharon Skogen  
Stephanie Susens  
Suzanne Susens

## Valued Guild Partners,

Being the chair of Guild's Board of Directors is a point of pride for me for so many reasons. At the top of the list: The incredible staff, who are so tirelessly committed to the organization's mission. The level of care and dedication they provide to clients is simply unmatched—and, coupled with the integration of services that makes Guild so unique—the organization is making a tremendous impact on so many lives. I hope you, as a Guild supporter, share in that pride. You make this work possible.

Leading the charge is a stronger-than-ever leadership team, who made significant strides in 2022 in bolstering the organization's infrastructure. While data integrity, systems integration, and employee training groups may not always make the list of feature stories, they are foundational to ensuring our ability to grow and thrive.

As we look ahead to future years and our next strategic plan, the approach is not, "go forth and start doing things." The approach is to think about where, how, in what places, and in service of what. We've done everything we can do to solidify the infrastructure upon which we can grow—and we know we'll continue to face challenges such as the hiring crisis and necessary policy and systems change. But with the tireless dedication of this committed staff, our strong leadership team, and a deep commitment to mission—we are confident we can expand our impact.

Your voice is needed. In order to truly meet community need, we must expand our impact beyond our core services. We have to advocate for policy change to ensure our staff are paid adequate wages, that all of our clients can find and maintain affordable housing, that mental health is covered under insurance policies as a standard practice, and so much more. We invite you to give, show up, advocate, and share personal stories. As our CEO Julie Bluhm always says, when we have the courage to share our story, it gives others permission to do the same.

Thank you for your continued support of Guild, and for joining us in our mission to empower change by engaging individuals and communities and elevating their voices.

Sincerely,



Michele Lewkowitz Adler  
Board Chair, Guild



“

I was at my lowest six years ago. I was thinking of ending my life! Guild was like an angel to me. It gave me hope! Thank you to the staff there.”

**Guild Client**

## Our Leadership



**Julie Bluhm**  
Chief Executive Officer



**Beth Scheetz**  
Chief Clinical Officer



**Dawn Marie Nelmark**  
Chief Advancement Officer



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



**Paul Bloomer**  
Vice President of  
Finance



**Amber Michel**  
Director of Clinical  
Services



**Keara Nadeau-Grandy**  
Director of Clinical Services



**Stacie Joncas**  
Director of Clinical  
Services



**Ali Butchko**  
Quality and Compliance  
Officer

## Our Board of Directors



**Michele Lewkowitz-Adler, Chair**  
Executive Committee



**Ross Owen, Vice Chair**  
Governance Committee Chair



**Rachel T. Schromen, Secretary**  
Governance Committee



**Kyler Harder, Treasurer**  
Finance Committee Chair

**Joe R. Clubb**  
Program/Services Committee Chair

**William Marzolf**  
Finance Committee

**Daniel Diaz**  
Finance Committee

**Jeanne Mork**  
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**Jessica Docken**  
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**Jenni Pinkley**  
Program/Services Committee

**Dushani Dye**  
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**Marika Reese**  
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**Ross Eggers**  
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