ANNUAL REPORT
2020

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By changing our service models, we were still able to offer deliciously prepared food, necessary personal kits and a reassuring presence to so many women and families via our front door. Through these many months, Haven was always a verb - never a noun.

This Annual Report captures the details behind our stories, highlights our organization’s accomplishments, and builds trust and appreciation for all who have helped us exceed our goals. Somehow, we managed to tackle some immense agency priorities this year.

Our Board is focused on the future of Rose Haven. We updated our Mission and Values to more accurately reflect our guiding principles and important work. New bylaws were established to better clarify our governance, and Strategic Priorities were defined to direct our agency efforts over the next 3 years.

All of these powerful advances, as important as they are, point to one major achievement. The outstanding work and commitment of the staff and our Executive Director, Katie O’Brien. It was their compassion and creativity which enabled us to overcome this wild year.

I am hopeful not only because of financial position, the guests cared for, and the dedication of our staff, but because I see the grace in the generosity of so many of you who believe in our mission of HAVEN offering: a place of safety, stability, love, health and home.

Gratefully,

Kathy B. Kelly
President, Board of Directors

Mask up...stay 6’ apart...mute yourself...binge on Netflix. This year has indeed been a wild ride. However, I’m so proud of Rose Haven’s agile response in providing for the needs of so many. We have created new ways of proceeding which have brought us together as a community.

The pandemic forced us to create new norms in living our lives. Imagine the pivots Rose Haven needed to make to service 2,500 guests and accommodate Covid-19 protocols while dealing with national and local racial unrest amidst the trauma of wildfires. Rose Haven never missed a beat!

We are bracing ourselves for the inevitable reality that more women and families will need our help over the coming years.”

Board President’s Statement

rosehaven.org

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Our vision is a community where everyone has safety, stability, love, health and home.”

Rose Haven Mission

To provide day shelter, resources, emotional support and community connections to women, children and marginalized genders experiencing homelessness and poverty.

Why Portland Needs Us
Oregon has the 2nd highest rate of unsheltered homeless people in the country, and Rose Haven is the only day shelter and community center in Multnomah County supporting those who are women, children and marginalized genders. We know the greatest contributors to homelessness for women in Oregon include domestic and sexual violence, unaffordable housing, wage inequity, and mental and physical disabilities. We also know that each person’s experience is unique and layered, and that those impacted need a helping hand to navigate the complexities of their worlds.

How We Show Up
Rose Haven is a low-barrier agency that exists not to just meet basic needs, but to nurture souls and improve the emotional, mental and physical well-being of our guests and our community as a whole. We understand our agency exists within larger systems of oppression, and we seek to disrupt those structures through radical hospitality, advocacy on an individual and community level, and meaningful connections to resources. Recognizing the isolation and loneliness that homelessness can create, we work to hold a space where all guests can connect, have voice and be empowered.

Unsheltered people in Multnomah County reporting one or more disabling conditions
Source: Multnomah County Point in Time Count 2019

Women in Portland who are homeless and experienced domestic violence
Source: Multnomah County Point in Time Count 2019

Women earn 53-83% to the dollar that men make, depending upon race or ethnicity
Source: Count Her In Report, Women’s Foundation of Oregon

Portland’s housing expenses higher than the national average
Source: PayScale

78%
59%
53-83%
79%
Our Impact

Rose Haven served nearly 2,500 people last year. The numbers are never reflective of the impact we have truly made...this is especially so in 2020. While our service statistics are phenomenal, they are a small part of the story. They don’t tell us how many lives we’ve saved by providing essential supplies to the chronically homeless who have not been indoors anywhere in nearly a year. They don’t enumerate how many people we educated about the pandemic and the importance of wearing masks, washing hands, seeking medical attention and knowing protocols during this new and scary epidemic. They don’t indicate how many phones we charged, people we gave voter ballots to, or stimulus checks distributed through our mail program. Nor, do they don’t quantify the guests we have laughed with, those we have shed tears beside, or the hearts we have mended over the course of our work in 2020. They are countless.

Children Served – 702

- 346 School Supply Kits
- 901 Diapers Packs and Baby Supplies
- 180 New Winter Coats
- 515 Holiday Gift Bags

- 1,775 Women Served
- 6,222 Outdoor Supplies
- 3,306 Nutritious Meals
- 21,647 Showers and Bathroom Access
- 4,116 Transportation Support
- 10,825 Health and Wellness Activities

- 5,443 One-on-one Advocacy Meetings
- 279 Rental, Utilities and Hotel Vouchers
- 229 Emergency Clothing
- 1,091 School Supply Kits
- 911 Diapers Packs and Baby Supplies
- 180 New Winter Coats
- 515 Holiday Gift Bags

www.rosehaven.org
## Milestones Month by Month 2020

### Jan 2020
- $100,000 Impact Award from ninety-nine girlfriends received
- Traditional indoor services for the new year began
- GiveGuide campaign concluded

### Feb 2020
- Celebration of Life for longtime volunteer, Ageda Kelly
- Valentine’s Day celebration with Oregon Symphony performers

### Mar 2020
- COVID-19 shelter in place began
- Pivoted to all-the-door services
- Advocacy program moves to sidewalk
- Hired In-kind Donations Coordinator, Marie Ellsworth
- Hired Nutrition Program Coordinator, Tracy Lowman

### Apr 2020
- Agency COVID-19 safety protocols established
- Increased direct service allocations for guests by 70%
- Living wage increases implemented for all staff
- Avi Deol named Deputy Director
- Liz Starke promoted to Development Director
- BOD COVID-19 Task Force established
- Friday pop-up events began each Friday in courtyard
- Virtual Reigning Rose Walk raised $538k
- BOD training in Diversity Equity and Inclusion (DEI)
- Social unrest and downtown Portland protests began
- DEI committee established by BOD
- Pride pop-up celebration with guests
- Juneteenth pop-up event

### May 2020
- July pop-up events began each Friday in courtyard
- Virtual Reigning Rose Walk raised $538k
- DEI training in Diversity Equity and Inclusion (DEI)
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- Pivoted to all-the-door services
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- Hired Nutrition Program Coordinator, Tracy Lowman

### Jul 2020
- Shower Program resumed
- PT Development Associate, Megan Owen
- Hired third Advocate, Madison Reed

### Aug 2020
- School supply distribution to 346 kids
- BOD strategic planning process began
- Advocacy support moved back indoors

### Sep 2020
- Wildfires result in Portland having poorest air quality in the world
- Mutual Aid partnerships established
- 2020-21 Youth Outreach Board kicks off service year

### Oct 2020
- Halloween pop-up celebration
- Staff mission, values and visioning retreat
- BOD initiated plans to move to larger facility

### Nov 2020
- Nursing students return onsite
- Harvest Meal of Gratitude pop-up celebration
- Heather Hilligoss promoted to Program Manager
- Updated agency Vision, Mission, and Values adopted

### Dec 2020
- Virtual Branching Out Reception
- Suicide prevention training for staff and key volunteers
- New agency bylaws adopted
- Holiday gift distribution to 535 children and 143 moms
- Gift distribution and outdoor celebration for 130 adult guests
Wellness & Showers
Mental and physical wellness are central to our programming. Showers, bathrooms and hand washing sinks are accessible daily. In addition we have partnerships with various community health workers and student nurses who are available to Rose Haven guests to address their medical concerns both onsite and offsite. This gives our guests the opportunity to get one-on-one advice from a professional on first aid, nutrition, other health related issues.

Communications
We help guests stay connected to social service agencies, housing resources, prospective employers, family and others by providing safe and secure access to mailboxes, phones, computers, phone charging and WiFi, empowering them to stay informed and regain independence.

Children’s Services
Rose Haven distributes baby supplies, diapers, school essentials, clothing and warm coats to hundreds of children. In addition, we host an exceptional gift program bringing new toys, joy and light to more than 500 children in our community during the holidays.

Advocacy
Rose Haven Advocates meet one-on-one with guests to assess their unique situation, offering compassion, guidance and referrals to available resources and support programs. Onsite Advocates also provide financial aid for identification replacements, medical emergencies, transportation, utilities, employment uniforms, rental applications, storage units and other vital resources.

Hospitality
During hospitality hours, Rose Haven provides healthy meals and the opportunity for guests to interact with others in a safe and welcoming community setting while enjoying companionship rarely experienced when living on the street. During 2020, hospitality was provided outdoors where we also held socially distanced celebrations and activities.

Emergency Supplies
With limited opportunity for guests to secure indoor shelter in the city, Rose Haven provides essential items to support guests living outside in emergent situations. Rose Haven distributes life-saving outdoor supplies, emergency clothing, and hygiene kits free of charge to our guests.

Programs Overview

I just want to thank you from the bottom of my heart for the services that you render here on a daily basis.”
Guest Story: Kimmie

Kimmie came to Rose Haven in 2018 when she was pregnant with twins, living on the street and struggling with addiction. Thanks to our Advocacy Program, now she has her own place and is clean and sober. She dropped off donations for us in July 2020, desiring to give back to a place that had done so much for her. Kimmie also wanted to share her story, to give other women who are struggling hope. “If I can do it, they can do it too,” says Kimmie. “If I could just change one person’s life that needed encouraging words, that would make me happy.”

Kimmie credits our Deputy Director, Avi Deol, for saving her life when she offered her a compassionate ear two years ago. Kimmie happened to be walking by Rose Haven, and came inside for help after seeing other women outside. Once through our doors, she immediately felt safe. Over the course of a few months Rose Haven helped her with meals, showers, suitcases, ID, diapers, a mailbox, connection to medical care, and most importantly socialization. She participated in our classes and activities and was inspired to think creatively about how she could overcome her challenges.

“Rose Haven matters because when you have no one else you can turn to, and you are in the streets, you can come to Rose Haven and they will guide you in the right direction of how to become independent. I have overcame drug addiction, and I have overcome the abusive relationships... being abused and being beaten... scared to come out my shell. I am still in recovery, and it isn’t just about the addiction. It’s about homelessness too. That was something I had to overcome, and once you overcome it you are like “I can do this! You don’t have to be ashamed of your life, just take charge of your life and you’ll see where you end up at.”

Kimmie wants to thank all of the donors, staff, and volunteers for taking her in as one of their own. She most of all wants to personally thank Avi for helping her through the darkest times.

“I finally found who Kim was. It took a while, but I found her. Who I am is who I am, and I have come a long way. I now am in my own place, getting therapy, keeping up with doctors and my medicine, and I have a great caregiver. Now I can open my own windows up, cook my own meals and be safe.”

Volunteers

575 volunteers

9,890 total hours

As a volunteer powered agency, the pandemic significantly impacted our onsite workforce. We were challenged to adapt to the necessary social distancing and practices needed to keep people safe, while upholding the essential, life-saving services that Rose Haven provides. A core group of volunteers joined our “bubble” during these uncertain times and changing circumstances to help onsite with direct services. Many volunteers picked up take-home projects, while others collected needed items.
Demographic Data Rose Haven 2020

- 36% of participants identify as Black, Indigenous or People of Color
- 46% of participants identify as White or European descent
- 18% of participants did not answer

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* The 36% of BIPOC participants did NOT count folks who identified as: Caucasian/White, Eastern European, and Unanswered.
* The 46% of White or European participants was counted by folks who identified as: Caucasian/White and Eastern European.
* Data reflects adult guests only.

Our Commitment to Equity

Equity and inclusion are central to our programming, and we focus our efforts on those most vulnerable and marginalized. We welcome guests of all backgrounds, regardless of age, race, class, ethnicity, faith, culture, language, marginalized gender identity, sexual identity, ability, citizenship status and other identities and experiences.

FY20 Financials

January 1 - December 31

Income $1,434,254
- Corporate Contributions $206,035
- Grants and Foundations $472,953
- Individual Contributions $751,259
- Miscellaneous $4,007

TOTAL INCOME $1,434,254

Expenses $940,571
- Program Services $720,668
- Management and General $81,467
- Fundraising $138,432

TOTAL EXPENSES $940,571

* Surplus revenue to be dedicated to securing a new Rose Haven facility in 2021.
Strategic Priorities 2021-2024

Over the course of 2020 board, staff and community members took on the important task of looking to our future. We are preparing for increased demand and enhanced services to help our guests reach their full potential during and after the pandemic, in a community overcome by the challenge of homelessness.

PROGRAMS
Build meaningful, inclusive, sustainable and consistent programs
• Build and maintain consistent health and wellness programming
• Strengthen and build advocacy department services
• Build and maintain guest education, connection and empowerment opportunities
• Expand and maintain clothing and emergency supplies
• Establish consistent and reliable nutrition and food programming

HUMAN RESOURCES
Ensure our human resources model promotes a positive and sustainable employee, volunteer and board experience
• Create a work culture that attracts the best talent and improves employee experience
• Increase volunteer participation and provide exceptional volunteer experience at all touch points
• Develop a board of directors with diverse life experiences and perspectives, who are innovative, open to growth and wholeheartedly committed to the governance of the agency

DE+I
Build diversity, equity and inclusion best practices into all aspects of our work
• Build and foster an inclusive agency that attracts the best talent, mutually beneficial relationships, values diversity of life experiences and perspectives, and encourages innovation.
• Build and maintain equity and inclusion in all facets of guest programming
• Establish inclusive and equitable policies, procedures and practices
• Foster a learning environment throughout all levels of the agency to create a community of openness, growth and continual learning around DE+I and its intersection with Rose Haven

SPACE
Secure space that advances our ability to meet our mission
• Secure new building to better serve our current guests and provide additional capacity to serve more people need
• Design new space focused on equity, accessibility, and safety for staff, guests and volunteers
• Secure in-kind partnerships in support of facility design, construction, furnishing and maintenance of new space

FUNDING
Raise sufficient funds to execute on our strategic priorities
• Ensure financial stability for annual operations and continued agency growth
• Secure human resources to support fundraising efforts and provide superior donor communication
• Identify and secure tools needed to streamline development efforts, improve donor experience and increase agency visibility

Without your services, I would be completely lost.”
Guest Story: Shirley and Kendra

In 2003 Kendra was tragically killed by the Portland Police Bureau, survived by her two young children Melvin and Marique. From this point on, Shirley has helped raise her grandbabies, and dedicated herself to advocating for other families whose children have been killed by the police. In 2020, Shirley attended the 57th annual March on Washington. She continues this work by sharing the story of Kendra’s life and her devastating death.

Shirley strongly advocates for other folks on the street to access our shelter...

“Rose Haven has been an inspiration for my life. You know, I was a lost soul and I found a place that made me feel safe. Rose Haven was able to show me different opportunities and how to get help with my addiction, how to support other people that come through those doors as an equal.”

Our Values

- **Compassion:** Rose Haven welcomes each person by embodying respect, openness, empathy and a non-judgmental approach to our work.
- **Individual Worth:** The life and varied experiences of every person is deeply valued and supported. We work towards ensuring the guests of Rose Haven feel recognized with a sense of dignity, belonging and acceptance that values their individual choice.
- **Reconciliation:** All members of our community commit to valuing one another through respect and forgiveness, and we offer a process for guests to learn and redirect behaviors towards reconciliation with themselves and others.
- **Zeal:** (Love in action) Rose Haven embodies this energy through a holistic, person-centered, trauma-informed lens. We strive to provide support focused on guests strengths, avoid re-traumatization, and promote safety, healing and empowerment.
- **Community:** As a community based organization that includes guests, agency partners, volunteers, staff, donors and stakeholders, Rose Haven recognizes that our collaborative efforts are essential to fulfill our mission.
2020 BOARD OF DIRECTORS
Kathy Kelly  
President, Executive Committee  
Maryann Schwab  
Vice President, Executive Committee  
Mary Costantino  
Treasurer, Executive Committee  
Dana Hogan  
Secretary, Executive Committee  
Sharron Gargosky  
Member, Strategic Planning Committee Chair  
Lauren Wilkins  
Member, Youth Outreach Board Chair  
Joanna Herrmann  
Member  
Peter Irving  
Member  
Janet Neron  
Member  
Scott Nichols  
Member  
Hayden Thomas  
Member

2019-2020 YOUTH OUTREACH BOARD
Arushi Agarwal, Westview High School  
Cate Bikales, Lincoln High School  
Alexa Bowerfind, Oregon Episcopal School  
Sofia Braun, Lincoln High School  
Emily Cigarroa, Lincoln High School  
Jenny Duan, Jesuit High School  
Grace Graham, St. Mary’s Academy  
Anna Hester, St. Mary’s Academy  
Lucy Keane, Jesuit High School  
Chloe Knott, Grant High School  
Josephine Koepping, Lake Oswego High School  
Gillian LaBelle, Sunset High School  
Nikhita Mathur, Jesuit High School  
Maddie McIntyre, Riverdale High School  
Jane Murphy, St. Mary’s Academy  
Presley Rehling, Sunset High School  
MJ Sasse, Grant High School  
Stella Terry, Riverdale High School  
Snigdha Thatikonda, Westview High School  
Gretta Thompson, Lincoln High School

2020 STAFF
Jessica Almroth, Operations and Volunteer Manager  
Avi Deol, Deputy Director  
Marie Ellsworth, In-kind Donations Coordinator  
Heather Hilligoss, Program Manager  
Christine Keery, Advocate  
Tracy Lowman, Nutrition Program Coordinator  
Steph Ng Ping Cheung, Lead Advocate  
Katie O’Brien, Executive Director  
Megan Owen, Development Associate  
Madison Reed, Advocate  
Liz Starke, Development Director  
Jaye Stone, Shower Program Coordinator  
Valerie Vozza, Guest Services Coordinator

How to Help
• Volunteer  
• Donate  
• Make a Planned Gift  
• Host a Supply Drive or Fundraiser  
• Follow Us

All images in this report are of Rose Haven community members.  
Photography by Nikki Fenix  
Graphic design by Colleen O’Brien