



stabilize . engage . thrive

2 0 1 9 - 2 0 2 0    A N N U A L    R E P O R T



# Together, We Are Stronger





# Stronger Together

## A Message from our Executive Director



This past year was our 10th anniversary as a nonprofit serving Southern Oregon. I expected to be reflecting mostly upon our growth, impact, and newest projects. Over the years, there have been numerous hurdles and challenges, but nothing

quite like a global pandemic. Yet here we are, and I hope you, your family, and friends are as safe as possible. So many people have been impacted in health, lost jobs, their business or housing at risk, or have been disconnected from family, friends, or basic needs. As eviction freezes end and unemployment continues to rise, homelessness is predicted to rise 40-45% over the next year- placing further strain on an already limited resource pool.

The needs of homeless children and families have been greater than ever. The equity gap in education only widened with remote learning for youth who live in cars, camps, or are couch surfing. Not having consistent adult contact, daily meals, or a safe place to be makes functional learning all the more challenging. Thankfully, Maslow was prepared to rapidly adapt to the world around us and never missed a day of service. Our staff worked remotely by getting technology into the hands of those most

at-risk, connecting through text, calls, emails, video, and social media. Thanks to those who donated or granted emergency funds-100% of those funds helped the most vulnerable families into hotels, approved campgrounds, or moved into permanent housing. Though our Drop-In Center was temporarily closed, we continued to deliver food, hygiene & diapers, educational tools, and other essential needs-easing the daunting days where we could.

As much as COVID-19 is taking precedence in our lives today, there were some milestone events last year that shouldn't be overlooked. Maslow opened 20 Permanent Supported Housing units in partnership with The Housing Authority of Jackson County and the State. This means that 20 families: 29 adults and 51 children-many who have been homeless for years are finally stable and starting to thrive. We couldn't be prouder of the partnership that helped make this happen but also of our families and the hard work they did to get here!

In spite of remote learning, our high school students excelled. Ninety-three percent of those in Case Management graduated on-time, well above their peer cohort nationally. We were thrilled to award a record \$16,000 in scholarships this year! What fall will bring for those students is uncertain-but Maslow will continue to be in their lives as they transition into college, trade, or workforce-where possible.

We welcomed some new faces to Maslow-staff, volunteers, and supporters-and had a record response to our fundraising campaigns! With this support-we were able to respond quickly to COVID needs and keep our programs strong into the new year. We are prepared to continue supporting students no matter what school looks like. We are working toward additional housing units, and will continue to respond to our community's needs the best we can-knowing the expected increase will overwhelm any of our systems. I am encouraged by the response of our community to come together and do more for those with less. Wishing everyone a safe year and continued appreciation for your support

A handwritten signature in black ink that reads "mferrell". The signature is fluid and cursive.

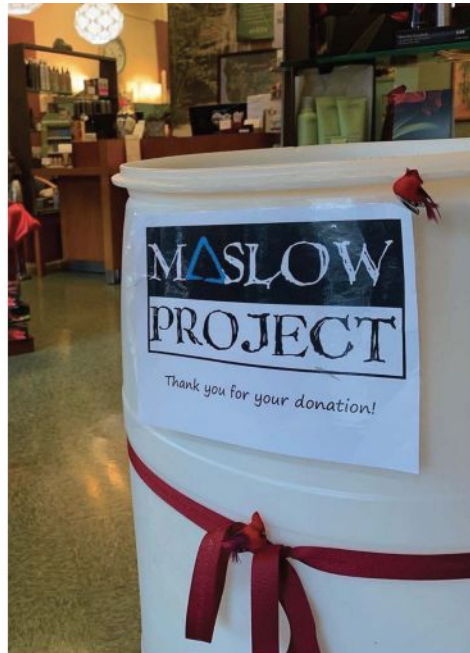
– *Mary Ferrell, Executive Director*

Maslow Project is actively responding to our community's needs following the 2020 Fire devastation. We are offering triage, emergency supplies, navigation of resources, and will be here for the long run - helping impacted families and youth find their path forward. More information on our Fire Relief efforts can be found on our website [www.maslowproject.com/fire-updates](http://www.maslowproject.com/fire-updates)



# Thank You

Community means everything at Maslow Project and thanks to the generous support of individuals, groups, and businesses we are able to provide needed services to youth and families. Community support is the largest portion of our budget. Thank you for being a part of our story. We couldn't do this without your help!



## Community Partnerships

At Maslow, we work with many agencies, schools, faith-based and civic groups, and local businesses to help end homelessness in Jackson and Josephine Counties. This ongoing effort is critical and requires resources from every sector in this community.

### Community Investments 2019-2020

- 600+ Individual Donors and 50 monthly donors
- 200+ Supporting Businesses and Organizations
- \$128,000+ In-Kind donations



# Volunteers & Ambassadors

**A**t Maslow Project, we value the great contribution our volunteers and ambassadors make to help everyday magic happen for our clients. A Maslow Ambassador is an involved and inspired community volunteer who brings professional skills and expertise to a variety of tasks to support our mission. Our Ambassadors commit in six-month spans to collaborate with Maslow staff & Board to help create and implement activities that support and enhance our Strategic Plan goals. Ambassadors may participate in special committees, fundraising, advising and supporting the staff, staffing special events, or other outreach opportunities that help bring awareness to and promote Maslow Project in the community. Some of our Ambassadors have served over 10 years with Maslow!

Our volunteers bring their talents to support many aspects of our mission including working in the clothes (and hygiene) closet, staffing events, filing and sorting essential documents or client mail, tackling the food pantry needs, to oversight as board members. Our volunteers offer skills, time, and commitment to our mission, and are an incredible asset to Maslow Project - we are very appreciative of all of our volunteers - **THANK YOU!!**





# Youth-Centered Approach

Our mission is to empower homeless youth to thrive independently through supports that stabilize and engage in all aspects of life. Our programs are highly individualized and person-centered. We apply a multi-layered and holistic approach to truly meet people where they are physically, mentally, and developmentally. Our approach is to foster resiliency and self-sufficiency in a collaborative and compassionate manner while holding high expectations for meeting personal goals. We are in their lives for the long-run so they can gain stability, engage in school or work, and transition into a thriving adulthood.

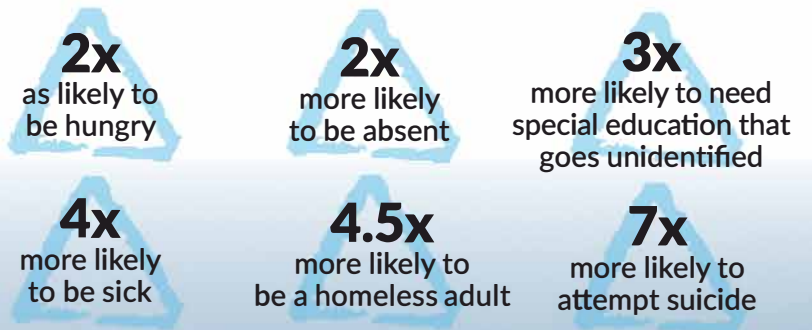




# △ Did You Know?

Student homelessness remains at record levels in Jackson and Josephine counties during the 19-20 school year. The most recent Oregon Department of Education **McKinney Vento**\* report stated that the Medford School District had the second highest number of homeless students in the state of Oregon, over **3,000 homeless school-aged children in Southern Oregon**. Grants Pass and Three Rivers School District were 8th and 12th highest in the state.

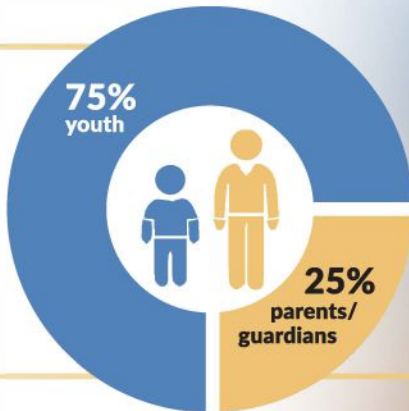
## HOMELESS CHILDREN ARE\*



*\*Statistics from the 2017 Chapin Hall report, Missed Opportunities: Youth Homelessness in America and 2019 School House Connection Findings*

## Did You Know?

Most homeless youth in Southern Oregon are not runaways—they are homeless along with their **entire family**.



## Homeless Defined

**\*McKinney Vento:** Children and youth who lack fixed, regular, adequate nighttime residence. McKinney Vento Homeless Assistance Act is part of Title IV legislation, amended under the Every Student Succeeds Act. This is a federal law that protects rights of citizens.







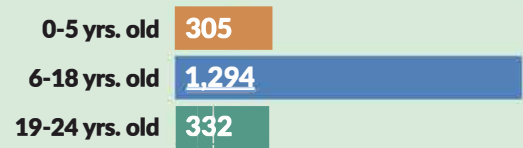
Average age  
**11**

# Maslow By the Numbers

*From the 2019-2020 Program Year*

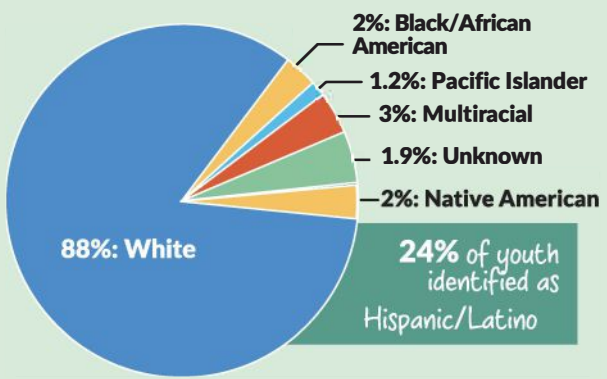
**2,784** total children, teens and parents served:  
**2,273** served in Jackson County  
**511** served in Josephine County

## AGES OF YOUTH SERVED



**290** are without a parent or guardian  
**517** individuals in families were unsheltered (camping, sleeping in car, etc.)

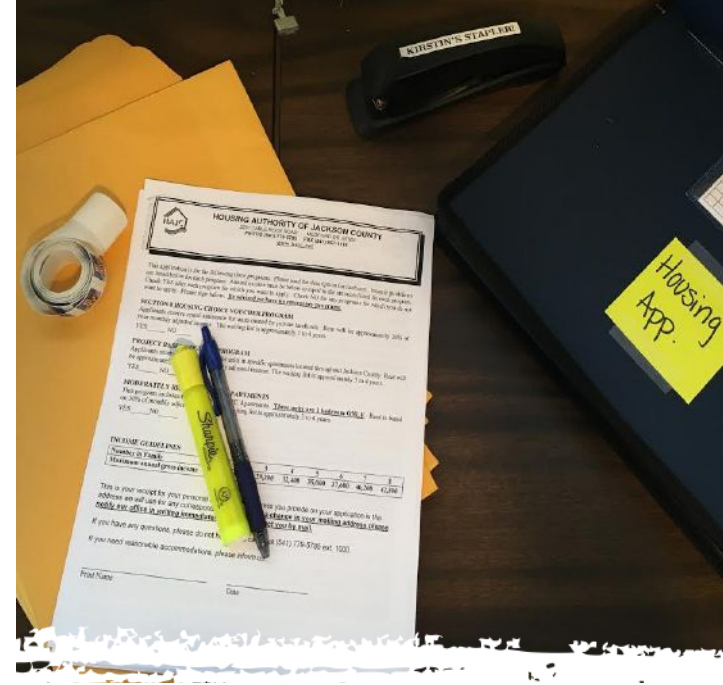
## RACE & ETHNICITY OF OUR CLIENTS



# Our Youth & Families

The cause of homelessness is not just a big city problem. Urban and rural areas have virtually the same rates of homeless youth, which has grown steadily over the past ten years. **Homelessness is a complex issue with many causes.** Poverty and shortage of affordable housing are the leading causes of family homelessness in our region. Other contributing factors include: domestic violence, unemployment, low education levels, unmet physical and mental health needs, and addiction disorders.





# Stabilization

## Basic Needs and Case Management

**T**aking care of immediate, basic needs is essential in helping those in crisis.

Maslow provides hot meals, food boxes, clothing, hygiene supplies, baby supplies, emergency assistance, laundry, etc. We proactively connect those we serve to other community-based programs. These services are stabilizing, provide a safety-net, and form the foundation of our relationship with our youth and families. **Case managers are the anchor to all the services and supports that are received through Maslow.** People know they are not alone and that we are there to walk alongside them in their journey as advocates, with compassion and support.



**1,431**  
Provided with hygiene supplies



**853**  
Parents worked with a Family Advocate



**1,175**  
Provided with clothing items

**579**

Worked with a Case Manager



**1,378**

Food boxes distributed



**554**

Assisted with transportation













## Street Outreach

Our Street Outreach team travels throughout Josephine and Jackson County providing basic needs, such as food, water, hygiene items, and clothing. They provide information on local shelters, resources, and services. Our goal is to build trust and engage youth in follow-up services to improve safety and connectedness to resources and trusted adults.

-  **209 youth contacted** on street outreach were **provided emergency supplies and referrals** to shelter or crisis services
-  **75% of youth improved their personal safety** and connections to caring adults
-  **100% of youth who sleep unsheltered** are at **increased risk** for trafficking and exploitation

### Did you know?

According to a recent study\*, youth cited the following as reason for leaving home/or foster placements:

-  **46%** cited **physical abuse** as reason for leaving
-  **38%** cited **emotional abuse**
-  **17%** say they were forced into **unwanted sexual activity** by a family member

*\*National Coalition of State Legislators (Homeless and Runaway Youth, 2016)*

A mental health counselor has joined our Street Outreach team, taking services to individuals in crisis and meeting youth where they are. Outreach can happen on foot, on bikes, or using one of our well marked vehicles and visits local urban areas as well as rural centers.





## School-Based Programs

**F**or many students, multiple barriers contribute to challenges in enrollment, attendance, educational progress, graduation and social development. Our school-based programs reach the students experiencing homelessness under the protections of the U.S.C. McKinney-Vento Act. **Student Success Advocates** work to remove barriers such as transportation, school supplies, access to technology, or access to extra-curricular activities and supplemental educational supports. They serve as Liaisons between

students, families, and school staff – supporting the student’s educational goals, advocating for equity and access, and often serve as a surrogate parental figure. They support students to complete homework, engage in healthy activities such as sports or music, and develop strengths and interests that can serve them as adults. **Case Managers** work to set short and long-term goals. This support helps bring stability to the student or family’s day to day life: personal safety, emotional and physical health, foster

resiliency and life skills, and ultimately promote self-sufficiency through efforts aimed to support post-high school education, employment, and stable housing. Our school-based programs have **measurable impact**. Our students graduate at a rate that is on par or better than their non-homeless peers. 2019-20 school year saw 93% of our case managed students graduate on time.





## Drop-In Resource Centers

**M**aslow's Resource Centers are located in Medford and Grants Pass. Open five days a week, our centrally located resource centers offer a safe and warm place to stay connected to supports and take care of essential tasks: checking mail, job searching, doing laundry, feeding their children, and working through challenges. Our centers give youth and families a safe place to come to connect with a variety of services and programs in one stop. This is also a place where most basic needs can be met: clothing, food, hygiene, diapers, etc.

Case Managers are also on staff in the Resource Centers to assist with goal planning and connecting people to resources. Our local onsite partners include: mental health counseling, employment services, dental services, and rotating services such as haircuts and legal clinics.



## Temporary Winter Shelter

**T**his was our second year operating our temporary overnight warming shelter at our Medford Resource Center for transition aged (18-24) youth this past winter; the only dedicated, age-appropriate shelter for this population in Southern Oregon.

The shelter remained open from December to March and served 15 youth per night. This resource is invaluable for those youth who lack adequate alternatives for cold weather in the community.





## Housing Assistance

This year we opened our first Permanent Supportive Housing units in partnership with Housing Authority of Jackson County and DHS, welcoming 20 new Maslow families! Affordable housing crisis continues to persist in Southern Oregon and has a profound impact on our community. In addition to our units, we helped many more families secure permanent housing in our community through rental assistance and housing navigation.





# Housing Changed Our Lives!

After moving from Nebraska to Oregon, Malissa and Brian were unable to find affordable housing in the Rogue Valley. Brian was a skilled tradesman, but health issues plagued him and he was unable to continue working. They camped in an old trailer and had to constantly move around and felt constantly unsafe. Every day was spent trying to figure out how to survive. The family reached out to Maslow Project for support and was connected with a Case Manager.

*"It would take all day to figure things out" - food, hygiene, housing, etc.*



Their Case Manager walked beside them the entire process of getting basic needs, finding housing, and accessing health care. Fast forward to 2020, and they have been in Newbridge Permanent Supportive Housing for almost a year now. Brian is working on recuperating his health, with hopes of re-entering the workforce, Malissa is completing her GED, and the kids, Jaiden(4) and Collina(1) are playing together happily every day!

*(Left) Prior to Newbridge 4 year old Jaiden never sat on furniture or played in living room. Thanks to generous donors, the family now has a bicycle carrier to get to and from the grocery store safely.*



# A Path Forward

**W**e are proud of the statistics that point to our successes of 2019-20. We know that success is more than just numbers and want to share Ayana's success story. Here's what a recent graduate, Ayana (pictured left) had to say about Maslow:

***"My family and I had been homeless for three years. Maslow helped my family and I beyond words. I received clothing, food, and a place to hang out at the Drop-In Center. At the Center, I could eat a snack and be around people. It was a place I felt safe and could see my family. I had constant feelings of isolation, depression, and being scared. I wanted to graduate, but I felt overwhelmed. My Maslow Case Manager was there by my side, encouraging and helping when needed. I did it! I graduated! Now, my family and I are in a home, I am enjoying my room, and working on attending Rogue Community College to pursue welding."***

— Ayana

***"My younger siblings and I moved in with my grandmother when my mother went to prison. My grandmother was able to obtain guardianship for my siblings, but not me. Because she was not able to obtain guardianship, I found many hurdles throughout high school. Maslow helped remove barriers-I was technically an unaccompanied youth. I felt hopeful and had a less rocky high school experience with their help. Maslow helped me with food, clothing, and hygiene items, even helping me with my senior photos, obtaining waivers for the SAT and ordering my cap and gown! The college process was intimidating and overwhelming. I had no idea how I was going to apply for financial aid. My Maslow Case Manager was able to identify me as an independent student for FAFSA, which allowed me to file my FAFSA. I graduated this past spring and I am starting at Lane Community College this fall and will be studying child development. I am so thankful to Maslow for helping me navigate my years of high school and being there for me. They removed barriers that allowed me to move forward."***

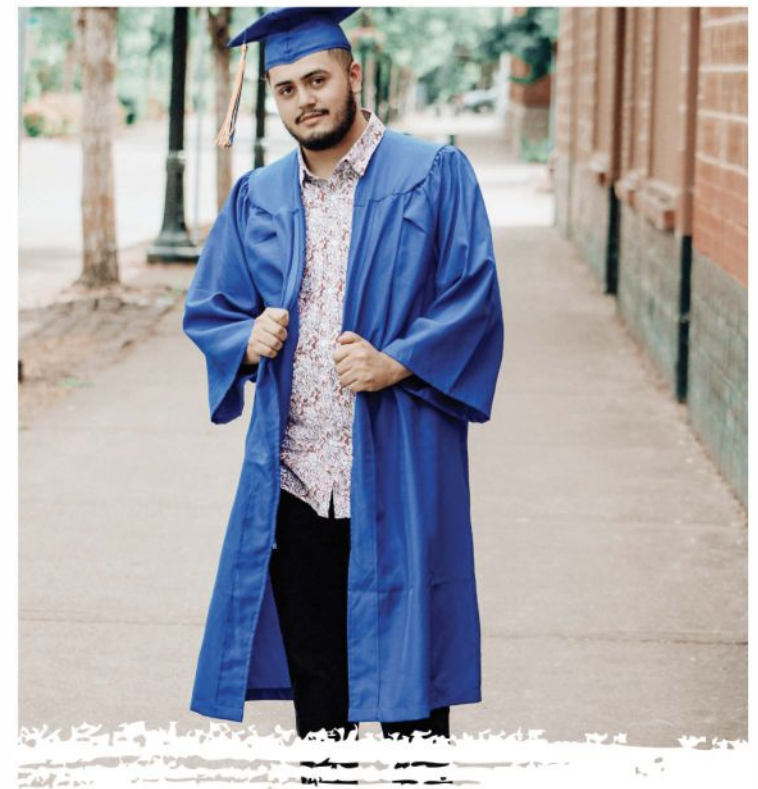
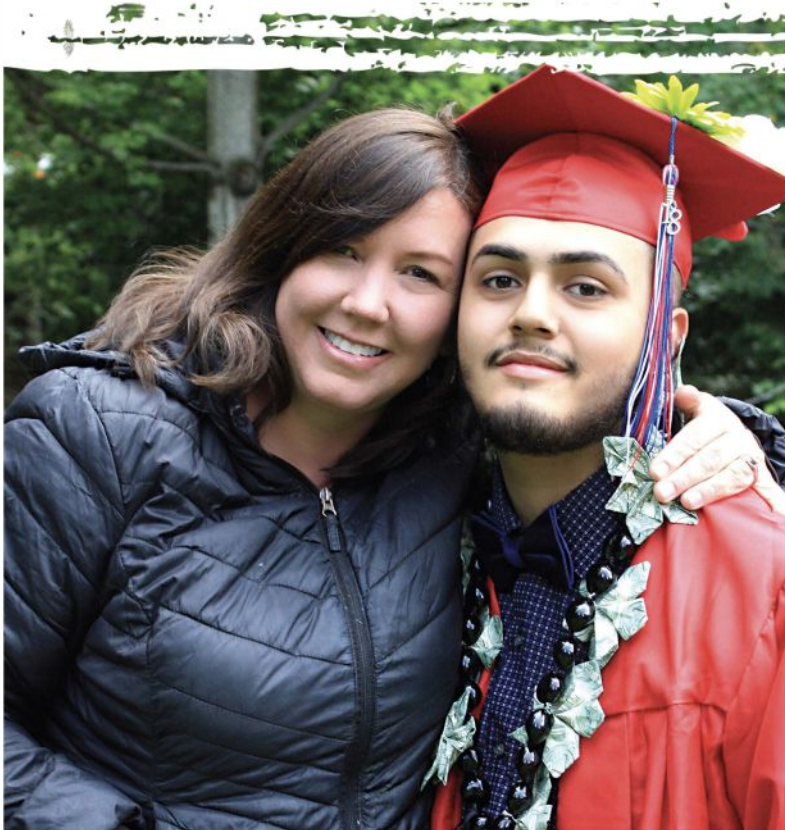
— Lola



# Where are They Now?

*"I just graduated with my Dental Assistant degree this past spring at Linn Benton Community College and have been hired at an Orthodontic Office as an Orthodontic Assistant. I have my Maslow Case Manager, Kirstin, to thank for playing a role in my success. Maslow helped me throughout my senior year of high school and event set me up for the future by awarding me a scholarship. I will always be grateful for the support they have given me and pushing me to a brighter path." - Joshua Palomares*

## Class of 2018



**132**

Youth worked  
with a Student  
Success Advocate



**93%**

Case-Managed  
students  
graduated from high  
school



# Covid-19 Response

The COVID-19 crisis continues to have massive impact all around. For youth and families experiencing homelessness, or on the fringe, the economic toll of lost jobs is a huge setback in efforts to stabilize. The risks of being unsheltered during a pandemic mean less access to clean water and soap, more exposure, and a harder environment for care in the event of illness. Shared housing or shelter facilities also bring increased exposure risks. For students who normally have the security of the school day with caring adults, several meals, and access to bathrooms, virtual school is particularly daunting.

Maslow Project has responded by leveraging additional resources from many community partners and generous donors. 100% of those funds were immediately utilized to lessen the impact of the Stay at Home order and virtual school; providing essential supplies, emergency hotel or approved camping stays, technology to stay connected, and personal protective gear.



*Filled with gratitude! Emily accepts a check from the Medford Food Co-Op's Positive Change Program.*



*One of our Case Managers, Kirstin Cronin, dropping off an application for the Housing Authority of Jackson County.*

Our staff remain closely connected to those we serve and continue to be a safety-net and lifeline; bridging the gap between schools and students, connecting with other community partners, and working through individual challenges as they come up. Going into this new year – studies project a 40-45% increase in homelessness nationwide due to the economic impact of the pandemic. This is a staggering number and will dramatically strain local resources.

Maslow will continue to address the equity gaps that impact homeless youth and families. We will continue to lessen the negative educational impacts for homeless students by working with our partner school districts to ensure students have access to available options for learning and maintaining close connections with youth and families as they navigate this challenging time.

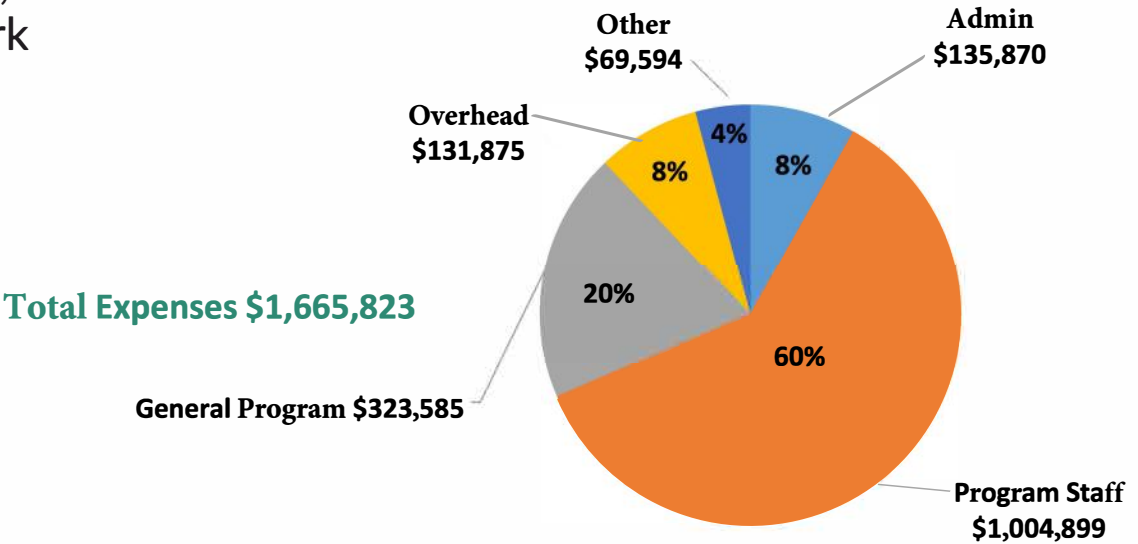
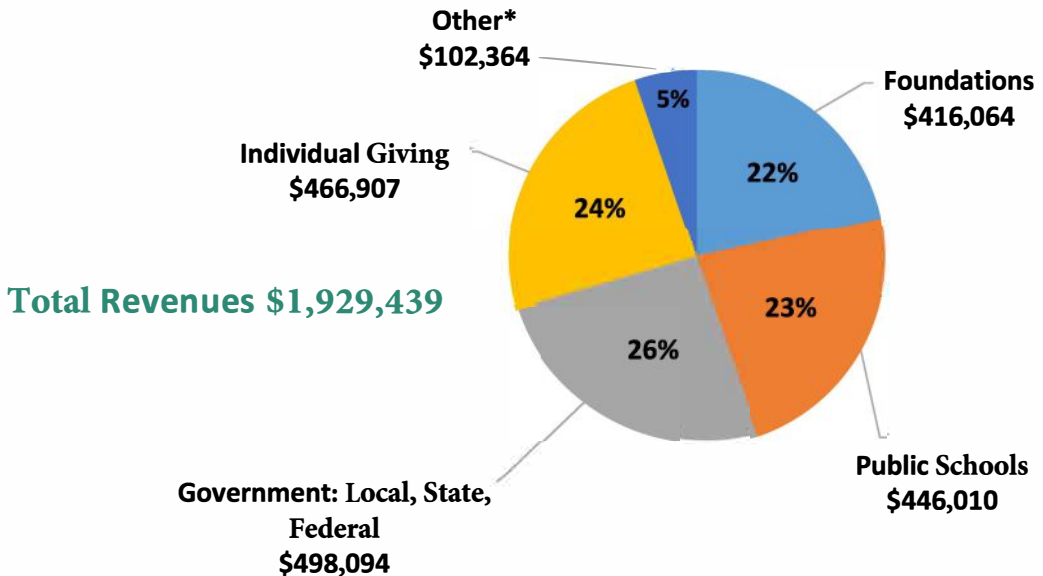


# Financial Sustainability

Maslow's diverse revenue stream supports a sustainable funding model. Our varied funding base minimizes dependence on any single source of income making any program less vulnerable to cuts. Sources include foundation grants, contracts with school districts, government funding, and philanthropic support.

We are a **NO FEE FOR SERVICES** organization.

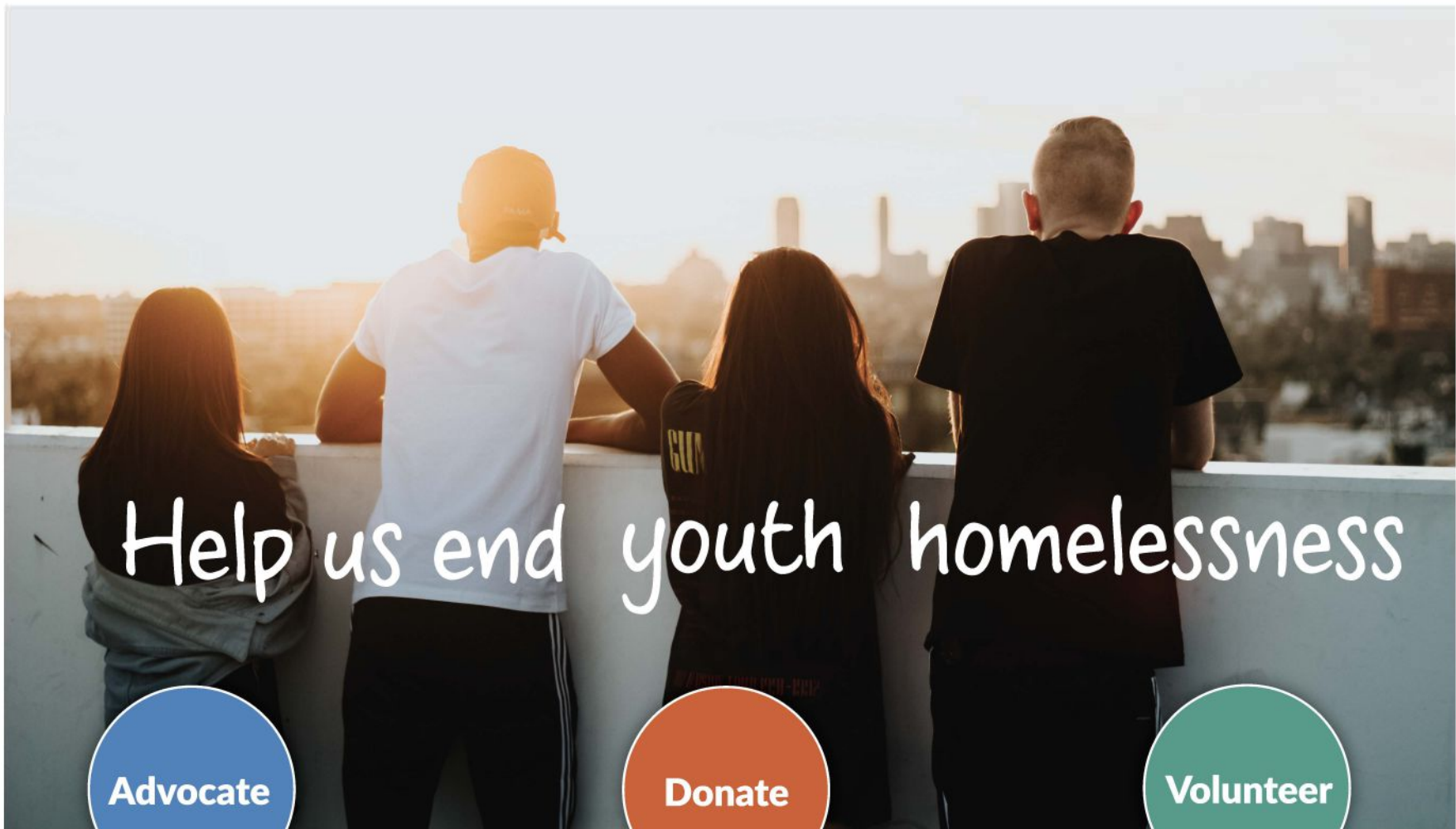
As government funding becomes less stable, we look to strengthen individual giving. We work hard to keep overhead low and maximize program support!



**NET ASSETS: \$1,854,158**

\*Depreciation \$69,594  
 \*\*Partnerships with Medford School District and UCAN in Grants Pass keep our rent costs at zero dollars per year.





**Advocate**

Make your voice heard and spread the word about Maslow Project to your community.  
**@MaslowProject**

**Donate**

Provide financial support to help homeless children and their families stabilize, engage, and thrive.  
**www.MaslowProject.com/Donate**

**Volunteer**

Give your time and help us enhance our programs while making an impact.  
**www.MaslowProject.com/Volunteer**

*The cost to stabilize a family of four per month*



**Food Boxes**  
**\$520**



**Hygiene items**  
**\$45**



**School Supplies**  
**\$130**



**Diapers**  
**\$74**



**Laundry**  
**\$50**

\*The COVID-19 Pandemic increased our costs associated with basic needs during the last quarter of our fiscal year by 30% because of the loss of in-kind donations and food pantries closed.



# Thank you for your support!



**Mary Ferrell**  
Executive Director



**Corrie Sommerfeld**  
Development Director



**Matt Northrop**  
Outreach Supervisor  
& Case Manager



**Fallon Stewart**  
School-Based  
Programs Supervisor



**Ashley Short-Hess**  
Operations Manager  
& Bookkeeper



**Emily Baehr**  
Community  
Engagement & Outreach



**Alex Fenimore**  
Case Manager  
Medford



**Blanca Duran**  
Bilingual  
Case Manager



**Kirstin Cronin**  
Case Manager  
Ashland & Phoenix-Talent



**Jacob Dougherty**  
Counselor



**Thomas Marshall**  
Outreach Worker



**Jamie Schroder**  
Case Manager  
Josephine County



**Brandy Stromme**  
Case Manager  
Grants Pass



**Nicole Ritterbush**  
Student Services  
Coordinator



**Reishelle Hoeschen**  
Family Advocate



**Denise Brown**  
Case Manager  
Housing



**Tina Parshall**  
Case Manager  
Medford



**Stephanie Polendey**  
Student Success Advocate  
Medford

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