



**A capital campaign to help people in
St. Croix and Pierce Counties get back on
their feet with dignity, support and hope**

WELCOME TO OUR NEIGHBORS' PLACE



A Letter From the Executive Director

To our Community Members:

Thank you for being the heart of our community. Your generosity and belief in a brighter future have truly made a difference. For 16 years, Our Neighbors' Place has been a lifeline to countless individuals and families across Pierce and St. Croix Counties, offering housing, food, clothing and caring support to those in need.

Our Day Center at 122 W Johnson Street is overcrowded, with minimal space for private discussions with guests. The Closet doesn't have room for all the donations we receive. Our food distribution space creeps into our office space, which creeps into the area meant for our guests to use the computer, do laundry, or simply get warm in the winter. The need to expand is urgent, and the time to act is now.

That is why we're launching the **Every Need, Every Neighbor** capital campaign. This campaign will fund a new building, three times the size of our current space, thoughtfully designed to meet the growing needs of our guests now and into the future.

Here's what we envision:

- Dedicated spaces for guests to shower, do laundry, and meet privately with our case manager.
- Expanded office space for staff to work efficiently and hold confidential conversations with guests and community leaders.
- A conference room for partner organizations to meet with guests and community groups for meetings and initiatives like Toys for Tots.
- The return of our backpack program to our own location to improve logistics and volunteer coordination.

Together, we can create a space where every neighbor feels supported and every need is met with dignity. Help us turn this vision into reality, building a stronger future together.

For every neighbor,



Shelly Smith
Executive Director



Contact Information

Our Neighbors' Place

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Every Need, Every Neighbor Capital Campaign Cabinet Members:

Brian Manion, Chair
Jill McNamee, Co-chair
Janelle Dixon
Byron Dopkins
Richard Franta

Amy Halvorson
Bob Jeffrey
Katie Miller
Paul Shepherd
Brian Smith

How Support Becomes a Stepping Stone to Independence

In 2009, homelessness wasn't just a statistic—it was a growing crisis. As families struggled and the recession deepened, community members and city staff took action, igniting a grassroots movement to help the most vulnerable. Local congregations and compassionate citizens came together, forming a coalition determined to provide hope, stability and a path forward for those who were struggling in both St. Croix and Pierce Counties. Their collaborative efforts exemplified the power of community action in addressing the needs of its most vulnerable residents - this effort was the beginning of the formation of Our Neighbors' Place (ONP).

Our Five Programs

1. The Day Center provides direct resources including access to showers, laundry, food, technology, and staff expertise in advocacy, referrals and case management, helping households stabilize and succeed.

2. Transitional Housing offers up to 2 years of temporary housing and case management for families experiencing homelessness.

3. The Closet offers free clothing, personal care items, and household essentials to help guests and families achieve independence, while also functioning as a public thrift store generating funds that support ONP programming.

4. The Backpack Program ensures that children in the River Falls School District receive nutritious food outside of school to fight hunger.

5. Helping Hands Fund supplies emergency financial assistance for vehicle registration costs, vital records, work clothing, phones/minutes, daycare costs, and more -- all in support of housing and job stability.

History

ONP opens the Day Center and Clothing Closet programs.

2009

2010

ONP partners with the River Falls School District and Ezekiel Lutheran Church to launch the Backpack Program.

ONP receives its charitable designation, becoming a 501(c)3 nonprofit.

2011

2012

ONP acquires a 4-unit apartment building on Cedar Street, operating an Emergency Family Shelter for four years.

The Emergency Family Shelter transitions into a Transitional Housing Program with housing counseling support.

2016

2019

The Backpack Program expands to summer months to help children facing food insecurity.

ONP purchases the Day Center and Clothing Closet building at 122 West Johnson Street.

2021

2024

ONP launches the Helping Hands Fund to provide emergency financial assistance.

A Critical Moment: The Urgent Need for Expansion

The demand for ONP's essential services has skyrocketed in recent years with a 400% increase since 2015, stretching our existing space beyond its limits. This isn't just a space issue—it's a potential community crisis.

Without action, we risk leaving our most vulnerable neighbors without the resources they need to survive and thrive. That's why we're launching an ambitious campaign to replace the building at 122 W Johnson Street in River Falls with a thoughtfully-designed, purpose-built facility that will address the pressing challenges of today and provide a more effective space to serve our neighbors into the future.

Support Guests and Families in Crisis

Dignified & Accessible: A fully inclusive space ensuring privacy, access and care for all ages and abilities.

Feed More Families: Expanded food storage and streamlined distribution to fight hunger.

Sustainable & Efficient: Modern HVAC for comfort and cost savings as well as more parking spaces.

Permanent Home for the Backpack Program: Seamless food distribution for families needing help to feed their children.

Invite Partnership: Community room to allow partner agencies to meet with guests onsite.

Hygiene Services: Double the bathrooms, showers and laundry facilities for guests to meet basic needs.

Thriving Thrift & Resource Hub: Double The Closet thrift store space for clothing and other resources for voucher holders.

The New 5,800 Square Foot Building Will:

Right-size for future operations

Expand our impact

Ensure every person who needs help receives help in a dignified and respectful way

2024 Impact

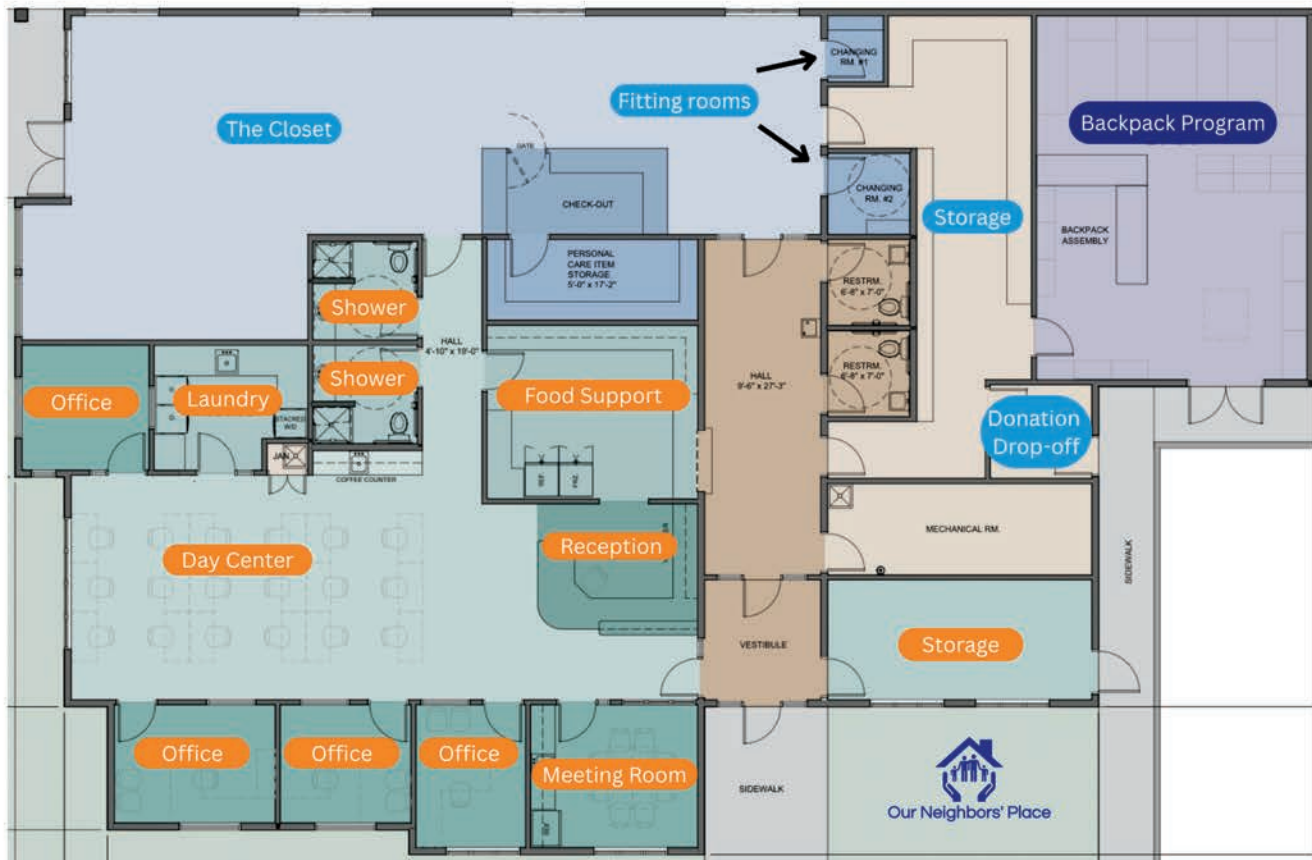
4,927 Visits and phone calls to The Day Center from guests in need

4,207 Bags of food to families through the Backpack Program

1,000 Closet vouchers for clothing, personal care items and household essentials

59 Households received emergency financial support from the Helping Hands Fund

6 Families found stable housing and case management in transitional housing



Our new building - floor plan and exterior



Transforming Lives: What This Expansion Will Achieve

With your support, we can build a lasting foundation of care—meeting today's needs while ensuring sustained support for our community and neighbors in need for years to come.

Why We Must Act Now

The demand for ONP's services has grown by over 400% since 2015. But our building has not. We are struggling to keep up due to our lack of space.

A Commitment to Care: The Impact of Your Gift

This is more than a building—it's a lifeline for thousands of individuals and families who rely on ONP. Your investment will directly translate into expanded services, greater stability, and life-changing support for our community's most vulnerable. Together, we can keep ONP a vital resource—providing stability, support, and opportunity for those who need it most.

Timeline

Construction will begin when 90% of funding is secured in cash or pledges.

Maximize Giving

Donors are encouraged to "stretch" their giving by making pledges over a 3-year period. Your generous gift is critical to ensure a fully resourced, successful project that will meet the community needs into the future.

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"It's hard being my age and have this happening to me." A woman in her 70s met with the case manager for support after learning she was losing her housing.

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"It's not the strongest, or hottest, or longest shower in the world, but I'm telling you that this is my favorite shower in the world right now. It's right there when I need it." Man - living in his truck

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"I was just stopping by to say THANKS. I was homeless the first time I stopped in here and now I have a job." A young man working his way back from homelessness

Did you know: 39% of families in Pierce County and 32% in St. Croix County do not earn enough to pay for basic living expenses such as housing, food, fuel and clothing.

Source: www.uwvalleys.org/meet-ALICE



What It Will Take to Reach Our Goal

To reach our goal, we anticipate the need for gifts at the levels outlined below. These commitments are essential to the success of the campaign.

Number of major donors needed to reach the goal:

Gift Amount	# of Donors	Total
\$250,000	3	\$750,000
\$100,000	3	\$300,000
\$75,000	3	\$225,000
\$50,000	5	\$250,000
\$25,000	10	\$250,000
\$10,000	20	\$200,000
\$5,000	20	\$100,000
\$2,500	25	\$62,500
\$1,000	50	\$50,000



3 Year Payment Schedule

Total Gift	Annual	Quarterly
\$100,000	\$33,334	\$8,334
\$75,000	\$25,000	\$6,250
\$50,000	\$16,667	\$4,167
\$25,000	\$8,333	\$2,083
\$10,000	\$3,333	\$833
\$5,000	\$1,667	\$417



Ways to Give:

- A **one time gift**
- A **pledge** payable over three years
- A **gift of stock or securities**
- **Qualified Charitable Distribution** eliminating tax on appreciated investments if over 70.5 years of age and when making gift directly from your IRA to ONP
- Remember to inquire about **company matching** gifts.

Please consult your professional advisor for the potential tax advantages.

Naming Opportunities:

Naming Opportunities: Individuals, families, and organizations may choose to sponsor specific areas in the new building through a naming opportunity. For more information, please contact Shelly Smith, 715-426-9000.





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About Our Neighbors' Place

ONP is a 501(c)3 nonprofit organization that serves people in St. Croix and Pierce Counties. Its mission is to connect our neighbors with support, shelter and housing services to foster self-determination. Ongoing services are performed by three full-time staff and 93 volunteers. IRS 990s are available by request.



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"People who use ONP are not transients coming from the Cities. They're people in our own community who are struggling. People I see in our church each week."

Chris Myers, Pastor First Congregational Church River Falls

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Our Neighbors' Place

Every Need, Every Neighbor

