



Joppa

20
21

JOPPA CASE FOR SUPPORT

Strengthening Foundations

BROKEN FOUNDATIONS

No home—No hope

650

people are homeless
each day in Polk
County¹

1 IN 3

homeless individuals in the
Des Moines metro are
first-time homeless²

30%

of our nation's homeless
population are families
with children³

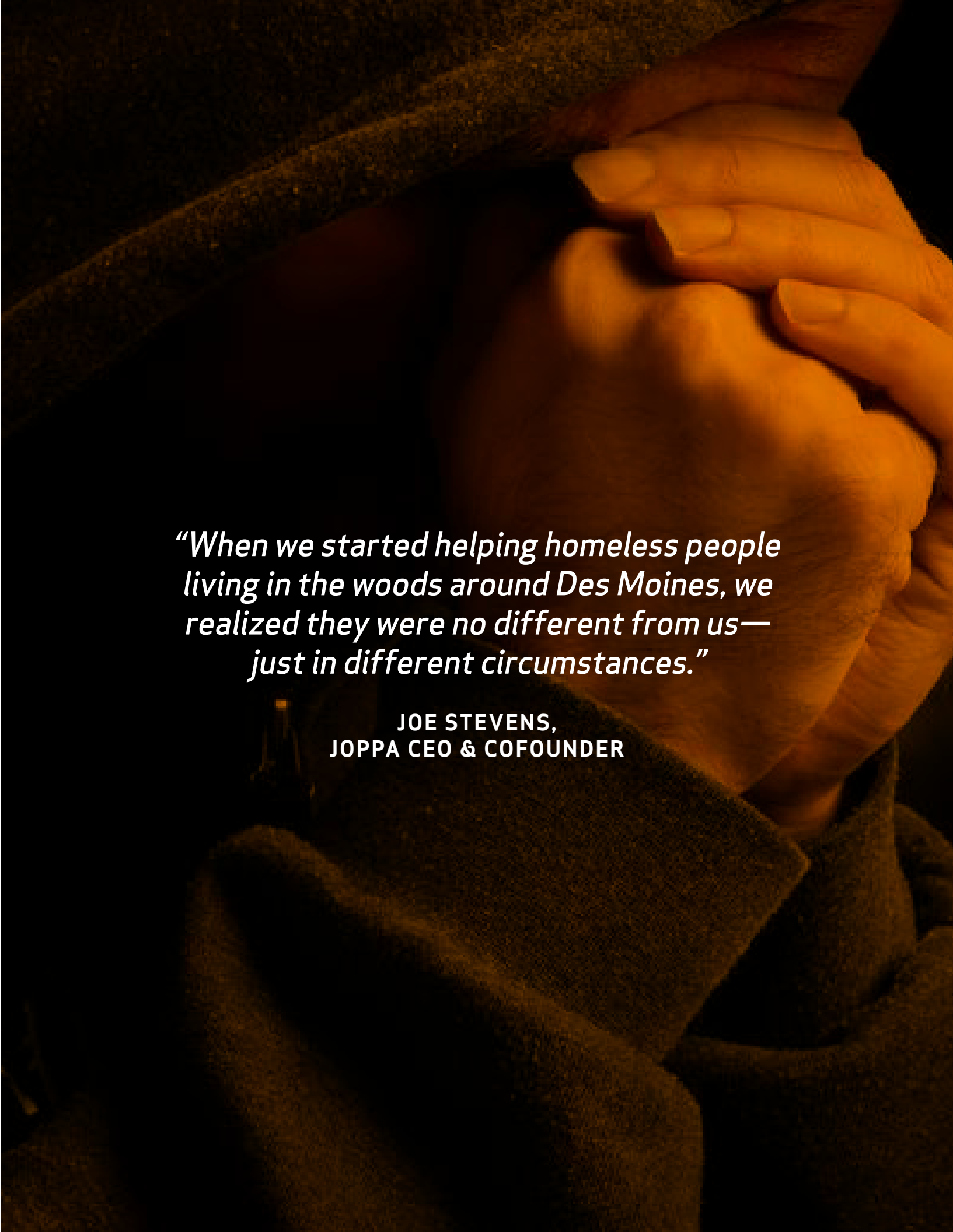
Homelessness is not a choice. Many families are just one paycheck away from being on the streets. In fact, half of extremely low-income households in Iowa spend more than 50% of their income on housing. That leaves little to pay for food, clothing, transportation and medical care—which puts them at risk of housing instability.

Now homelessness is on the rise—a troubling fact that emerged from the affordable housing crisis and worsened during the COVID-19 pandemic. More and more of our neighbors are left with no options, no home and no hope. Their foundations are shattered, and they need a bedrock upon which they can rebuild their lives.

¹ Institute for Community Alliances

² Joppa field survey, November 2020-January 2021

³ National Alliance to End Homelessness



“When we started helping homeless people living in the woods around Des Moines, we realized they were no different from us—just in different circumstances.”

**JOE STEVENS,
JOPPA CEO & COFOUNDER**

ROOTED IN LOVE

Our mission

Joppa helps homeless people survive, find housing and rebuild their lives.

Our mission is to create communities of unconditional love, support and hope for the homeless, as we work together to prevent and ultimately end homelessness.

Joppa core values start with unconditional love. We believe everyone deserves a home, and that begins with forming relationships with those experiencing homelessness in our neighborhoods.

We help homeless people restore their broken foundations piece by piece—helping them access existing resources in the community and giving them the building blocks needed to work their way out of homelessness.

LAYING THE GROUNDWORK

Founded in faith

Joppa may have started small, but from the beginning we had faith and focus on our mission to end homelessness. This solid foundation gave rise to milestones which, brick by brick, formed what Joppa is today.

- **2008** – Joe, Jacki and Caleb Stevens begin weekly outreach to unsheltered individuals in the Des Moines metro and launch the Winter Survival Program.



- **2009** – This growing grassroots movement becomes “Joppa.” In our first year, we help 47 individuals off the streets and launch our Aftercare Program.
- **2010** – We open the first “Joppa Center” as a base for volunteers to conduct outreach and aftercare services.



- **2012** – With grant support from Polk County, Joppa establishes the Homeless Nutrition Program.

- **2014** – Caleb launches the Joppa Kids program for children to learn about homelessness and participate in service-learning activities.
- **2016** – We share our vision for a transitional village for those working their way out of homelessness and build our first model Tiny Home.



- **2018** – Joppa hits 500 consecutive weeks of providing homeless outreach services.
- **2019** – We complete the first permanent Cottage Home, which provides truly affordable housing for those on fixed incomes.



- **2020** – Joppa moves to its new, larger location on Euclid Avenue and starts construction on the Homeless Resource Center. We provide uninterrupted services throughout the COVID-19 pandemic, grow our staff and continue to expand our reach.



Joppa has helped 460+ people off the streets since we began; 87% remain in housing today.

RESTORING A FOUNDATION

Meet Will Winder

When Will found Joppa, he was living in his car. In and out of prison since age 15, Will was finally free—but he was cold, hungry and discouraged. See how Joppa helped Will restore his foundation, one step at a time.

Joppa supporter Vicki Wallace knocked on the window of Will's car. She asked if he was hungry and gave him \$40.

Vicki's husband Bill came the next day and gave Will a Joppa business card.

Will went to Joppa and received food—his most pressing need.

Joppa paid for a hotel room for Will before he could move into permanent housing.

Joppa cofounder Jacki Stevens found an apartment for Will in Ankeny.

Joppa helped Will apply for jobs, fill out paperwork and search for housing.

Will signed the lease and moved into his new apartment. The next day, he got a job.

"Joppa motivated me. They gave me hope through their actions. Their compassion sparked a fire that's burning—a fire to survive, a fire to want to help others."

Joppa continued to support Will and teach him life skills through the Aftercare and Circle of Friends programs.

Will was successfully rebuilding his life, but within a few years his rent climbed to the point where his fixed income wasn't enough.

Joppa once again answered his prayers. Will became the first-ever tenant of the new Cottage Home.

"The only way to give back to God is to give back to others. Five years from now, that's where I want to be. I want to be part of a strong organization that keeps people first."

Will now lives in his Cottage Home, has a job and is happy to be off the streets, thanks to Joppa.

"At Joppa, they didn't judge me. They didn't care how I got homeless. They cared only about meeting the need."





STORIES OF STRENGTH

Giving rise to a new life

“One of the greatest things Joppa did for me was just showing there are good people left in the world.”

Tommy Hayton,
formerly homeless

“I got off the river because of Joppa’s love. There’s isn’t another organization like Joppa. The volunteers who come out here always have a smile. They listen to us, offer a handshake. They don’t look down on us. It’s unconditional love.”

Al Luper,
formerly homeless

“Joppa was our saving grace. They gave us tents, clothes, food, clean water, heat. Without Joppa, my son probably wouldn’t have made it. We wouldn’t have survived on our own.”

Ashley Signs,
formerly homeless

”

PILLARS OF SUPPORT

How we help

Joppa has three pillars that support our mission of helping those in need, while working to end homelessness.

1 HOMELESS SERVICES

Our foundation is ensuring everyone has the basic blocks for survival: food, clothing, shelter, heat and—most importantly—hope. We build relationships and connect people with resources to find housing and employment. After they move into a permanent home, our Aftercare Program offers support and nourishment as they rebuild their lives.

Joppa Homeless Services include:

- Weekly outreach and aftercare
- Circle of Friends
- Homeless Nutrition Program
- Winter Survival Programs
- USPS mail deliveries
- Street nursing and medical referrals
- Job development and placement
- Transportation and housing assistance



2 HOUSING DEVELOPMENT



The primary cause of homelessness is a lack of affordable housing. To fill this gap, Joppa is developing fundamental housing solutions:

1. **Cottage Homes** – Permanent, truly affordable homes for seniors, veterans, disabled individuals and others living on fixed or part-time incomes, including those formerly homeless.
2. **Loft Cottages** – Transitional tiny homes with full bathrooms and kitchenettes. Located in a safe, supportive village, the Loft Cottages provide a place for homeless individuals to live while they rebuild their lives.

3 EDUCATION ADVOCACY

Joppa strives to educate the public about why people are homeless, why we should care, and what we can do to help. We believe this education will help end homelessness nationwide. As part of this effort, we create educational materials, produce videos and organize the following signature events throughout the year:

- Project PJ
- Joppa Community Cleanups
- Down & Out Homeless Fundraiser
- Iowa Homeless Memorial
- Homeless Christmas Celebration



“[Project PJ] helped our kids focus on the needs of other children and adults in our community. This was an excellent opportunity to learn about something beyond their own daily lives.”

-Tracy Lepeltak, Counselor & Dean of Students, Cowles Montessori School

BOLSTERING A COMMUNITY

Our impact

It's amazing to see how far Joppa has come, with God's blessing and the generosity of our donors, volunteers and partners. Here is the impact we made in 2020:

45

homeless individuals helped off the streets and into permanent housing

8,609

outreach visits to people living under bridges, in tents and in vehicles

3,298

aftercare visits to recently homeless people

118,889

pounds of food rescued and delivered to those in need

Then and Now

- 2015**
- 17.5 hours per volunteer
 - 1,967 referrals to partners
 - 1,747 USPS mail deliveries to homeless individuals
 - 5,092 meals served

- 2020**
- 30.5 hours per volunteer
 - 6,605 referrals to partners
 - 2,340 USPS mail deliveries to homeless individuals
 - 7,540 meals served

EXPANDING FOUNDATIONS

Our vision for 2021

Despite the pandemic, increasing homelessness and other challenges, Joppa is resilient and continues to grow. We're excited to establish new initiatives that will not only move Joppa forward in ways we've never seen before—they will be game-changers for the entire community.

1

HOMELESS RESOURCE CENTER

Joppa is constructing Iowa's first Homeless Resource Center, a one-stop-shop for homeless individuals to find resources, referrals and hope. The center will provide food and water; supplies, job and housing resources, a computer station, a full-time case manager and more.

The Homeless Resource Center is an innovative solution to provide efficient and comprehensive support, allowing us to expand our reach and help even more people off the streets.

2

THRIFTMART

Joppa is getting ready to launch Thriftmart, a nonprofit thrift store that sells high-quality new and gently used goods. We plan to eventually expand the brand and open additional stores.

Thriftmart will provide sustainable income for Joppa operations, while offering job training for homeless individuals. The store will also raise awareness about homelessness to new audiences.

3

JOPPA VILLAGE

Joppa is working with city and county officials to find a suitable location for a transitional village of Loft Cottages in the Des Moines metro. The village will be a gated community that provides a safe place for people working their way out of homelessness.

The Joppa Village will immediately get 50 people off the streets and help them gain a source of income and overcome other barriers before moving on to permanent housing.



FUNDING OUR FOUNDATION

The cost of providing hope

CORE OPERATING COSTS:

Homeless Services	\$639,070
Homeless Resource Center	
Outreach & Aftercare Programs	
Nutrition & Winter Survival Programs	
Case management	
Housing & employment assistance	
Housing Development	\$221,187
Loft Cottages	
Transitional Village	
Cottage Homes	
Education Advocacy	\$498,559
Public awareness events	
Joppa Kids	
Storytelling & thought leadership	
Administrative/Fundraising	\$141,184
Accounting & tax preparation	
Legal & professional services	
Administration	

GIFT PLAN

Donors	Gift Amounts	Total
1	\$100,000	\$100,000
2	\$75,000	\$150,000
4	\$50,000	\$200,000
<hr/>		
10	\$25,000	\$250,000
12	\$15,000	\$180,000
15	\$10,000	\$150,000
<hr/>		
22	\$7,500	\$165,000
24	\$5,000	\$120,000
26	\$2,500	\$65,000
Everyday Angels	Various	\$120,000
116 DONORS	\$1,500,000	

A STRONG BASE Our leadership

BOARD OF DIRECTORS



DIANA CLAY
Community Volunteer



MARGARET GODWIN
VP, Business Manager,
Wells Fargo



KYLE HORN
Founder & Director,
America's Job Honor
Award



JACKI STEVENS
Joppa Donor Relations
Manager & Cofounder



JOE STEVENS
Joppa CEO &
Cofounder



LORI VANKIRK
Community
Volunteer

CORE STAFF (PAID & VOLUNTEER)



CURT CARLSON
Housing Program
Manager



KAYLA CHOATE
Communications &
Events Director



TOM FISCHER
IT Director



AMELIA JANSEN
Executive Assistant



PATRICK JANSEN
Donor Relations
Director



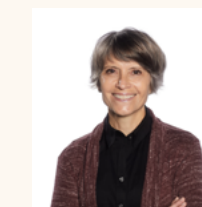
PAT MCPHERREN
Client Services
Specialist



**STACIE
O'CONNOR**
Case Manager



EMILY OSWEILER
Chief Operating
Officer



KIM ROUSH
Volunteer Director



CALEB STEVENS
Video Producer &
Cofounder



Patrick Jansen, Donor Relations Director
patrick.jansen@joppa.org
(515) 420-9228

Joppa
2326 Euclid Avenue
Des Moines, IA 50310