

# Good <sup>in</sup> <sub>the</sub> Hood

*Inspiring Intentional Kindness*



*Transforming  
communities  
with intentional  
kindness*

[GoodintheHood.org](https://GoodintheHood.org)

# 2024 ANNUAL REPORT

## LETTER FROM THE FOUNDER & EXECUTIVE DIRECTOR



Dear Friends,

Life is not predictable or certain. We all know that. Yet two other things are also true. Good in the 'Hood continues to make a difference each month in hundreds of lives, families and throughout our beloved Twin Cities **AND** we have the privilege to do this in partnership with the many fellow **DIFFERENCE MAKERS** who share our cause to bring a practical expression of intentional kindness to our community. This includes countless volunteers, supporters, partners, and generous donors like **YOU**. No matter how uncertain life may be, we believe in the power of working together to bring help and to inspire hope in the lives of all those around us.

In this report, you'll find important updates and testimonials from people who have been directly impacted by our programs -- receiving food, footwear, foot care, and friendship because of your generosity. You'll also read about our special project, Will You See Me? This initiative documents the stories of many people who are living on the street or standing at an intersection asking for help. You'll be introduced to Aerick who we interviewed for the project. He has faced tough times, economically and socially. Yet he has persisted. He demonstrates for all of us the hope we should have for a brighter future.

We are so grateful for your partnership. Together, **we serve more than 12,000 people each month**. They have come to Good in the 'Hood seeking food, shoes, foot care, youth services, holiday help, information, dignity, and an opportunity to join us in our mission to do good and to spread intentional kindness. You've made it possible to provide all that and so much more.

Whenever we hear the story of one of our Good in the 'Hood families, we are humbled. They show resilience, determination, and a desire to give back because of the help **YOU** provide. We are truly grateful for your dedication to support us. With your ongoing partnership, we are changing lives, strengthening families, and providing hope. We are better together!

As we look at what 2025 may bring, there is uncertainty all around us. However, we know that with your commitment to Good in the 'Hood and the communities we serve, and the compassion you have for our neighbors in need, we will be able to continue offering help and hope to the least of those among us.

We are truly grateful for your kind support and partnership.



Rev. Shawn Morrison  
Founder and Executive Director



Mr. Jonathan Behnken  
Board Chair, 2025

# Serving Our Neighbors & Community in Need

## TESTIMONIALS

### FOOD SHARE PROGRAMS



“I’m grateful that you don’t have to be embarrassed to ask for help. And it’s a really good program. There’s much more than just receiving food. You gave you information about resources, as well as checking your feet out.” — *Alesia*

*Photo from our Food for Thought at Metro State food program for students*

### SHOE AWAY HUNGER

Schuler Shoes has been a proud supporter of Good in the 'Hood for a number of years and has found a special affinity with their Shoe Away Hunger program.

We strive to build a connection with each of the communities we have stores in, and support the broader Twin Cities and Minnesota communities, as well. By offering collection boxes, we can give a second life to a whole lot of shoes and allow that to feed those who need it most. We also aim to support the mission of Shoe Away Hunger with their vehicle needs, especially the Shoe Bus, and look to pass the blessings we have received on to bless others.

This Shoe Away Hunger program and our involvement connects the support of individuals, our business, and Good in the 'Hood's ministry in an incredible cycle of partnership.

We have also been excited to see Good in the 'Hood's growth through their other programs, such as SoleCare for Souls, and look forward to the continued and greater abilities to partner with these programs and see them flourish as they deliver such important and meaningful support and resources to so many people. — *Mike Schuler, CEO Schuler Shoes*



*Mike Schuler, CEO of Schuler Shoes*



*Shoe Away Hunger Bus*

# Serving Our Neighbors & Community in Need

## TESTIMONIALS

### SOLE CARE FOR SOULS



"I always work harder and better after getting my feet cared for." — Carl

SCFS Mobile Unit

### GOOD INDEED



Employees from Target lending a helping hand

### SIDE BY SIDE

Being on the student lead team gives me opportunities to engage with other youth in my lead team and through people attending THE FEED, through intentional conversations and purposeful outreach. We make it a priority at every breakfast to engage with the students, make sure everyone feels welcomed!

Hosted 40+ Students Each Month | 20 Student Leaders | 88 Adult Volunteers



### HOLIDAY HELP

Dear Good in the 'Hood and Sponsor,

I'm thanking the Lord for you. What a blessing that he has sent you to graciously sponsor my family for Christmas. I've never had anyone do anything like this for us. I've cried so many times about the help you are so kindly giving. I'm Grateful to the Lord for you have given my children gifts to open on Christmas morning. You saved their Christmas. You have made my Christmas. I wasn't expecting to be so blessed.

My children Tristan, Daman, Lilyssa and Gene have all expressed their gratitude towards what you're doing for us. Thank you so much from the bottom of my heart. You have done so much more than you will ever know. God bless you and I hope you have a Merry Christmas.



# Special Project: Will You See Me?

## Aerick's Story



Born in Chicago, Aerick and his mom moved to Minneapolis for safety. "It's dangerous out there, so I've been trying to go somewhere safer. Gangs, drugs, there's a variety of stuff that I needed to get away from."

Aerick is working towards a more stable future. "I would like to get my GED and maybe go to college, university, you know, dorm rooms and stuff like that. Maybe study psychology."

When he was interviewed, Aerick and his mom were staying with a friend. Otherwise, it's been "couch to couch" for a place to rest and recover. Aerick wanted to pray with us, saying "I'm a Baptist Christian! Me and my brother, we pray all the time."

Transcending all the burdens in life is Aerick's unyielding faith. It infuses him with an uncompromising belief in his destined purpose and a transformational power to shape his future.

## ABOUT PROJECT: Will You See Me?



Born out of the love for all people and the call to care for them, Will You See Me is a special project bringing to life the stories of people who panhandle to survive.

We've interview several people who are unhoused or dealing with crisis. Their stories are similar to many of ours: families that love each other, the loss of a job, a health crisis, a broken relationship. Yet those who live on the margins of society have had additional hardships or more difficulty in bouncing back. They are just as deserving of love, dignity and care as we are.

Many of the stories and photos will be compiled into a book to be published in the fall of 2025.

# Running from the Past.

*“It’s dangerous out there.”*

Aerick C.

At some time or another, most of us find ourselves running from something. For some, it may be running away from a vicious neighborhood dog or an angry hornet’s nest. For others, it may be trying to break away from compulsive habits, life-controlling addictions, or inner demons that have held them hostage for too many years...or frantically fleeing abusive relationships or toxic family conditions. Whatever the reason, far too often, people tend to get stuck in their unhealthy circumstances because their present pain is far less devastating and daunting than the ugliness they have left behind. This is undoubtedly true for Aerick, a young man wrestling with leaving a dreadful past behind, choosing homelessness and life on the streets as a preferred alternative.

Aerick was born in Chicago, Illinois, and he and his mom came to Minneapolis around six years ago to escape. *“It’s dangerous out there*, so I’ve been trying to go somewhere safer. Gangs, drugs, there’s a variety of stuff that I needed to get away from. I have a sister. She’s in Chicago and on the same thing I’m on, you know. But she’s female. It’s easier for females than males when you’re going through gangs”.

Considering that environment, it only makes sense when Aerick shares about his childhood dream. “Originally, I wanted to become a police officer.” When that didn’t work out, Aerick moved on to something more creative. “I wanted to design clothing and stuff like that.”

Having left his childhood ambitions behind, Aerick dreams of moving forward towards a more stable future. “I would like to get my GED and maybe go to college, university, you know, dorm rooms and stuff like that. Maybe study psychology.” Being young, single, and having no children, we mentioned, “You’re just getting started”. At that, Aerick grinned and replied, “So, I have a chance to get everything together.”

When asked where home is right now, he motions to a nearby woman and a partner in panhandling. “We’re staying with my friend over there. My mother’s friend.” Otherwise, it’s been “Couch to couch.” As we conclude our conversation, a genuine offer to join Aerick in prayer hangs in the air. The eagerness that lights up his eyes is almost tangible. “Yeah, I’m a Baptist Christian! Me and my brother, we pray all the time.”

Aerick has been running to escape his past for a very long time. Much of this has been motivated by fear and anxiety. But removing the rearview mirror of life is not always easy to do. Still, for Aerick, he understands a complete refocus is a necessary step to move forward successfully and find a life of fulfillment.

Aerick’s pursuit is not merely an escape from his past but a relentless chase toward a better but still unknown future. With their unwavering support through each step, the companions by his side are as crucial as the air he breathes. Yet, paramount above all is Aerick’s unyielding faith, infusing him with an uncompromising belief in his destined purpose. In this amalgamation of resolve, camaraderie, and unwavering conviction, Aerick finds the transformative power to define his journey and shape his tomorrow.

As Aerick makes his way through life on the streets, he focuses no longer on glancing back at the shadows of his history but on propelling himself toward his envisioned tomorrow.

## SERVING OUR NEIGHBORS & COMMUNITY

### Food Programs

Good in the 'Hood food programs ensure that our neighbors have healthy food to sustain them in work and school. This is the heart and soul of Good in the 'Hood. Your partnership in providing food to families allows people to move forward in life.

#### **Food Shelf-In-A-Box**

These pop-up mobile food shelves provide easy access for people who need food. Partnering with churches, schools, organizations, and apartment complexes allows for a community approach so all feel welcome.

#### **Food in the 'Hood**

With our traditional food shelves, we stock a wider range of groceries that can be accessed more frequently; available for families who are in a crisis. We also offer our guests a delicious nutritional meal to enjoy, either onsite or to take home.

#### **Food for Thought**

The college campus food pantries provide groceries and snacks for students facing food insecurity. They operate at times most convenient for students.

#### **Emergency CARE Packs**

We distribute backpacks filled with nutritious food that requires little to no preparation to people who are unsheltered.

### Shoe Away Hunger

Shoe Away Hunger provides new and gently worn footwear to people in need. The nominal suggested donation helps people maintain their sense of dignity and funds the food programs. We also distribute school supplies to students during shoe events. Thanks to the generosity of Schuler Shoes, we have a new shoe bus in 2025 for hosting shoe events.

### Sole Care for Souls

We care for the feet of people who are unsheltered or under-resourced by trimming toenails, buffing calluses, massaging feet, and treating common foot conditions. While

tending their feet, we nurture their souls through conversation and words of comfort.

### Side-By-Side

Now, more than ever, young people are in need of support and caring relationships with adults and peers. We provide meaningful activities and resources for middle and senior high youth to support them as they navigate complexities in life. Regular activities include a monthly breakfast event at the Buffalo Community Center, which includes an inspiring message.

### Holiday Help

Holiday Help brings joy and comfort to families in need during the holiday season. Deliveries include food and gifts to help families celebrate.

## 2024 STATISTICS



**2.5 Million Pounds of Food** distributed to 149,992 People.

**5,846 Emergency CARE Packs**

**749 Families with 1,914 Children** Received Gifts and Groceries during the Holiday Season.



**900 Boxes of School Supplies** distributed to students.



**74 Shoe Events** providing **33,050 Pairs of Shoes**.



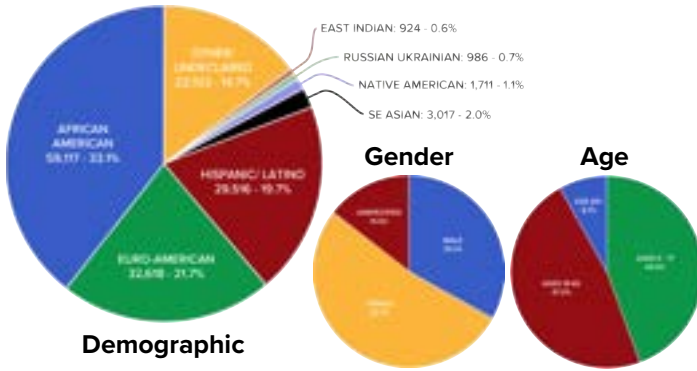
**2,847 People** Received Foot Care, including **692 new clients**



**THE FEED** hosted **40+ students** each month during the school year.

**200+ Students** at each **Palooza Outreach**

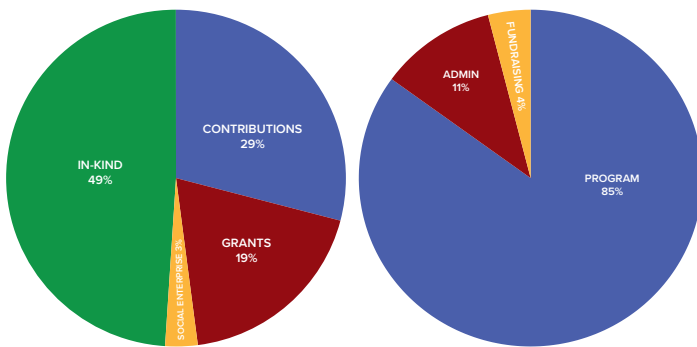
## CLIENTS & GUESTS



## FINANCIALS

Our 2024 Operating Budget was **\$1,593,730**.

GITH has a multi-tier approach to sustaining our fundraising efforts through donations, grants, fundraising events, in-kind giving, and social enterprise. Our programs are lean with 85% of all funds invested back into programs and services, made possible by our innovative site partnership model that enables us to do the most good with the least amount of waste. We have strategically planned our growth to help meet community demand and continue to have a balanced budget. We are forever grateful for the many friends, partners, and stakeholders who believe in our mission and stand with us to act with a generosity and intentional kindness towards the community and our beloved neighbors in need.



### Total Revenue **\$1,850,485**

3% Social Enterprise - \$85,004  
 19% Grants - \$487,886  
 29% Contributions - \$678,197 (corporate, church and individuals)  
 49% In-Kind - \$599,398

### Total Expenses **\$2,027,178**

85% Program Expenses - \$1,731,558  
 11% Administrative Expenses - \$233,322  
 4% Fundraising Expenses - \$72,298  
 Net Revenue -- \$176,693

## 2024 BOARD OF DIRECTORS

### Doug Stewart | Board Chair

Director of Operations Church of Open Door

### Jonathan Behnken | Vice Chair

Thrivent Financial

### Mark Cross | Board Treasurer

Retired CFO, Hearing Components, Inc.

### Kathy Bissen | Board Secretary

Retired Registered Nurse / Director of SoleCare for Souls

### Kelly Neufeld | Member

Owner Neufeld Construction LLC

### Leona Martin | Member

State Program Administrative Supervisor Principal

### Laena Gennrich | Member

Registered Nurse / Charge Nurse Ridgeview Medical Center

### Carrie Callahan | Member

Retirement Plans Operations Manager Capital Group • American Funds

### Renson Anjere | Member

Senior Territory Manager Safeco Insurance

### Reverend Shawn Morrison

Founder & Executive Director of Good in the 'Hood

