



# annual report 2020





# 1,350 boxes of food given out to re-open on Monday

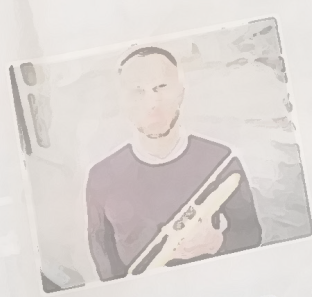
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# Food drop continues to demonstrate

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# arns to 'improvise' at-home life



# STBULLETIN

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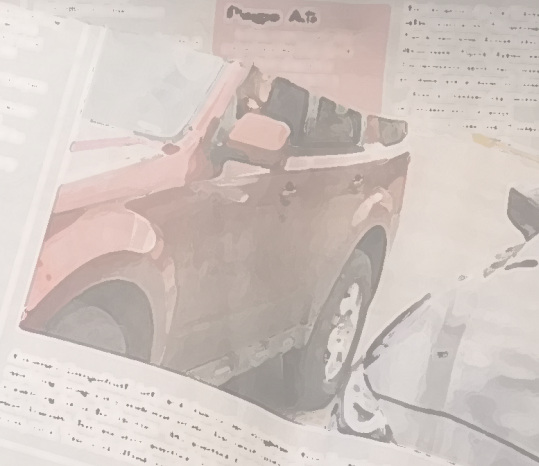


# Former PB site always and more

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# FAMILY FINDS HANDS AMID PA



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**Mental Health**... [The text is mostly illegible due to the angle and overlap of the page.]

# From the Executive Director

2020 was a year like no other. By late spring it was apparent the pandemic and its impact would require Family Service Rochester to lean into our vision of a safe, vital community that fosters strong, healthy families and capable children.

The pandemic affected nearly every service area, from staff members primarily working remotely to learning new ways to deliver services through teleconferencing. The pandemic provided an opportunity to utilize staff resources in new ways.

We delivered much needed resources to the community and our partners via our collection and distribution of incidentals. We served populations we have traditionally not, including many homeless and Covid 19 positive individuals. Our annual report for 2020 highlights the pandemic specific work we contributed to our community's resilience.

The onset of the pandemic brought financial uncertainties for the coming year. As the year progressed, we made on-going budget adjustments, participated in local, state, and federal programs, and benefited from generous - often unsolicited - donations. As a result, not only did we end the year without staff or program reductions, we were able to support expanded services to meet new demands.

The past year also brought a renewed focus on social injustices affecting communities of color. Though it seemed our country had made progress toward an equitable and just society, incidents throughout the year have painted a different picture: the deaths of African Americans, anti-Asian hate, posturing against all forms of immigration, and attacks against the LGBTQ2+ community.

I share the mix of complicated emotions you might have experienced over the last year. I do not pretend to have all the answers, but I do believe FSR needs to be part of the solution. I ask that you stand alongside Family Service Rochester in 2021 and beyond in our journey to embrace diversity, equity, and inclusion.

Thank you for supporting the work of Family Service Rochester.

Regards,



Scott Maloney

Executive Director





## Our year of COVID-19

When on March 16, 2020 we made our first public statement regarding COVID-19 we had been tracking the unfolding pandemic since its arrival in the U.S. In that statement, we committed to protecting the health and safety of our clients, consumers, volunteers, and staff. We began ongoing reviews of all our services and made changes as necessary based on guidance from health officials.

The Governor's March 16 "stay-at-home" order exempted agencies like ours. Those staff who could work from home began to do so, others remained on-site. We instituted and monitored on-site and client facing mitigation and safety protocols. And, we began to learn and use videoconferencing platforms.

By March 25, when Governor Walz issued his first emergency executive order, FSR had already adopted changes to our Meals on Wheels and senior congregate dining programs, launched our telehealth counseling service, moved support groups and case management to virtual conferencing, and initiated a project to collect and distribute household items.

These early responses exemplified the strategy that would direct our actions over the coming months: assure the continuity of our services for our clients and consumers, expand those services to meet increasing demand, and support when we could community pandemic responses.

This review of 2020 highlights how Family Service Rochester adapted to the pandemic as it evolved and embraced the opportunities to enhance services when our communities needed it.

# Mental Health

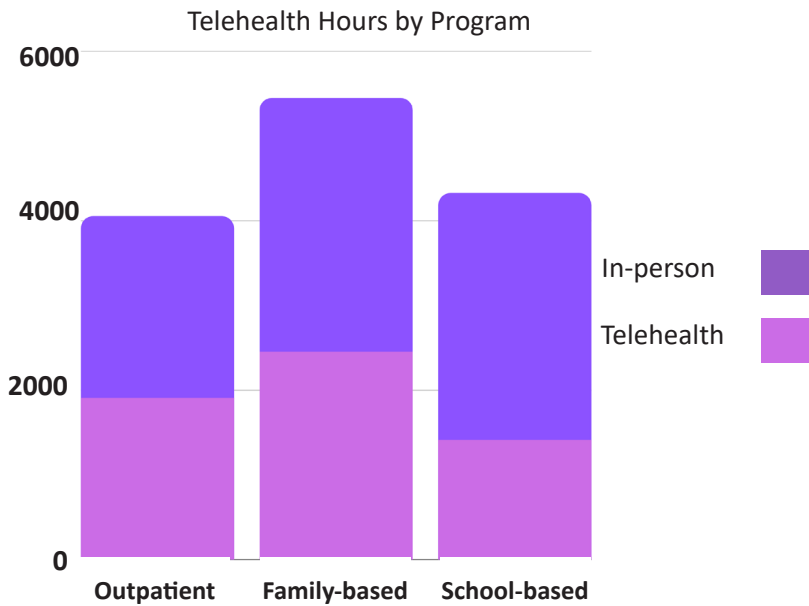
Our counselors partner with individuals and families, children, youth, and adults to provide mental health service addressing a wide range of personal and family challenges.

**“On Thursday, March 18, Family Service Rochester announced the launch of new telehealth counseling services. The services are available for new and existing patients. Counseling sessions can be provided via internet connection on a smartphone, tablet or computer.” *PostBulletin*, March 19, 2020**

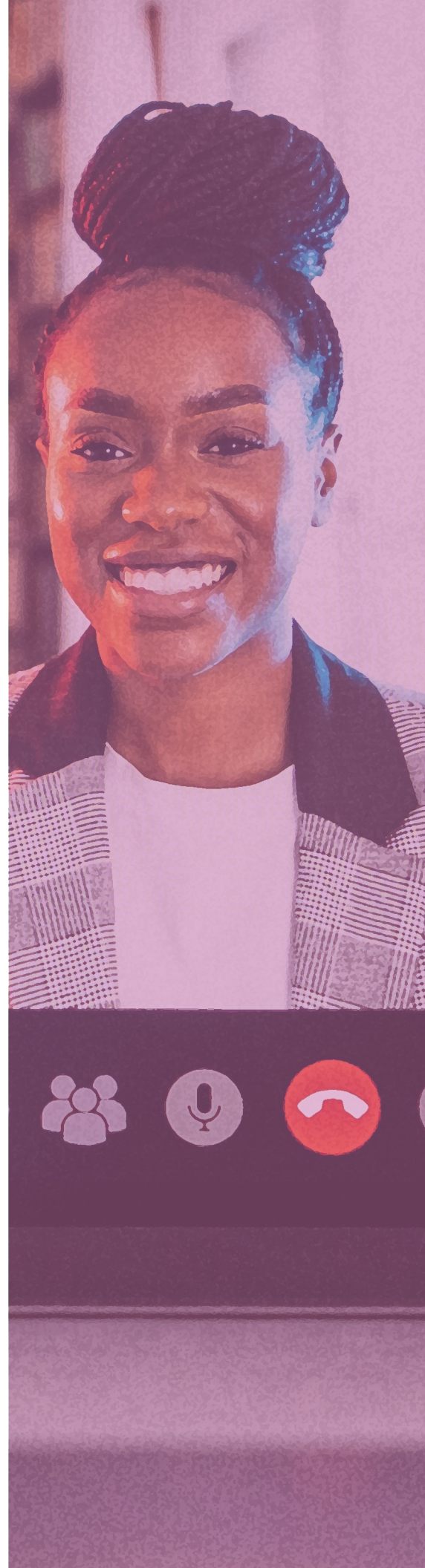
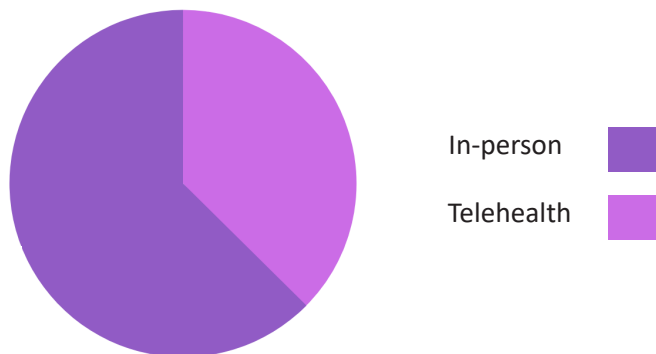
Already scheduled to come online early in 2020, with the onset of the

pandemic, telehealth counseling was implemented to provide mental health services and enable our school-based therapists to connect with students at home. With safety protocols in place, we provided face-to-face counseling in-home or in-office.

Three clinical staff, in partnership with Olmsted County, provided housing assessments and support to individuals at the Mayo Civic Center day center.



% Telehealth Clients Across Programs





## Family Stability & Child Well-Being

*Our social workers engage families in partnership to enhance child and family safety, mental health, and well-being. Through several collaborative efforts with Olmsted County Child and Family Services families are offered supports to address their individualized needs.*

The pandemic hit families especially hard. Job furloughs, loss of employment, working and schooling from home, access to child care, food, household necessities all made life precarious.

Our social workers observed an increase in intensity in their work with families and children struggling with increasing pressures.

FSR family stability and child well-being services continued via virtual conferencing or, with COVID-19 safety measures, in-person.

In March, we joined with other organizations to establish, then sited and managed, a community project to collect and distribute household items along side partnering agencies.

**“On Friday, FSR partnered with Rochester Public Schools to distribute items such as toilet paper, detergent, paper towels, and hand soap to nearly 200 families with school-age children....”** *PostBulletin*, April 22, 2020

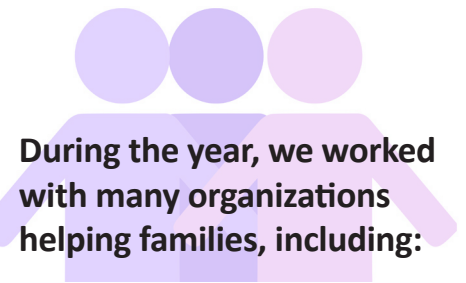
**In response to 2,300 requests for supplies, we distributed...**

**42,000 diapers/pullups**

**21,500 rolls of toilet paper**

**6,800 cleaning products**

**13,800 personal hygiene items**



**During the year, we worked with many organizations helping families, including:**

**Channel One** to distribute **780 food boxes.**

**IMAA with MN Department of Health** funding to distribute **4,460 reusable masks** and **2,196 bottles of hand sanitizer** to immigrants & refugee serving organizations in Rochester.

**Olmsted County Emergency Operation Command** to support over 200 COVID-19 positive households with essential supplies like thermometers, Tylenol, masks, food, and cleaning supplies.

# Senior Independence

*Our professional staff and volunteers work with older adults, persons with disabilities, and their caregivers to assist them living safely in their homes and the neighborhoods they love.*

Though COVID-19 presented special challenges for Meals on Wheels, the needs it fulfilled - food security, social connection, safety checks - were also made greater. With the guidance of health professionals, we continued essential services for older adults and person with disabilities.

**“Instead of a daily meal, the program is delivering two meals at noon, if the client want them.”**  
*PostBulletin, March 25, 2020*

The infrastructure we had in place to manage food support and mobilize volunteers, made us a natural partner in community efforts responding to pandemic challenges related to food security and social isolation.

Responding to increased demand, we expanded our meals delivery with additional meals and added

deliveries to high-risk, unsheltered homeless in temporary housing and persons in quarantine.

We extended grocery delivery services to any who requested it and supported community food distribution sites and pop-up pantries.

In April, we added **FSR Fresh, a service of** food box delivery that included fresh fruit, vegetables, meat, milk, cheese, salads, bakery items, plus nonperishable cereal, soups and pasta. **These** boxes were packaged and delivered to seniors, persons with disabilities, and COVID positive individuals 3 days per week. We averaged 100-120 FSR Fresh box deliveries per week.





## Other highlights of the year

Though the challenges of the coronavirus pandemic framed our actions, 2020 also saw developments in other areas of our work.

While the **Meadow Park Initiative** saw pandemic-driven responses such as pop-up pantries, we also worked on the census and voter registration. In November, we dedicated a mural at the refurbished neighborhood park.

A grant from Meals on Wheels America funded by the Home Depot Foundation supported numerous **home improvement projects for older veterans** and their spouses.

At the new **Jeremiah Program** facility, we began providing therapy services for residents and mental health skills building training for staff.

**Family Advocacy in Recovery and Restoration** (FARR) now provides substance use disorder recovery support for women who are pregnant and/or parenting.

**Ageing Well** is a new senior independence service that provides mental health services for older adults.

**Age-Friendly Olmsted County**, being lead by FSR, completed a community assessment in preparation for developing an action and evaluation plan.

## Fundraising

In March, when the pandemic began to impact social gatherings, we were well into our 2nd annual Denim & Diamonds Meals on Wheels fundraiser and in early conversations with partners regarding Once Upon a Playhouse.

Our volunteers quickly convened to pivot both these events to a virtual format. The Denim & Diamonds auction was rescheduled to June 5th.

With our Rochesterfest venue canceled, the Once Upon a Playhouse raffle also went online

with our playhouses and pergola being displayed at various locations and events around the city.

We held the Once Upon a Playhouse drawing live online on October 1st with the proceeds support our mental health services.

Throughout the year, we received generous financial and in-kind support from local businesses and individuals who saw our work and reached out to help.



# Volunteers

As is true every year, we depend upon the dedication of volunteers to support our services to consumers.

In 2020, as the need for our services increased and community challenges grew, our volunteers were vital to our ability to adapt and respond.

We registered 348 new volunteers including people on furlough or experiencing job loss looking for ways to help.

In response to the pandemic, our volunteers took on greater responsibilities.

For example, Meals on Wheels volunteers committed to five months of same route meal deliveries to safeguard our consumers from having multiple contacts with different persons.

This reduced exposure for our consumers who were at high risk

of the most serious outcomes of a COVID 19 infection.

Volunteers helped us bring additional and expanded services to the community.

**“Calls to seniors and others struggling with isolation have been growing....**

**‘It gives me something to look forward to and add to the routine,’ said Sam Rouleau, a third-year medical student who is volunteering with Family Service Rochester.” PostBulletin, April 25, 2020**

Family Access Center volunteers continued to support on-site and virtual visitations with families.

Our fundraising volunteers made it possible for us to quickly shift two major events online.



**348**  
new volunteer registrations





## 2020 Mayor's Medal of Honor

Kelli DeCook, Director of Child Welfare Services and April Sutor, Director of Innovation and Collaboration were awarded the 2020 Mayor's Medal of Honor for Human Services in recognition of their leadership and work during the pandemic.

In its 37th year, the Mayor's Medal of Honor recognizes Rochester residents who have gone above and beyond to serve the community.

During the pandemic they lead important activities in the community to ensure our most vulnerable had the food and supplies they needed to be safe and secure in their homes. Together, they secured grant funding and donations in excess of \$300,000.

Peg Winters was awarded the 2020 Mayor's Medal of Honor for Community-Wide Service in recognition of her commitment of personal time and ability to the benefit the residents of the Rochester area.

Peg was honored for her many contributions to Rochester over the years including to the AARP Tax Aide Program, United Way of Olmsted County, Girl Scouts, Quarry Hill Nature Center, and FSR.

We have long appreciated her many years of commitment and service supporting older adults.

In 2020, Peg played a key role in distributing thousands of Meals on Wheels and other food support to hundreds of residents.



(left to right) Peg Winters, Kelli DeCook, April Sutor, and Mayor Kim Norton.



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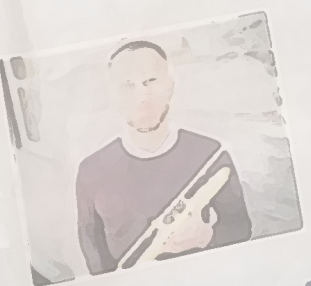


# After food drop continues to demonstrate

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# learns to 'improvise' at-home life

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# STBULLETIN

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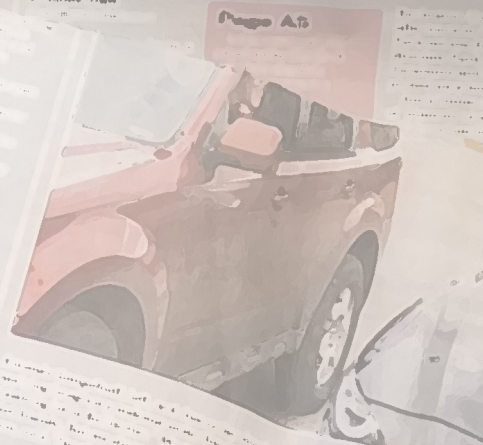
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Family Service Rochester is a community-based organization providing mental health, senior independence, child well-being, and family stability services. We listen to what people need and together, we build better lives.