

HOME+

HEALING

# United Methodist Campaign for Restoring Waters

Hamline Church  
March 16, 2022

Presenters:

Mariah Furness Tollgaard, Pastor  
Tonya Brownlow, Executive Director  
Shawna Nelsen-Wills, Advancement Director

**Emma Norton**  
The Journey Home Begins Here



Emma Norton

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*The Campaign for  
Restoring Waters*





# Celebrating 100 Years of Emma Norton



## Methodist Home for Girls Founded

Founded through a gift from Mrs. Emma Norton to the United Methodist Women (UMW), the home became a National Mission and provided safe and affordable housing for women coming from rural Minnesota to the Twin Cities for work or school.

1917

## Emma Norton Residence Opens

In 1967, the organization relocated to its current location on Robert Street North in Saint Paul, with dormitory-style housing for 50 women in either double or single rooms.



1967

## Program Changes Begin

In the 1970s to '80s, the Residence continued to support women in need, including deaf students and families with loved ones in long-term care at Regions Hospital.

1970s to '80s



## Added the SOAR Program

We added the SOAR Program, which we provide to women in our housing as well as outside clients (including men) to facilitate greater self-sufficiency through additional income and support.

2014



## Emma's Place Opened in Maplewood

A second location opened in Maplewood to provide affordable, supportive housing for single-parent families with three or more children who were homeless. Emma Norton Residence officially becomes Emma Norton Services.

2002

## Homelessness on the Rise for Women

In the early 1990s, our focus changed to serving homeless women. Identified by Ramsey County originally as a shelter, we added case management services to specialize in women who experienced mental health or chemical dependency challenges.

1990s

2015

## Housing First and Harm Reduction

Emma Norton embraced the above evidenced-based practices—recognizing the critical importance of a stable place to live, eliminating restrictions on length of stay, and meeting clients where they are at on their own journey of recovery.



2017

## New Scattered-Site Housing Program

Launched this new program for women and families who feel ready to move to a higher level of independence in the community. This also helps open up space at one of our residences to meet the increasing need for affordable housing.



TODAY

## Emma Norton Today

Emma Norton has grown from a safe place to sleep to a supportive sanctuary for healing and personal growth, with mental health services and supports integrated throughout all programs and activities.



BY 2025

## Our Vision

Emma Norton Services will be operating at a scale that brings a full array of resources to the homeless women and families we serve. Housing and services will be exemplary, offered in partnership with key community institutions and will extend beyond our campuses.



# Emma Norton

## Mission

Provide transformational housing and growth for women and families on their journey of recovery



## Vision

Boldly expanding, empowering and transforming

## Values

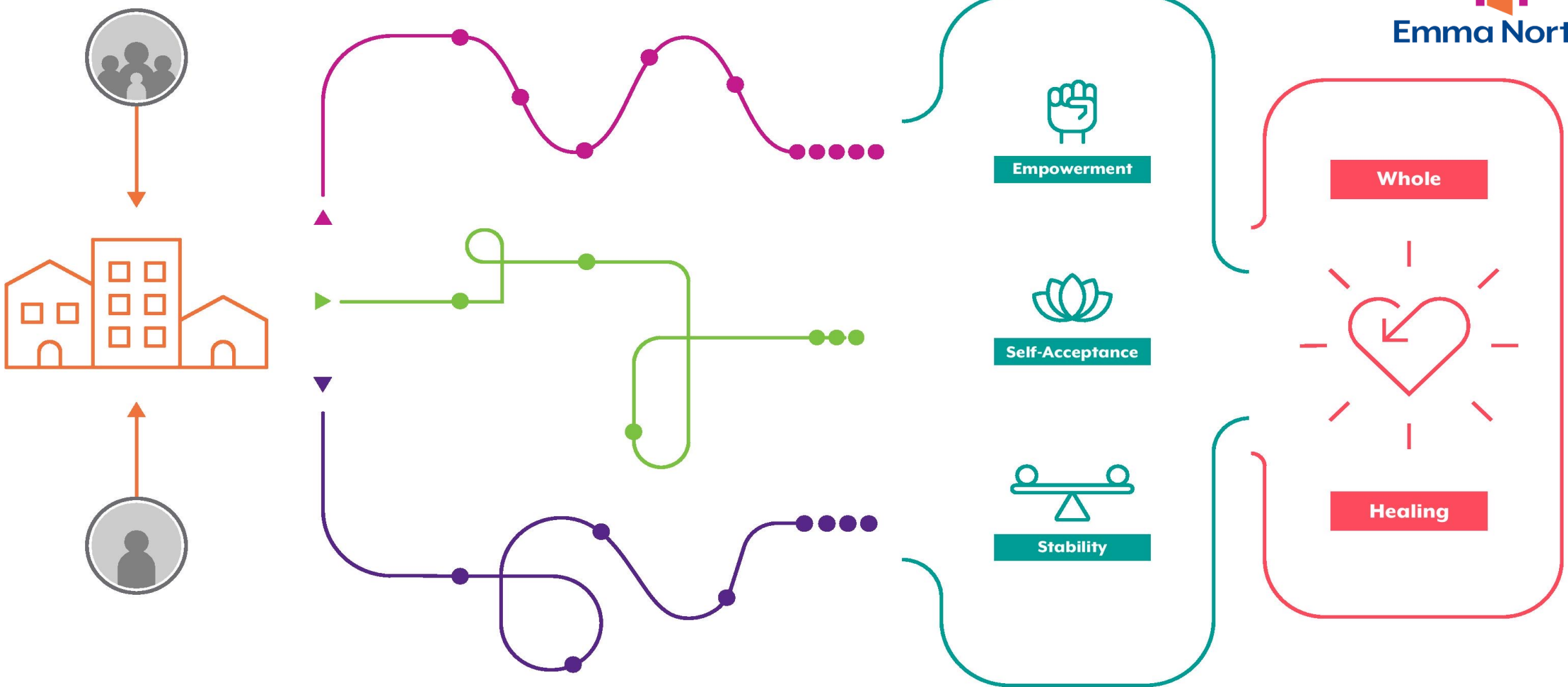
Community, accountability, perseverance, innovation, and protecting and valuing the whole human spirit







Emma Norton



All are welcome.

We advocate for each client to achieve their unique goals.

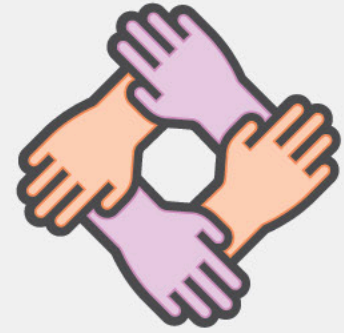
A supported journey results in a stronger self.

Dignity creates transformation.

# ACTING *for JUSTICE and EQUITY* BOLDLY

- 100% of the individuals we serve are low income
- 66% of our clients represent BIPOC communities
- Study after study demonstrate the cost effectiveness of supportive housing for people with mental health and/or chemical health issues

# RESTORING WATERS *at* HIGHLAND BRIDGE



## *Our Impact*

**67%** of women at Emma Norton Residence maintained their housing for six months or more or exited to safe, affordable housing (2020).

**67%** of women with a mental health diagnosis were actively engaged in mental health services after living at Emma Norton Residence for six months or more.

**80%** of families at Emma's Place moved to permanent, affordable housing at exit.

**100%** of tenants in our scattered-site program successfully completed their initial lease period upon moving into their own rental units.

**100%** of households experiencing a crisis that potentially affects their housing stability received support to help resolve it.





# Our Services

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- Case management
- Youth programming for ages 0-18
  - Social-emotional learning, after-school and out-of-school activities
- Housing navigation and assistance
  - Tenant workshops, eviction expungement support
- Certified Peer Support Specialists
  - Peer groups, one-on-one peer counseling
- Sanctuary Model
  - 1<sup>st</sup> nonprofit in Minnesota to implement this trauma-informed system of care



“

*I have a place to basically heal, and actually reevaluate myself, my goals, my wants, my needs, and just put a different perspective on things. Being out there on the streets, I wasn't able to cook, and I actually missed it... a kitchen of my own... that's something that I've been looking forward to for a very, very long time.*

*—Dominique, resident*



# Sanctuary Model



## Sanctuary Commitments

### Healthy people...

Adapt to change

Know how to stay safe

Manage emotions

Love to learn

Communicate constantly

Value diversity and participation

Care about social justice

Are socially responsible

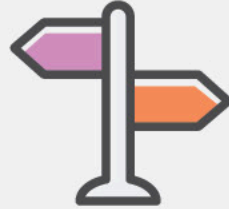


*Restoring Waters is being designed with trauma-informed principles to create a welcoming environment that acknowledges and addresses ongoing racial trauma and promotes a sense of calm, safety, dignity, empowerment, and well-being for all.*



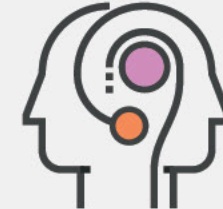
### **Collaboration & Mutuality**

Importance is placed on partnering and the leveling of power—everyone has a role to play in a trauma-informed approach.



### **Empowerment & Choice**

Individuals' strengths and experiences are recognized and built upon; clients are supported in shared decision-making, choice, and goal setting.



### **Cultural & Gender**

Eliminate cultural and gender stereotypes and biases; incorporate responsive policies and protocols to the needs of all individuals served.



### **Safety**

Promote a sense physical and psychologically safety throughout the space.



### **Trust & Transparency**

Operations and decisions are conducted with transparency to build and maintain trust.



### **Peer Support**

Peer support or trauma survivors offer lived experience to promote recovery and healing.





*Renderings of Restoring Waters showcasing healing design through use of natural light, nature, and calming colors*





# Restoring Waters Key Features

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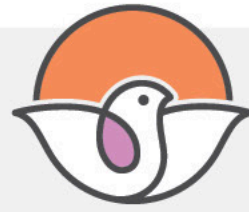


- 60 total units (56 alcove & 4 one-bedroom)
- New Headquarters
- Rooftop Space
- Exercise/Meditation Room
- Living Room Model & Healthcare space
- Programming Spaces



- Trauma-informed design
- Input from residents and staff
- Choices around private & communal space
- Access to nature
- Feeling of comfort and safety





## **CAMPAIGN GOAL**

# **\$3 MILLION**

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*Create and Expand*

**TRANSFORMATIVE HOUSING = \$2M**

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*Foster Recovery Through*

**LIFE CHANGING SUPPORT = \$650K**

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*Build Stability and Flexibility*

**FOR THE FUTURE = \$350K**

# ACTING *for JUSTICE and EQUITY* BOLDLY

\$1 million+ raised to date:

- \$275,000 from UMW National
- \$250,000 from Butler Family Foundation
- \$225,000 from Corporate
- Over \$260,000 from individual donors
  
- **GOAL - \$500,000 from the Minnesota United Methodist faith community**



## We Need Your Help:

- Consider a special offering, multi-year pledge, and/or a matching grant from your congregation.
- Invite Emma Norton Services to speak at your church
- Advocate for campaign support within the faith community.
- Share information in your bulletin/newsletter.
- Attend the Opening Doors Gala on April 28 and invite others to join you.
- Join the Emma Norton Restoring Waters Faith Committee

# NAMING OPPORTUNITIES

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## *Investing in a Bold Vision*

A gift to Home + Healing: The Campaign for Emma Norton is an opportunity to invest in a bold vision of hope and healing for women and their families. Your gift also presents a unique opportunity to be permanently recognized at Restoring Waters.

We encourage our donors to take advantage of these opportunities, either through an outright gift or through one that is pledged for up to three years. You may also choose to honor a family member or friend through a naming opportunity.

## *Available Opportunities*

Individual Floors   4	<b>\$ 500,000 each</b>	Outdoor space + public art   1	<b>\$ 100,000</b>
“Living Room” Therapy Space   1	<b>\$ 250,000</b>	Ground Floor Common Areas   4	<b>\$ 50,000 each</b>
Administration Wing   1	<b>\$ 250,000</b>	Common Resident Space   4	<b>\$ 25,000 each</b>
Family Apartments   4	<b>\$ 125,000</b>	Case Management Offices   4	<b>\$ 10,000 each</b>
Rooftop Garden   1	<b>\$ 100,000</b>		



# Opening Doors Gala

April 28, 2022, 5 to 8 p.m.  
Intercontinental Riverfront St. Paul





# Get involved!

## In-kind donations + volunteering

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- Birthday bingo
- Welcome Baskets + Move-in Totes
- Holiday events + gift drives







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*I want my kids to be able to believe in themselves, reach for their dreams, and succeed. I don't want them to have to struggle like I have had to struggle.*

*—former Emma's Place resident*

**ACTING**  
*for JUSTICE and EQUITY*  
**BOLDLY**

Ideas for Engagement & Our Commitment

Pastor Mariah Furness Tollgaard  
Hamline Church





*I was still water, held by my surroundings. I am now a river, carving my own path.*

*—Scott Stabile*

Questions?

Contact Shawna Nelsen-Wills at 651-251-2632 or  
[snelsen@emmanorton.org](mailto:snelsen@emmanorton.org)



**Emma Norton**

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