



# PRISM

BUILDING HEALTHY,  
STABLE LIVES

## Annual Report (October 2019-September 2020)

Dear Friends,

Ensuring the health and stability of our community's most vulnerable members has never been as easy task, and 2020 brought the challenges to a whole new level! Recovery from the Great Recession was only barely being seen by food shelves when Covid-19 struck. While many businesses slowed down or closed, PRISM was doing the very opposite! We have seen a steady increase in food shelf use over the years but the spike in need during 2020 was truly unprecedented.

The generosity of the local businesses, families, foundations, faith communities, and civic groups is beyond overwhelming. Minnesotans are hardy and kind people. While there are a plethora of emergency 'pop-up' food resources, PRISM continues to be the trusted, professional, and consistent food shelf for thousands of kids, adults, and seniors. Our good work at PRISM reflects your generosity and the compassion of the community. Thank you for keeping us strong!

Warmly,



30,323

total visits to our Marketplace Food Shelf



1,371,048

pounds of food distributed to participants



36

families received free clothing and household items from Shop for Change Thrift Shop



197

households obtained and maintained safe, stable housing



1,242

children received school supplies, birthday gifts, and holiday toys



8,262

hours of time and talent given by caring volunteers



### MISSION STATEMENT

Provide social services and connections that empower people in our community to build healthy, stable lives.

### EQUITY STATEMENT

Dropping assumptions about our participants, volunteers, staff, and community to intentionally adapt and design quality, inclusive and individualized opportunities for success.

### VALUES

Collaboration - Innovation - Dignity - Accountability

## PRISM PROGRAMS

Marketplace  
Food Shelf

The Marketplace Food Shelf ensures children, adults and seniors do not go hungry. More than 800 families visit the Marketplace each month. We meet one-on-one with each family. Our “choice model” allows participants to choose the food and hygiene items that best suit their household needs, similar to a grocery store.

Homelessness  
Prevention

This critical program for those facing short-term crisis, offers emergency financial assistance, help with budgeting, advocacy with landlords, support in applying for programs such as energy assistance, and referrals to community resources.

Shop for  
Change

The Shop for Change Thrift Shop makes proper clothing accessible for everyone. One hundred percent of our proceeds support our basic needs services. Open to our participants and the public, the shop offers high-quality, uniquely affordable clothing and housewares.

Children's  
Programs

The Children’s Programs help families create a sense of normalcy, maintain traditions, and celebrate milestones during times of financial difficulty. New school supplies, birthday gifts, baby essentials, and holiday toys are selected by parents to help families celebrate milestones.

### PARTICIPANT VOICE

This past year, we watched as the number of first time visitors to the food shelf jumped astronomically, many months doubling the visits from the year before. We innovatively shifted our food distribution model to a drive up model, where families would stay in their cars and we would load pre-packed groceries into their trunks. As fall came upon us, we shifted yet again to an appointment model where participants were scheduled to come in and receive food. We also modified our housing programs and case management processes to include online and other technology (such as text messaging) as ways for participants and landlords to submit information without physically coming to PRISM.

When asked what they have liked about PRISM, participants said:

“Receiving rental assistance during COVID was a lifeline, and it is a good feeling to know that I can keep my family safe at home.” - Single Father, PRISM Participant

“I am very grateful to the PRISM team for catering to our family’s dietary needs. God bless you for all you do.” - PRISM Participant

“We have never utilized food programs prior to COVID. I was hesitant and uncomfortable, but everyone has been very nice.” - PRISM Participant



## Financials (October 1, 2019- September 30, 2020)

Revenue (\$4,760,307)



- Individuals & Households (18%)
- Businesses & Corporations (4%)
- Foundations & United Way (11%)
- Congregations, Civic & Community Groups (3%)
- Government (6%)
- Earned Income & Other (6%)
- In-Kind Food & Other Donated Goods (52%)

Expenses (\$4,313,821)



- Programs (84%)
- Management & General (9%)
- Fundraising (7%)

*The electronic version of this report and our most recent Form 990 are available at [www.prismmpls.org/financials](http://www.prismmpls.org/financials)*

***Many thanks to our supporters!***

## GET INVOLVED

Donate

PRISM is a 501(c)(3) nonprofit and your donation of cash and in-kind goods is tax deductible. Give cash, check, donate online, or drop off food, clothing and housewares. Gifts of stock are welcome and appreciated.

Volunteer

Sort and stock food, or help families in the Marketplace Food Shelf. Sort and price items, set up displays, or work the register at Shop for Change. Serve as the receptionist at PRISM's front desk.

Shop

The Shop for Change Thrift Shop is open to the public. You'll find affordable housewares and clothes for members of your entire family. 100% of revenue supports PRISM's basic needs services.

Connect

Be in the know and get involved! Like us on Facebook: [facebook.com/PRISMmpls](https://facebook.com/PRISMmpls). Follow us on Twitter: @PRISMMinneapolis. Visit us at [www.prismmpls.org](http://www.prismmpls.org)

## VOLUNTEER SPOTLIGHT

Dan started volunteering at PRISM in the fall of 2019. He started as a volunteer driver for the Marketplace Food Shelf. Dan comes in every week on Monday mornings, and begins his routes to our local grocery partners to pick up rescue food. We rescue the food that is still safe to eat, yet have met their sale date and can no longer be sold in stores. If we do not rescue the food, it will be thrown away. This allows PRISM to provide a variety of deli, meat, bakery and dairy items to participants. Once the pandemic came upon us, Dan never had an interest in stopping his volunteering. Even when we re-opened under new COVID-19 safety protocols, Dan felt his personal risk was low and wanted continue to help PRISM fulfill its mission to feed families in need!

**Thank you, Dan, for all you do for PRISM and the community!**

# You are building healthy, stable lives with PRISM

## Statement of Financial Position

Assets	2020	2019	Liabilities and Net Assets	2020	2019
<b>Current Assets:</b>			<b>Current Liabilities:</b>		
Cash and cash equivalents	\$651,544	\$221,851	Account payable	\$41,886	\$22,901
Pledges receivable - current	\$66,335	\$70,910	Accrued expenses	\$76,060	\$37,132
Accounts receivable	\$211,600	\$20,465	Refundable advance	\$75,568	\$ -
Prepaid expenses	\$33,811	\$38,468	Notes payable	\$ -	\$30,986
Inventory	\$127,380	\$107,410	Capital lease payable	\$5,110	\$4,886
<b>Total current assets</b>	<b>\$1,090,670</b>	<b>\$459,104</b>	<b>Total current liabilities</b>	<b>\$198,624</b>	<b>\$95,905</b>
<b>Noncurrent assets:</b>			<b>Long-term Liabilities:</b>		
Pledges receivable - noncurrent	\$55,000	\$10,000	Notes payable	\$ -	\$60,163
Property and equipment - net	\$140,890	\$180,314	PPP loan	\$153,250	\$ -
Long-term investments	\$12,720	\$12,680	Capital lease payable	\$9,515	\$14,625
Deposits	\$7,500	\$7,500	<b>Total long-term liabilities</b>	<b>\$162,765</b>	<b>\$74,788</b>
<b>Total noncurrent assets</b>	<b>\$216,110</b>	<b>\$210,494</b>	<b>Total Assets</b>	<b>\$361,389</b>	<b>\$170,693</b>
<b>Total Assets</b>	<b>\$1,306,780</b>	<b>\$669,598</b>	<b>Net Assets:</b>		
			Without donor restricted	\$530,666	\$355,710
			With donor restricted	\$414,725	\$143,195
			<b>Total net assets</b>	<b>945,391</b>	<b>\$498,905</b>
			<b>Total Liabilities and Net Assets</b>	<b>\$1,306,780</b>	<b>\$669,598</b>

### Who we served in FY 19-20

Our participants come to PRISM from 81 different cities throughout Minnesota. Primarily they come from North Minneapolis, Golden Valley, New Hope, Crystal, Robbinsdale, and Plymouth.

# 100%

LOW INCOME

# 70%

IDENTIFY AS BLACK,  
INDIGENOUS, OR A PERSON  
OF COLOR

# 54%

IDENTIFY AS WOMEN

# 41%

CHILDREN

## PRISM Board Members and Key Staff

Steve Gillette, Chair  
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Chuck Segelbaum  
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Brianna Miller, PRISM Advancement Director  
Allysen Hoberg, PRISM Program Director  
Amy Haddy, PRISM Thrift Shop Director



# PRISM