

The Good Newsletter



Feeding the Future
A Program of Good in the 'Hood



Shoe Away Hunger
A Program of Good in the 'Hood



SoleCare for Souls
A Program of Good in the 'Hood

OUR MISSION:

To influence, inspire and impact individuals, families and entire communities for good.

OUR VISION:

Changing lives together with simple acts of kindness.

GITH BOARD OF DIRECTORS

Doug Stewart, Board Chair
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Rev. Shawn Morrison



Good in the Hood
Inspiring Intentional Kindness

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EXPERIENCE REQUIRED

Letter from the Founder & Executive Director

Experience required. Typically, this statement is associated with job postings. Now, however, I believe it may also be applicable to our current society as it struggles with significant challenges, including some measure of chaos and confusion.

In the midst of these unstable times, does it feel as if life is rushing by in a whoosh and seeming a bit like a modern-day Pony Express? Crucial decisions now demand us to be on high alert yet with even more skillful surgeon-like precision than ever before. It's as if having our proverbial horse in readiness is not enough. No, now it seems we're required to mount our steed at full gallop. Our "new normal" is racing through life in a blur.

Amid our current pandemic and urban deconstruction, our five-year strategic plans are being abandoned for five-day scrawls. It's not easy, it's not fun, and it's not what we anticipated. Still, during these trying moments, what enables us to successfully pivot for the future is the years of experiential learning that we now bring to the table for such a time as this.

It is the weathering process of time that yields a level-headed savvy, a "horse sense" of sorts, which enables us to remain composed during these critical times and to act with rapid responsiveness, not so much unlike a well-trained EMT. There are no Google search shortcuts for this practitioner PHD. It is only acquired by the scars and calluses of real life living and as a by-product of attending the school of hard knocks.

In this season of acting with unparalleled urgency, let us not fail to draw from the reservoir of life lessons we have already obtained. It is these that equip us with the cool-headed poise and clarity needed for our day and provide us with an extra dash of sage wisdom.

Experience required. It's an absolutely essential element to effectively anticipate and address the serious needs of our day. Please bring yours with you.



Have a **MAKE A DIFFERENCE DAY!**

Rev. Shawn Morrison
Founder and Executive Director

PROGRAM UPDATES

SOLECARE FOR SOULS – BECOMING A PROGRAM OF GOOD IN THE 'HOOD



SoleCare for Souls
A Program of Good in the 'Hood

SoleCare for Souls is a medical outreach founded by Kathy Jo Bissen (pictured) that promotes health by providing free medical foot care and critical services to over 2,000 homeless and hurting individuals every year. During the hands-on work of cleaning, trimming, and filing, SoleCare for Souls caring staff and volunteers listen to the men and women who entrust their feet to their care. With dignity and respect, they tend to their outer soles while nourishing their inner souls with much-needed hope.



SoleCare for Souls and Good in the 'Hood are longtime partners and collaborators in this curative ministry for those in need of care and compassion. Recognizing the complementary services and care provided by SoleCare for Souls and Good in the 'Hood, the two organizations will enter into a formal partnership towards the end of 2020. At that time, SoleCare for Souls will become a primary program of Good in the 'Hood. SoleCare for Souls will continue offering foot care and kindness to those who do not have a safe and stable home as well as those who are under-resourced and in need of foot care.

For 10 years, SoleCare for Souls has hosted an interactive fundraising event to help community members and supporters understand the experience of living on the streets or in a situation of financial desperation. This year, due to COVID, the event is going virtual, which means you can join us from anywhere! The virtual event will take place online on September 27th, at 1:00 PM, and will last for approximately 25-30 minutes.

Registration is required and the first 100 attendees to register will receive an option for a FREE SoleCare event T-shirt! We encourage you to attend this free virtual event to learn more about this important partnership and how it will positively impact the hurting in our communities. Learn more at www.solecareforsouls.org/event.



FEEDING THE FUTURE



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Good in the 'Hood Founder and Executive Director, Shawn Morrison, was recently interviewed as part of an important article in the U.S. News & World Report, *MN Food Shelves Go Mobile to Fight Hunger*. Food insecurity is a growing and critical issue across the Twin Cities as individuals already struggling to survive have been thrust into greater levels of unemployment, homelessness, and poverty, due to the COVID pandemic. The recent riots in Minneapolis also created food deserts in urban areas where mobility and access to food and resources were already stretched thin. As many as 68% of people seeking help from local food shelves right now have never received help before.

But there is hope! Good in the 'Hood has continued to meet the growing needs of the community and is currently operating 21 food distribution sites with our host site partners, providing critical groceries, encouragement, and kindness to over 10,000 adults and children each month. Many additional sites are planned to open in the near future. The majority of these sites are Pop-up Mobile Food

Shelf In-A-Box (<https://tinyurl.com/yymlsbc9>) sites and/or drive-thru distributions. We have recently launched new Food Shelf In-A-Box sites at Emma B. Howe YMCA; Hiawatha YMCA; MNIC Mpls Unity (Minnesota Internship Center); Harmony School; and Hennepin Technical College Eden Prairie.

Service Statistics

- 1.1 million pounds of food distributed since January 1, 2020
- We have served over 40,000 people since April and over 300,000 lbs. of groceries distributed since then (April, May, June, July)
- 45% of the food given out was fresh food, produce, protein, and dairy
- 135 pop-up mobile food events since January including our regularly scheduled food distributions

None of this would be possible without our generous supporters, donors, and volunteers. THANK YOU!

HOLIDAY HELP PROGRAM



It's hard to believe but the holiday season is nearly here. With this in mind, we invite you to join us as a volunteer, financial support partner or as a gift sponsor for children or for those experiencing homelessness. The following are some of the programs and services we are offering in partnership with several local agencies:

ADOPT-A-FAMILY SHOPPING WITH DIGNITY

During the December holidays, many families with children are unable to provide even a basic gift for their loved ones. This can lead to overall hopelessness and depression. With this in mind, we work together with several key partners, including Living Word to bring a bit of holiday joy to those who are struggling with economic disadvantage.

Due to our need to practice physical distancing, we have decided to make a change for the 2020 Adopt-A-Family Holiday Help campaign. Rather than offering families two gifts per child as we normally do, we are asking our generous sponsoring partners to donate two \$25 gift cards per child (\$50 total) to a store of the sponsors choosing. This will enable the parents of each child to shop online for a gift that best fits the needs, interests, and wants of their respective child(ren) without having the risk of transmitting the coronavirus.

We need your help and support for this important campaign. We anticipate serving over 2,500 children ages 0-17. Please join us as a Holiday Help sponsor. Gift cards can be mailed or dropped off to our office at: Good in the 'Hood, C/O Waycross Evangelical Church 7733 West River Road Brooklyn Park, MN 55444.

HOLIDAY FOR THOSE EXPERIENCING HOMELESSNESS

If you've ever been stranded out in the cold, on a dark winter evening, for a significant period of time, particularly if you're hungry, hurting, and alone then you may have a tiny bit of perspective for what it feels like to experience homelessness. With this in mind, we offer a warm winter coat and a new pair of wool socks to those who are without permanent shelter. Our goal is to collect over 1,000 of each to offer these as holiday gifts to our vulnerable neighbors in need.

Will you help us to achieve this goal? If so, please contact us at info@goodinthehood.org or make a donation at <https://goodinthehood.org/our-programs/holiday-help/>.

SHOE AWAY HUNGER PARTNER HIGHLIGHT – SCHULER SHOES



Good in the 'Hood is very grateful to have many key partners who share in our interest to act with intentional kindness towards our community. One partner in particular who is the perfect fit for our Shoe Away Hunger program is Schuler Shoes. Schuler has a long history of being committed to supporting healthier lives through foot comfort, serves as a perfect fit for our Shoe Away Hunger program.

In case you may be wondering, Shoe Away Hunger is a compassionate outreach program of Good in the 'Hood that enables us to meet two critical challenges of our local neighbors in need. First, using a shoe bus as a mobile store, we provide affordable footwear for anyone struggling to make ends meet through schools, shelters, and food shelves. The suggested donation is \$5.00 for adults and \$2.00

for kids, or whatever they can afford. **Second**, the revenue from these shoe bus events is used to buy groceries to support our many pop-up mobile food shelves. We currently have over 20 host sites throughout the Twin Cities enabling us to serve thousands of hungry people every month. Happy feet + happy tummies = happy families.

It's a tremendous privilege and a joy to partner with really good people and outstanding organizations like Schuler Shoes. They intentionally strive to be a leader in actively serving, participating, and giving back to our community. The CEO, John Schuler, has said, "Our primary reason and interest in partnering with Shoe Away hunger is because it is local and helping those who live right here in the twin cities". And with this community in mind, they have leaned into Shoe Away Hunger in a really BIG way to help us meet the needs of our Twin Cities residents. Schuler's generous support for our program gives us dedicated warehouse space, donated buses to transport shoes, valuable advice, marketing support, financial sponsorship for a full-time staff person, regular shoe collections and donations including 100 pair of New Balance children's shoes every month.



We invite you to join us and Schuler Shoes in our efforts to meet the needs of others to foster a stronger community. Learn more about this amazing mission driven business by visiting them online at www.schulershoes.com. Or, better yet, step into one of their nine neighborhood locations, including their brand-new store located at 11400 Elm Creek Blvd Maple Grove, MN 55369. **You can even support our efforts to Shoe Away Hunger by donating your gently used shoes. You'll be glad you did, and you'll feel much better too! Both in your soul and on your soles.**

THANK YOU TO OUR GENEROUS FUNDERS, DONORS, SUPPORTERS & PARTNERS



**GIVE TO THE MAX DAY
WILL BE BACK ON THURSDAY,
NOVEMBER 19, 2020!**

Join thousands of other Minnesotans who stand together on this day of giving to meet the needs of our communities and give to Good in the 'Hood on Give to the Max day!
Learn more at www.givemn.org/organization/Good-In-The-Hood

We simply could not serve the hungry and hurting in our communities without the generous support of our gracious funders, donors, supporters and partners. Below are just a few of amazing highlights we are so grateful to share with you. A very special thank you to:

- Eagle Brook Church for providing basic resources, funding, and volunteer support.
- Living Word for joining forces with us by leveraging their facility, staff, trucks, and more to mobilize food to the city.
- Beautiful Savior Lutheran Church for the generous financial support, groceries, backpacks with school supplies and other basic resource donations.
- Hosanna! church for a grant of \$10,000.
- St. Michael's Lutheran Church in Bloomington for their May/June mission partner support of nearly \$7,000.
- Mick Sterling for the Relief Series Summer Concert fundraiser with The 30 Days Foundation and Loaves and Fishes.
- Mike Stout, for his sponsorship and support with the Affordable Faceshields www.affordablefaceshields.com.
- The Open Your Heart Foundation and many donors who contributed to our July Summer Giving Challenge raised over \$30,000 to provide food for individuals and families across the metro.
- Hunger Solutions for funding a Refrigerated Truck to better serve our many pop-up food shelf programs across the metro and additional food supplies.
- Grants from Minneapolis Foundation/OneMPLS Fund, Schulze Family Foundation, Otto Bremer Trust, Emergency Food and Shelter Program (EFSP), CenterPoint, The Food Group, Second Harvest Heartland, Hennepin County CARES, Spire Credit Union, AmeriCorps, and the Warren Foundation.
- Simon Says Give and their High 5 for Supplies initiative is once again donating 900 backpacks with school supplies to help meet the needs of families with school children who are struggling to make ends meet. Thank you to Mandi Simon, Founder of SSG.
- The Food Group that provided financial support and an opportunity for GITH staff to participate in an 8-month Cultural Equity Cohort to help our team and food program ensure that our programs and services are trained in ways that are culturally-specific with greater awareness and sensitivity to the needs of others.

HOW YOU CAN HELP

At Good in the 'Hood, we believe in doing with people rather than merely for them. Our programs are intended to engage people in relationships that build trust and healthy community for both our guests and our volunteers.

- **Volunteer** in one of our many programs and services (Flash, Regular and/or Organizational Development)
- **Adopt** a family support during the holidays by providing two gift cards valued at \$25 each (\$50 total per child)
- **Host** a shoe drive for our Shoe Away Hunger program and/or sponsor the cost of a shoe bus event for only \$250
- **Share** our mission and website with your employer, friends, family and networks
- **Follow** us on Facebook and Twitter
- **Invite** us to speak with your church, business, school or community group
- **Donate** funds securely online or by check

Sponsor a family in our 10-4-1 giving campaign. \$10 will pay for the cost of groceries for 4 people for 1 week. We need at least 1,000, regular \$10 per month supporters to reach our food programming goals. Please visit our website for more information. *Thanks so much for your kind support as we work together to influence, inspire and impact individuals, families and entire communities for good!*