



# ANNUAL REPORT 2021

PELLA | KNOXVILLE | FAIRFIELD

# COME AND SEE

I cannot believe how fast 2021 went... While it seems our world is spinning faster, I rest in the fact that Jesus can keep our feet on the ground when it seems things are out of control. Ephesians 3 ends with a prayer Paul is presenting to the Ephesians. In verses 16-19 he says; "I pray that out of his glorious riches He may strengthen you with power through His Spirit in your inner being, so that Christ may dwell in your hearts through faith. And I pray that you, being rooted and established in love may have power, together with all the Lord's holy people, to grasp how wide and long and high and deep is the love of Christ, and to know this love that surpasses knowledge—that you may be filled to the measure of all the fullness of God." I just love how Paul's love and passion for Jesus comes out in this prayer. He calls out the love that the Lord has for us and that when we allow our spirit to receive that love we have the power to receive the fullness of God. Jesus in turn calls us to love others. What does loving others look like? I encourage you to read 1 Corinthians 13. What does that mean for The Well?

In 2021, we celebrated as a team, we grieved as a team, and we loved as a team. We are hope-filled that our work is making a positive impact on our communities (Pella, Knoxville, and Fairfield) and we desire to serve the Lord with a Kingdom impact. When we see with a Kingdom focus we see people as God sees them, we are unshockable in what the world throws at us, we focus on God's glory with an eternal mindset, we desire to reach the lost, and we partner with other Kingdom minded organizations. The World continues to tell people they're "Less Than" and I can tell you people are starting to believe it. We need to embrace our Savior and "grasp" the love He has for us, and our neighbor. I hope you find this Annual Report to highlight those Kingdom impacts. We're so thankful for your prayers, your service, and your support.

Jayson Henry



# THE WELL

## PURPOSE

Combining the love of Jesus, the help of our communities and the strength in each person to find hope for life.

## VISION

Poverty exists in each of us and in our communities; The Well envisions empowered people utilizing their God-given abilities to have long-term stability in their lives.

## CORE VALUES

- Jesus Centered
- Kingdom Minded
- Servant Hearted
- Relational
- Passionate for the Ministry of The Well
- Growth Minded

## OUR NICHE

An entrepreneurial Christian organization collaborating with people and communities willing to participate in their own transformation.

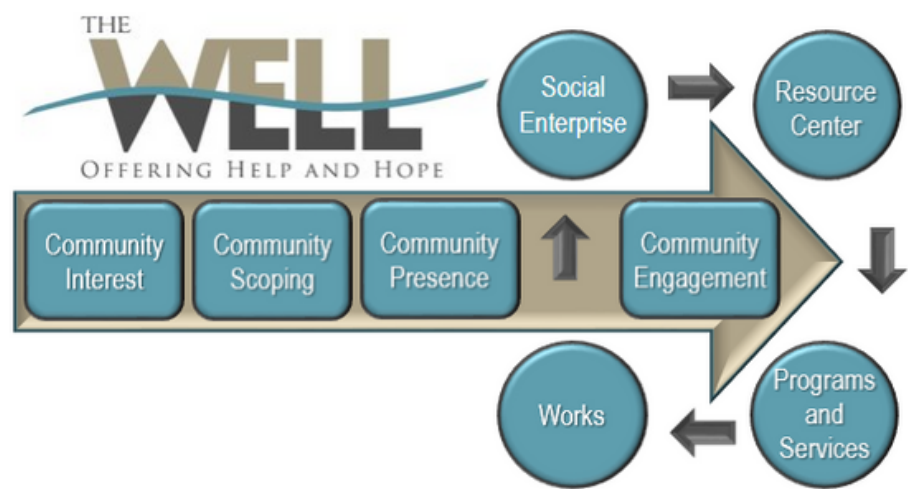
## PROMISE

Join us, you will see positive change.

## THREE UNIQUES

- Jesus Centered Focus
- Transformation by Participation
- Cooperative, Sustainable Model

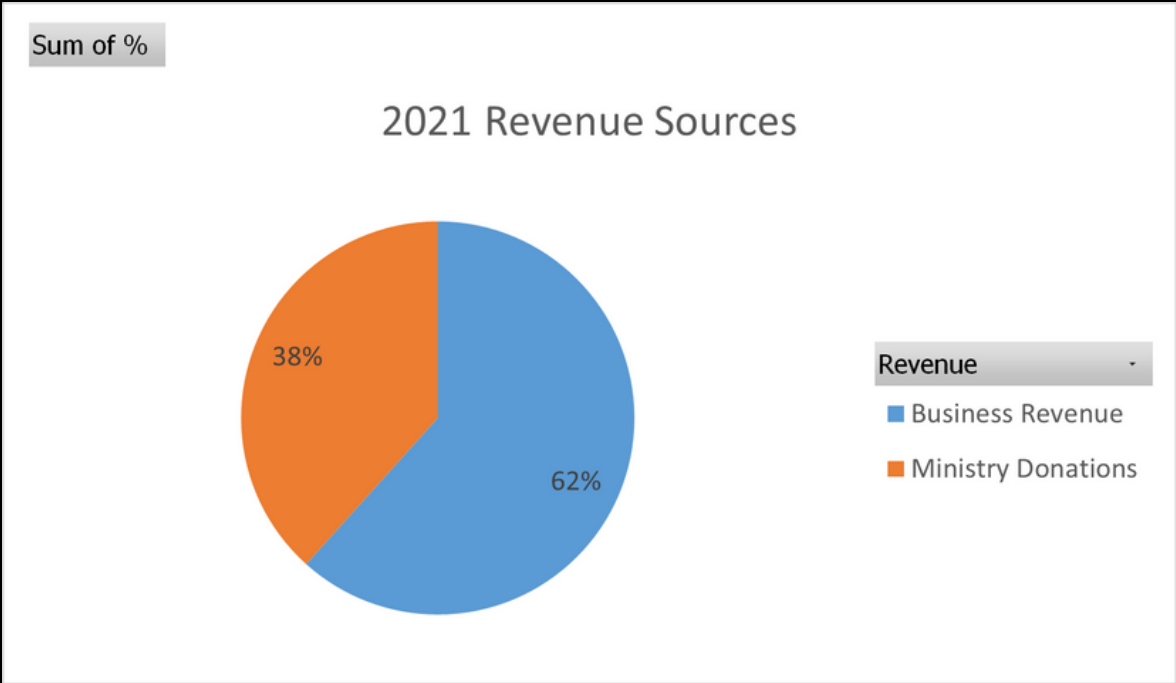
## THE WELL WAY



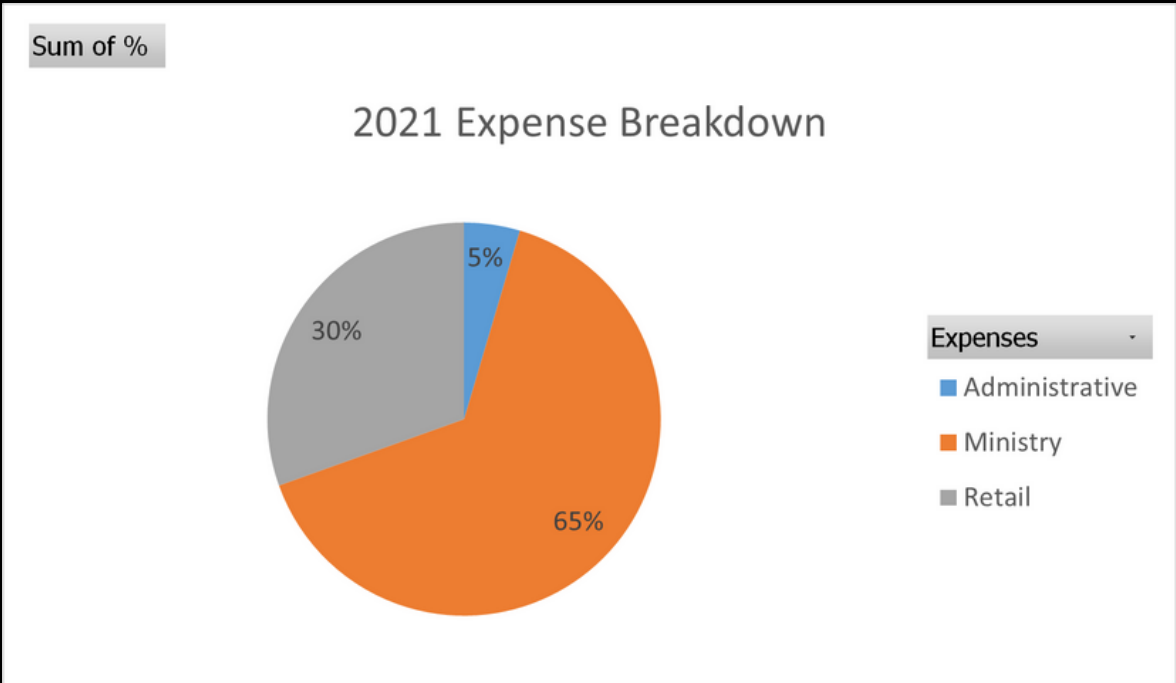
## 2021 BOARD MEMBERS

- Matt Gritters
- Joel Bennett
- Camille Schmidt
- Jessica Manning
- Jose Carballo
- Jayson Henry

# 2021 REVENUE SOURCES



# 2021 EXPENSE BREAKDOWN



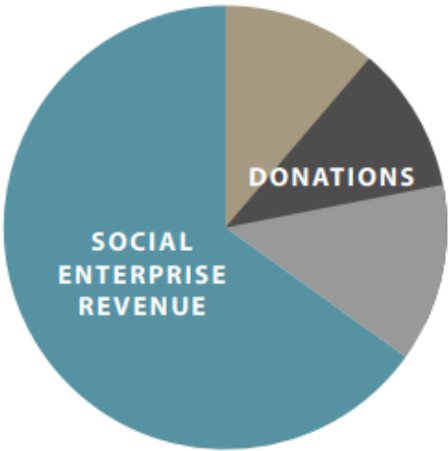


# OUR RESOURCES

## EXCELLENCE IN GOVERNANCE

In 2015, The Well adopted a model of governance called Policy Governance. In this model, Board members provide spiritual oversight, long-term vision and operational boundaries for the functioning of the whole organization.

While they focus on these items, they entrust the implementation of their direction into the hands of staff and other ministry leaders through the leadership of the CEO. The benefit of this model is that it allows the Board to focus their time and energy ensuring The Well is achieving its mission, while allowing the aforementioned leaders the empowerment to lead ministries as God directs and make practical decisions on how to carry out the Board’s mandates.



SOCIAL ENTERPRISE REVENUE	DONATIONS
<ul style="list-style-type: none"><li>• Well Works</li><li>• Thrift Stores</li></ul>	<ul style="list-style-type: none"><li>• Grants</li><li>• Events</li><li>• Charitable giving through businesses, churches and individuals</li></ul>

## OUR FINANCIAL PRACTICES

- We do our best to steward the resources we are given.
- We have regular financial audits.
- We leverage professional support to stay efficient and effective as we pursue growth year after year.
- We follow governance to maintain checks and balances including Board/Leadership accountability.
- We produce and distribute an annual report to our constituents.
- We implement Human Resource support and risk mitigation efforts.
- We participate in annual financial planning.
- We work to grow revenue to support our organization.



WELL WORKS

THRIFT STORES

# PELLA HIGHLIGHTS

## Imagine UnGala-February

- We interviewed Bob Goff virtually and invited friends of The Well to tune in and learn more from the comforts and safety of their home.

## Grew our Core Program Areas

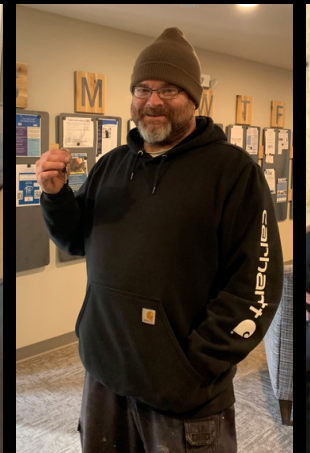
- **Addiction Recovery, Services and Support that Transform Lives**
  - **Discover Hope-** Providing hope through Jesus Christ for those seeking recovery support for addictions, unhealthy behaviors, and life controlling issues.
  - **Celebrate Recovery-** Faith based 12 step recovery program to find freedom from hurts, hang-ups and unhealthy habits through the power of Jesus Christ.
  - **Getting Ahead-** a 10-week class that helps individuals build their resources for a more prosperous life for themselves, their families, and their communities.
  - **Works-** a work environment where participants actively engage in their recovery, develop soft and technical work skills, actively remove life barriers, and experience the love of Jesus that leads to transformation and stability in life.
- **Resource Center**
  - **11,800 engagements – 5,600 clients, 5,700 program attendance, 500 partner engagements**
  - **Works Graduates – 6**
  - **Works Program Participants – 27**
- **Thrift Store**
  - **We believe the importance of Social Enterprises plays a part in Ministry**
  - **Supports operational costs**
  - **Provides a service and greater connection to the community**
  - **Over 58,000 touchpoints**
- **Volunteers**
  - **Over 17,000 hours served!**

## Celebrated 10 Years of The Well with a Come & See Event

- 800 people gathered to worship, fellowship over delicious food, and play games as we praised God for his provision over the last decade!

- **Growth Areas:**
  - **Programming expansion – growing attendance as well as adding programs**
  - **Imagine Gala February 26, 2022**







2021

# KNOXVILLE HIGHLIGHTS

## Waffles for The Well during Knoxville Nationals

- Served waffles every morning on National's as a way to bless 150 + people, serve and fellowship

## Grew our Core – Addiction Recovery, Services and Support that Transform Lives

- **Getting Ahead-** a 10-week class that helps individuals build their resources for a more prosperous life for themselves, their families, and their communities.
- **Money and Me-** a hands on money management course geared to positively impact personal finances.
- **Grounding-** open to anyone interested in skills training, support and education to manage anxiety and depression.
- **Community** – Well Watch Party, Well Wednesday's includes fellowship over lunch.
- **Discover Hope-** Providing hope through Jesus Christ for those seeking recovery support for addictions, unhealthy behaviors, and life controlling issues.

## Resource Center

- 5,800 Engagements – 4,000 client, 1,500 program attendance, 300 partner engagements
- Works Staffing – 1

## Thrift Store

- We believe the importance of Social Enterprises plays a part in Ministry
- Supports operational costs
- Provides a service to the community
- Over 34,000 touchpoints

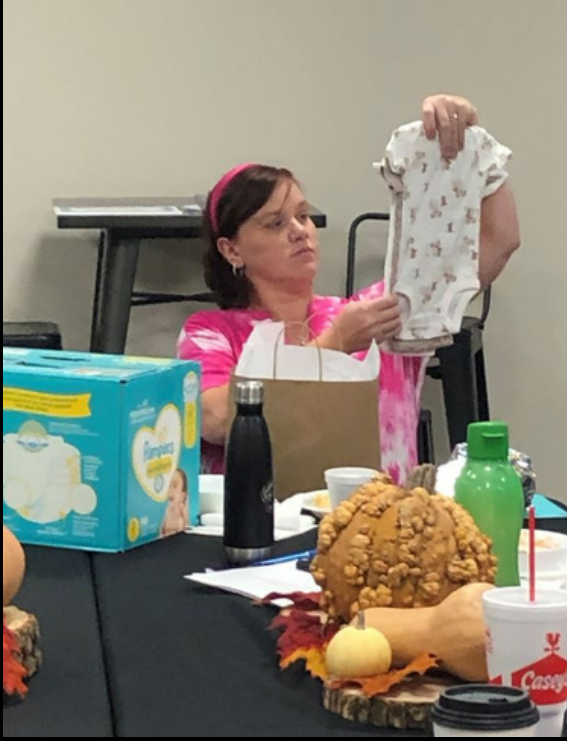
## Volunteers

- Over 6,000 hours

2022

- Growth Areas:
  - Programming Expansion – addiction recovery, growing attendance as well as adding programs
  - Community involvement and outreach
  - Fundraising event in Fall of 2022 to support growth in Knoxville







2021

# FAIRFIELD HIGHLIGHTS

## Ribbon Cutting with the Chamber-April

- Local leaders joined us for the ribbon cutting and celebration of the opening of The Well Thrift Store

## Grew our Core – Addiction Recovery, Services and Support that Transform Lives

- **Well Wheels-** Well Wheels provides transportation for people through reliable vehicles, as a step toward stability.
- **Discover Hope-** Providing hope through Jesus Christ for those seeking recovery support for addictions, unhealthy behaviors, and life controlling issues.
- **Community Partnerships** – Treehouse, The Bridge Church, Foursquare Church, Cradle of Hope and several others!

## Resource Center – Opened in June

- 1,300 Engagements – 1,100 client, 200 partner engagements

## Thrift Store – Opened in March

- We believe the importance of Social Enterprises plays a part in Ministry
- Supports operational costs
- Provides a service to the community
- Over 12,000 touchpoints

## Come and See Grand Opening Event-October

- Around 300 + joined us to fellowship over food, play games and worship together
- Key donors and leaders met before the event to hear an update, receive our gratitude and recognition for their investment in The Well Fairfield

## Volunteers

- Over 4,000 hours

2022

- Growth Areas:
  - Programming Expansion – addiction recovery, Works and Thrift – additional shopping day per week
  - Community involvement and outreach
  - March 12, 2022 Better Together Gala







# Program Offerings in 2021



## Stability Wheel

Poverty is more than just financial, it includes things like mental health, physical health, spiritual health, the people in our lives, our motivation, the words we use, and understanding other socioeconomic classes just to name a few. We evaluate all of these areas with our clients based on Doctor Ruby Payne's model found in A Framework for Understanding Poverty.

Recovery	Recovery support services are offered for those struggling with substance abuse, co-dependency, unhealthy relationships, anger, control, sexual addiction, pornography, video gaming addiction, anxiety, depression, and more. Includes Discover Hope 5:17 and addiction support groups.
Barrier Removal	Barriers may include such things as unstable housing, lack of reliable transportation, inadequate childcare, lack of adequate mental health care, and inadequate education. Includes resource center care coordination appointments, financial aid assistance, Well Wheels and home visits.
Life Skills	Areas of instability for clients may include absence of spiritual disciplines, inadequate support systems of positive people, difficulty negotiating or mediating everyday life situations, difficulty controlling emotional responses, difficulty managing money, and difficulty understanding the hidden rules of the community. Includes Getting Ahead class, Grounding class, Money and Me class, Well Wednesday luncheons, Grief Support groups and Boundaries class.
Soft Work Skills	Team members focus on learning specific soft work skills such as building work stamina, responding well to coaching, giving positive input for process improvement, communicating effectively, and resolving workplace conflict in positive ways. Includes Well Works program.
Outreach	Sharing the heart of our mission, and that "we are more than a thrift store," by engaging the community at a broader level, while also looking through the lens of meeting people and partners where they are. Includes Transform, Well Watch Parties in the Park, and events at The Well and other community initiatives.
K-12 Support	Partnering with the school to identify students who are in need of supports that impact their learning. We work with students identified as homeless or with barriers, who are referred to The Well from their school. We work with those children and families on barrier removal, life skills and healthy relationships to grow family stability and health. Includes mentoring, tutoring, and outreach experiences with kids and families.



# WELL WORKS

**Well Works is a work environment where participants actively engage in their recovery, develop soft and technical work skills, actively remove life barriers, and experience the love of Jesus that leads to transformation and stability in life. Did you know it costs \$15,000 to bring one client through the Works program in a year? Most participants spend 12 to 24 months in Works. Here are all the ways a Works employee is supported.**

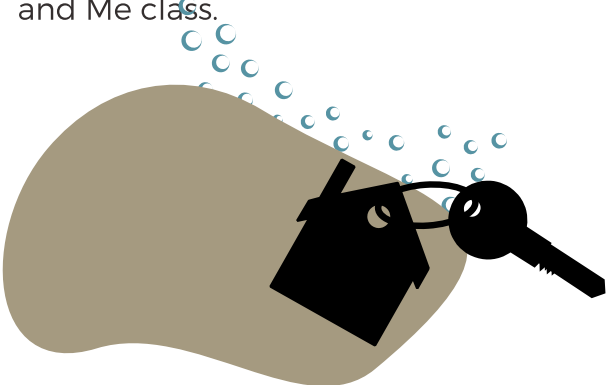


## RECOVERY

Set and navigate personal recovery plans to gain freedom from addictions, unhealthy behaviors, and life controlling issues. Recovery support services are offered for those struggling with substance abuse, co-dependency, unhealthy relationships, anger, control, sexual addiction, pornography, video gaming addiction, anxiety, depression, and more. Includes Discover Hope 517 and Celebrate Recovery.

## LIFE SKILLS

Engage in classes that focus on managing money, setting personal goals and navigating life well. Areas of instability for participants may include absence of spiritual disciplines, inadequate support systems of positive people, difficulty negotiating or mediating everyday life situations, difficulty controlling emotional responses, difficulty managing money, and difficulty understanding the hidden rules of the community. Includes Getting Ahead class, Grounding class and Money and Me class.



## BARRIER REMOVAL

Barriers may include such things as unstable housing, lack of reliable transportation, inadequate childcare, lack of adequate mental health care, and inadequate education. Includes resource center care coordination appointments, financial assistance, Well Wheels and home visits.

## WORK SKILLS

Learn technical and soft skills needed to be successful in a workplace setting. Team members focus on learning specific soft work skills such as building work stamina, responding well to coaching, giving positive input for process improvement, communicating effectively, and resolving workplace conflict in positive ways. Team members also learn technical job skills.



## GRADUATION

Work on job search, resumes, and interview prep for employment in the community. The overall goal for each team member is to gain stability in their recovery while also learning essential work skills and life skills that will help them get and keep a job when they graduate from the program.

**SIX PARTICIPANTS GRADUATED FROM WELL WORKS AND ARE NOW ACTIVELY EMPLOYED IN OUR COMMUNITY.**



*"I was given a chance when no one else was willing to give me one! I was surrounded by people that never made me feel judged or ashamed (even when I myself did) but most of all I always felt like everyone there really did have mine and Nick's best interest at heart and without all the support we have gotten we would not be where we are today!! So we are forever grateful!!!!!" - Holly*

# 6 WELL WORKS GRADUATES IN 2021!



## Other supports while at The Well:

- Barrier Removal including:
  - Housing
  - Transportation
  - Mental healthcare
  - Learning English
  - Education
  - Addiction recovery support
- Life Skill Development:
  - Support systems
  - Role models
  - Spiritual supports
  - Money management
  - Language skills
  - Hidden rules

*Stability Wheel by Dr. Ruby Payne from a Framework for Understanding Poverty*



**All 6 graduates are gainfully employed in the community in manufacturing, information technology, electrical contract work, and construction!**



# IN MEMORY OF CHEF SEAN

SEPTEMBER 13, 1973 --- SEPTEMBER 30, 2021



Sean Eric Gerdes was born September 13, 1973, son of Stan and Sonja (Oldenburger) Gerdes.

Sean grew up in the Waterloo area, graduated from West High School, and Hawkeye Community College.

Sean was an artistic soul, who was extremely gifted. He loved to paint, draw, and played many instruments. He participated in marching band and jazz band. He was an avid hunter and fisher.

Sean was also creative in the kitchen, and an accomplished chef. He loved spending time with family at the lake house and going boating. Two of his favorite things were Harleys and the Hawkeyes.

In his spare time, he was an avid reader and enjoyed watching movies. Sean was a hard worker, loyal person and kind-hearted. For the last twenty years, Sean has been a chef and worked in the restaurant industry. Most recently, he was head chef at grāz in Pella.



Chef Sean was a dear friend and beloved member of The Well family. He led kitchen efforts at grāz beautifully. The original purpose of grāz was to be a social enterprise of The Well, provide employment opportunities for the Well Works program, and be an outlet for local producers. The realities and learnings did not deliver against the original mission, purpose, and assumptions. grāz closed on October 15, 2021.

RIP Chef Sean

## Ways to Partner Financially with The Well

- Set up an automatic withdrawal straight from your checking account to The Well. You can set up recurring giving weekly or monthly! We have 38 monthly givers, and would love to reach 75 by the end of 2022. Monthly giving is foundational to our Kingdom work.
- Online: [thewelliowa.org/donate/](http://thewelliowa.org/donate/)
- Mail a check to 419 E. Oskaloosa Street | Pella, IA 50219. We process all giving at this address, but you can designate to a site or program in the memo line.
- Memorial contributions or honorariums
- Remember The Well in your estate planning

## Tax Advantaged Ways to Give

Here are additional ways to give to The Well and at the same time realize favorable tax benefits.

- Stock and Mutual Funds: If securities have been held for more than one year and are gifted directly to The Well, the donor receives a tax deduction equal to the appreciated value of the security and the unrealized capital gain is not taxable. A way to accomplish this is to establish a Donor Advised Fund or a Family Foundation.

*"I started using a Schwab charitable giving fund about a year ago. The way it works is that you make contributions to the account from your investments and then pay grants or donations out of the account to your designated organizations. You deduct the total amount of money you contribute to the fund and don't have to itemize all your giving. You can set up the donations on a recurring basis as well or easily access the account for one time giving. It has greatly simplified and made our charitable giving so much more efficient."*

-Dale Vander Broek, a volunteer and financial partner of The Well

- Grain: A donor can realize a tax benefit by gifting grain directly to The Well. To make the gift, grain is transferred to The Well when delivered to the elevator or if the grain is in storage, by instructing elevator personnel to transfer the grain to The Well. The tax benefit is from not recognizing income on the sale of the grain.
- Individual Retirement Account (IRA): An individual age 70½ or older can make gifts directly from an individual retirement account (IRA), including required minimum distributions (RMDs), of up to \$100,000 to The Well and not have to report the IRA distributions as taxable income on their income tax returns.

Please consult your tax or financial advisor for advice about your individual situation. You can also contact Eden Koolmees, Director of Advancement and Marketing with any questions at 641-621-0164 ext 713.





## PARTNER WITH US

Your financial support and prayer is what keeps this ministry moving forward. Your support allows us to help more people. Please consider partnering with us financially.

### YES, I WOULD LIKE TO PARTNER WITH THE WELL TO OFFER HELP AND HOPE

Enclosed is my tax-deductible automatic **monthly** contribution of:

- ☐ \$25
- ☐ \$50
- ☐ \$100
- ☐ \$500
- ☐ \$1,000
- ☐ Other

Checks can be made payable to The Well. Please attach a voided check for monthly contributions.

Enclosed is my tax-deductible **one-time** gift of:

- ☐ \$25
- ☐ \$50
- ☐ \$100
- ☐ \$500
- ☐ \$1,000
- ☐ Other

☐ Check if your employer offers a matching gifts program  
Employer Name:

Name:

Address:

Email Address:

Phone Number:







The Well Pella  
419 E Oskaloosa St  
Pella, IA 50219



The Well Knoxville  
404 W Pleasant St  
Knoxville, IA 50138



The Well Fairfield  
1700 S. Main St  
Fairfield, IA 52556



Pella Resource Center: 641-621-0164 ext 706  
Pella Thrift Store: 641-621-3333

Knoxville Resource Center: 641-205-8603  
Knoxville Thrift Store: 641-205-8605

Fairfield Resource Center: 641-819-4044  
Fairfield Thrift Store: 641-819-4055



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[thewelliowa.org](http://thewelliowa.org)



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