



ANNUAL REPORT 2022

PELLA | KNOXVILLE | FAIRFIELD
DES MOINES | IOWA CITY

GOD'S TIMING

How often do we say or hear phrases such as “where did all the time go?” or “I wish I had more time”? As 2022 draws to a close, I reflect on Ecclesiastes 3:11 which says, “He has made everything beautiful in its time. He has also set eternity in the human heart; yet no one can fathom what God has done from beginning to end.” When we think of time, we often ask questions and make statements like:

- Do I have enough time? Or I don't have enough time.
- If I just had time to do this, things would be so much better...
- I'm just busy all the time...

I love the two themes in this Scripture. First, He makes everything beautiful in its time. At The Well, we often meet with people who find it difficult to see their beauty, the gifting they have, and the greatness God has in store for them. I'm thankful that we can play a part in helping people – whether a client, volunteer, staff, donor, or community member – recognize their value in Christ. We love to call out the great things God has in store for them, because He made them, and He makes everything beautiful.

Second, we can't humanly fathom what God has done from beginning to end. How often, out of fear, do we convince ourselves to avoid something, but then step into a situation and actually see God in it?! We may see Him in that moment, or we may not see Him until years down the road, but He is always present. This past year, we've experienced transformation, we've been invited into new communities and new relationships, and we've served our brothers and sisters in love. I pray you are encouraged by the work The Well is doing in your community – all because of what God has planned in advance for us to do. It is hard work, it takes time, and it takes a lot of resources. However, the fruit it is yielding is eternal. I'm so thankful for all of you.

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.

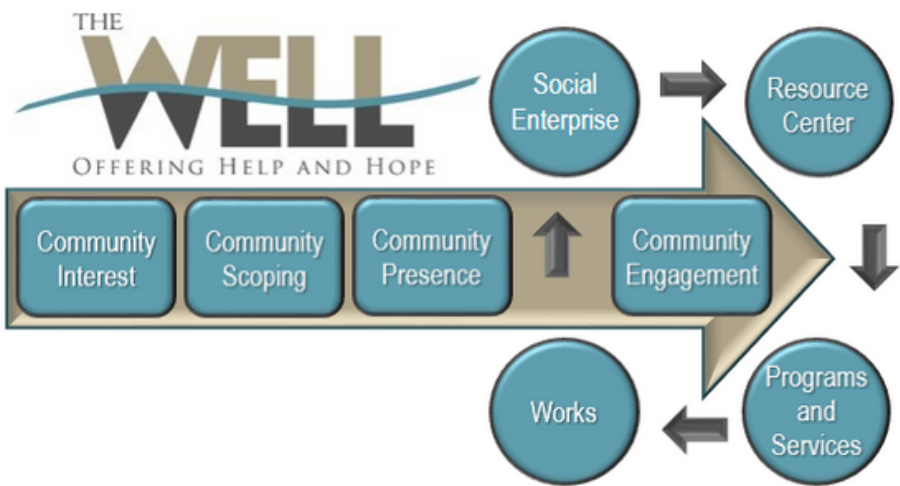
PROMISE

Join us, you will see positive change.

THREE UNIQUES

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

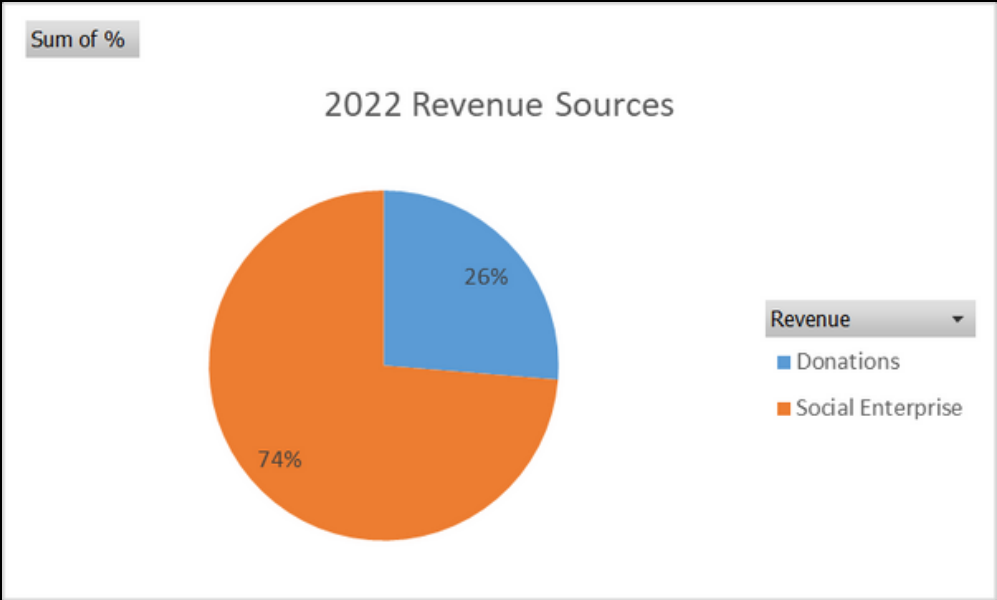
THE WELL WAY



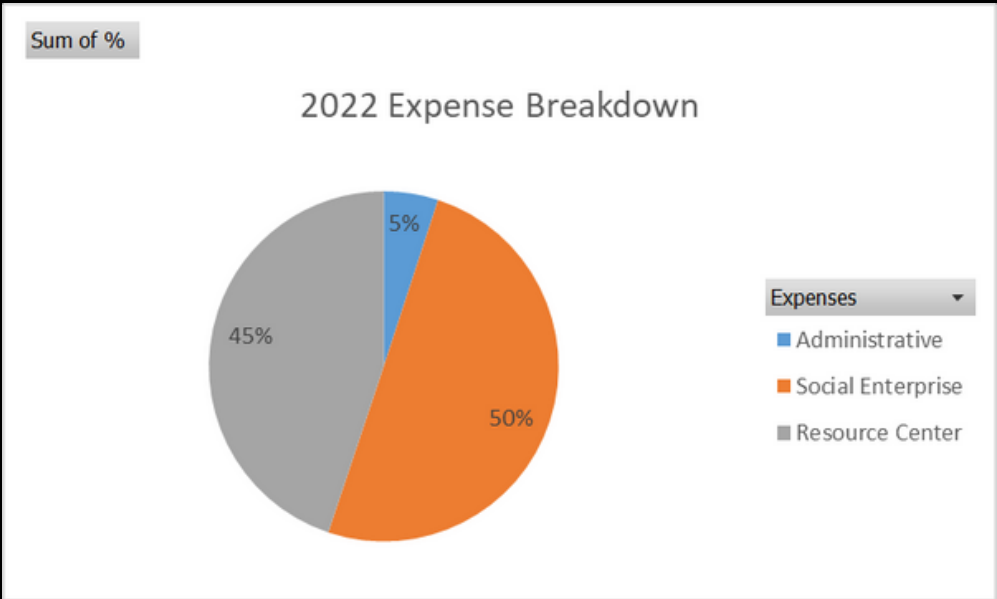
2022 BOARD MEMBERS

- Matt Gritters
- Jessical Manning
- Camille Schmidt
- Kate Guess
- Jose Carballo
- Jayson Henry

2022 REVENUE SOURCES



2022 EXPENSE BREAKDOWN

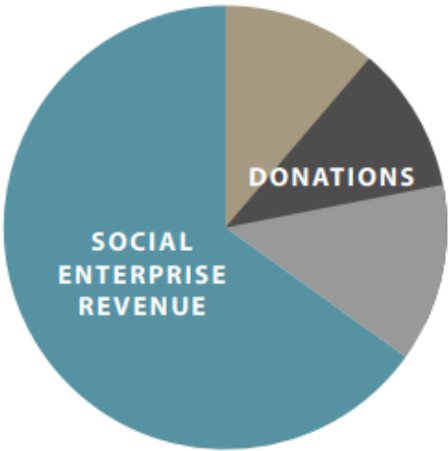


OUR RESOURCES

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

- Well Works
- Thrift Stores

DONATIONS

- Grants
- Events
- Charitable giving through businesses, churches and individuals

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

2022

PELLA HIGHLIGHTS

Imagine Gala-February

- We hosted a beautiful gathering at Sun Valley Barn in Pella where we heard a client testimonial, had a live auction, and listened to Fiddlerock!
- We hosted Governor Reynolds and shared more about our Well Works model

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**
 - **14,250 engagements – 7,100 clients, 6,250 program attendance, 900 partner engagements**
 - **Works Graduates – 3**
 - **Works Program Participants – 28**
- **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 65,000 touchpoints**
- **Volunteers**
 - **Over 18,000 hours served!**

2023

- **Growth Areas:**
 - **Programming expansion – growing attendance as well as adding programs**
 - **Imagine Gala February 24, 2024**



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. Offered for adults and teens!
- **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

- 9,900 Engagements – 4,640 client, 3,950 program attendance, 1310 partner engagements
- Works Staffing – 2

Thrift Store

- We believe the importance of Social Enterprises plays a part in Ministry
- Supports operational costs
- Provides a service to the community
- Over 40,000 touchpoints

Volunteers

- Just over 7,000 hours served!

2023

- Growth Areas:
 - Programming Expansion – addiction recovery, growing attendance as well as adding programs
 - Community involvement and outreach
 - Fundraising event in Fall of 2023 to support growth in Knoxville



2022

FAIRFIELD HIGHLIGHTS

Better Together Gala-March

- We hosted our first Gala event at the Fairfield Arts and Convention Center to benefit the launch of Well Works in Fairfield.

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 –

- **4,900 Engagements – 3,750 client, 450 partner engagements and 700 program attendance.**

Thrift Store –

- We believe the importance of Social Enterprises plays a part in Ministry
- Supports operational costs
- Provides a service to the community
- Over 24,000 touchpoints

Launched Well Works

- Employed 5 people with two different local work contracts

Volunteers

- Over 4,000 hours served!

2023

- **Growth Areas:**
 - **Programming Expansion** – increased number of Works team members
 - **Community involvement and outreach**
 - **Spring 2023 concert fundraiser and December 2023 Christmas fundraiser**



DES MOINES HIGHLIGHTS

Back in 2020, local community members from the Des Moines area began researching the possibility of locating a Well Resource Center and all the many programs and services it provides, into the Des Moines metro. With a deep desire for Jesus, and for helping people who are struggling in life, they began the journey of learning more about The Well. Months were spent scoping the community to understand existing resources and gaps, and building awareness and advocacy for the unique ways in which The Well serves those who are struggling. After careful preparation and discernment, a Well Resource Center office location was acquired in October 2022 within the Hope+Elim church, a downtown campus associated with the Lutheran Church of Hope. Multiple 501(c)(3) Christian organizations also reside within this location, creating immediate friendships and opportunities for future collaboration. We're excited to have Ryan Kowlessar, a Des Moines local, leading this start-up as the Resource Center Director.

Ryan was born in Georgetown, Guyana, South America. His family immigrated to the United States in the late eighties to the Twin Cities, a story that Ryan is proud of and enjoys sharing. Ryan surrendered his life to Jesus in 1994, converting from Hinduism. Ryan committed to serving Jesus no matter where he was called. Ryan and his wife of fifteen years, Renee, have two daughters and a son. As a family, they enjoy camping, outdoor activities like biking and fishing, pizza and movie night, and board games. When Ryan has the opportunity to recharge, he enjoys hunting, fishing, solo camping, tinkering, and listening to podcasts or audio books.

Bringing broad experience in ministry leadership, Ryan is excited to be part of the mission and ministry of The Well. Since encountering The Well a few years ago, he and a small team from Des Moines have been dreaming of reaching their city with a Well presence. That dream has become a reality! Ryan is passionate about leading and teaching life in Jesus through a Kingdom paradigm, and his desire is to help others see themselves as Jesus sees them and offer Christ's transforming hope.

The Well Des Moines will be holding client appointments beginning April of 2023!





IOWA CITY HIGHLIGHTS

UPSCALE, led by Marv Feigenspan, has wanted to expand their ministry impact to reach even more people, but also wished to reduce the number of hours he and his wife Sylvia spent working at the store. UPSCALE began looking for organizations to partner with or to take over the store and bring its ability to make a difference to the next level. This past June, Sylvia passed away unexpectedly. With the family heavily involved in the store and its mission, this expedited a decision for UPSCALE's future, but also not wanting to let go of the original desire to provide help and hope to those less fortunate in the Iowa City region.

The summer of 2022, UPSCALE Ministries approached The Well to evaluate if our organizational mission, values, and goals align, and the potential for The Well to take over the UPSCALE store and continue to build upon the excellent work that has been established by UPSCALE. Finding that The Well has similar values and goals, with an established and proven model for serving those who are struggling, UPSCALE saw The Well as an opportunity to increase the number of people that can be reached and helped in the region of Iowa City and beyond. They gifted UPSCALE RESALE store to The Well in October of 2022.

The UPSCALE RESALE store is under the oversight of The Well, headquartered in Pella, IA. The Iowa City Store Manager reports directly to Nancy Henry, Director of Retail, as does The Well's three other thrift stores in Iowa. All staff and volunteers in the Iowa City store report to and are directed by the Iowa City Store Manager.

UPSCALE RESALE



Upscale Resale was birthed out of the desire to provide help and hope for those struggling in the community. We determined generating financial resources was critical to fulfilling our vision. With that goal we established a non-profit, volunteer based, resale store, that is dependent on community involvement as expressed through donations, shopping, and volunteering.

Upscale Resale is located at:
3305 Hwy 1 SW
Unit 28 Iowa City, IA 52240

Swing by and shop Wednesday-Friday 10-4:30 PM or Saturday 10-4 PM.

Want to learn more? Visit upscaleresale.org or call the store at 319-337-8332.



Program Offerings in 2022



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.



3 WELL WORKS GRADUATES IN 2022!

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



We kicked off Well Works in Fairfield in 2022! We were able to hire and support 25 more participants in Pella and Fairfield.

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 through our website! We have 42 monthly givers, and would love to reach 50 by the end of 2023. Monthly giving is foundational to our Kingdom work.
- Online: 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 and legacy giving

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 Tabitha Vos with questions you may have at 641-621-0164 ext 709.





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:





Pella
419 E Oskaloosa St
Pella, IA 50219



Knoxville
404 W Pleasant St
Knoxville, IA 50138



Fairfield
1700 S. Main St
Fairfield, IA 52556



Des Moines
2500 University Ave
Suite 313
Des Moines, IA 503116



Upscale Resale
3305 Hwy 1 SW
Unit 28
Iowa City, IA 52240



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

Des Moines Resource Center: 515-398-0724

Upscale Resale in Iowa City: 319-337-8332



info@thewelliowa.org



thewelliowa.org



The Well Pella
The Well Knoxville
The Well Fairfield
The Well Des Moines
Upscale Resale



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