



# ANNUAL REPORT 2024

FAIRFIELD | KNOXVILLE  
PELLA | NEWTON | AMES

## A MESSAGE FROM FORMER CEO, JAYSON HENRY

# FOR WE ARE GOD'S HANDIWORK



Each year we pick a theme for the year that not only drives our messaging but also is a good reminder of our actions. This year we focused on the scripture from ***Ephesians 2:10, "for we are God's handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do."*** As many of you know Nancy and I have decided to enter a new season and will be leaving The Well in January 2025. We've hit the point in life where we have children getting married, another child graduating in a couple of years, and we desire to be more available for our family. We look back at our time at The Well in awe and amazement in not only what God has done over the past 10 years but how He's impacted our lives and the lives of those we've enjoyed this journey with. He prepared it all in advance for all of us to do... Nancy and I want to offer our heartfelt thanks for all of you. You've supported us in the busyness, in the good times and the hard times, during the loss of loved ones, and through the regular course of a day. Your prayers and encouragement were priceless!

I am excited for the future of The Well. We have an amazing team in place who loves Jesus, is aligned with what He has in store, and is willing to serve. We sent out an announcement earlier this year that Greg Stravers will be taking on the Chief Executive Officer role leading the efforts of the organization. Dave Woodcock will be our Chief Ministry Leader, having responsibility for the Pella site and staying aligned with our client and ministry needs. Larissa Van Donselaar will be our Chief Development Officer leading the efforts of advocacy in our state and growth into new communities. These three bring amazing talents to their roles. I've known them for years and not only are they gifted leaders, but they are "Kingdom" thinkers. They put Jesus first, discern what He has in store, and they follow.

***"we are God's handiwork, created in Christ Jesus to do good works..."***

I've said for years that the people we serve have often been told they are less than... Internally we talk a lot about the fact that we are all ***"made in God's image"*** and I don't know about you, but I don't believe He's less than. Our goal has been to meet those we serve where they are, get to know their stories, and walk with them through the healing process for past decisions and past traumas. The best part is seeing them find Jesus in the journey, He who offers true healing. They too are ***"God's handiwork."*** As you think about The Well and go through your days, I hope you see the "people in the margins" and can be compassionate to the fact that they are people created in God's image, they are His handiwork, and they too are here to do good work.

Nancy and I look forward to being on the sidelines cheering on the continued work being done through our faithful team members and volunteers!

## FOR WE ARE GOD'S HANDIWORK

Friends,

As we reflect on 2024 and also look forward to 2025, I want to thank Jayson and Nancy for all they have done and given to The Well over the last 10 years. They have led this organization faithfully and have regularly recognized the strengths in each person who has been part of The Well story, no matter what role that person played. I too am very excited about the future of The Well as we build on the legacy of their faithfulness.

On behalf of Larissa, Dave, myself and our entire team, I want you to know that we are ready for what the Lord has planned for The Well. While we might have “big shoes” to fill, we love and serve a really “big” God who holds all of us in His hands and sets his plans before us that, as Jayson mentioned above, “which He prepared in advance for us to do”. The Well is His and we desire to serve Him, to love Him, and to take the love of Jesus and share it with all who enter our doors. To do this, we need all of you to join with us in this mission of sharing that love. There is a place for you at The Well!

On behalf of the Well team: Many blessings!

*Greg Stravers*



Greg Stravers  
Chief Executive Officer



Larissa Van Donselaar  
Chief Development Officer



Dave Woodcock  
Chief Ministry Officer

# 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.

## 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.

## OUR THREE UNIQUES

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



## OUR CORE VALUES

-  Jesus Centered
-  Servant Hearted
-  Kingdom Minded
-  Relational
-  Stewardly
-  Growth Minded

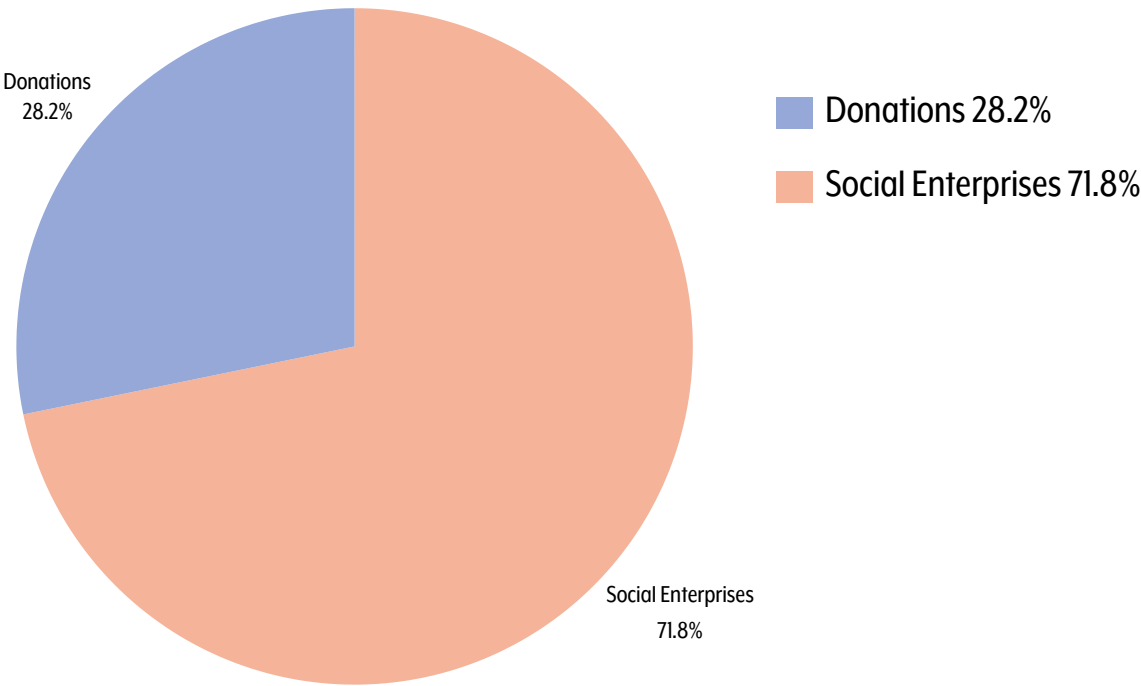


The Well invests in people, giving time and resources needed to help stabilize the noise in the lives of clients, and offers the help and hope that things can look different. We provide a full-service support suite that will equip a person to get unstuck from their circumstances and take steps to move forward in life.

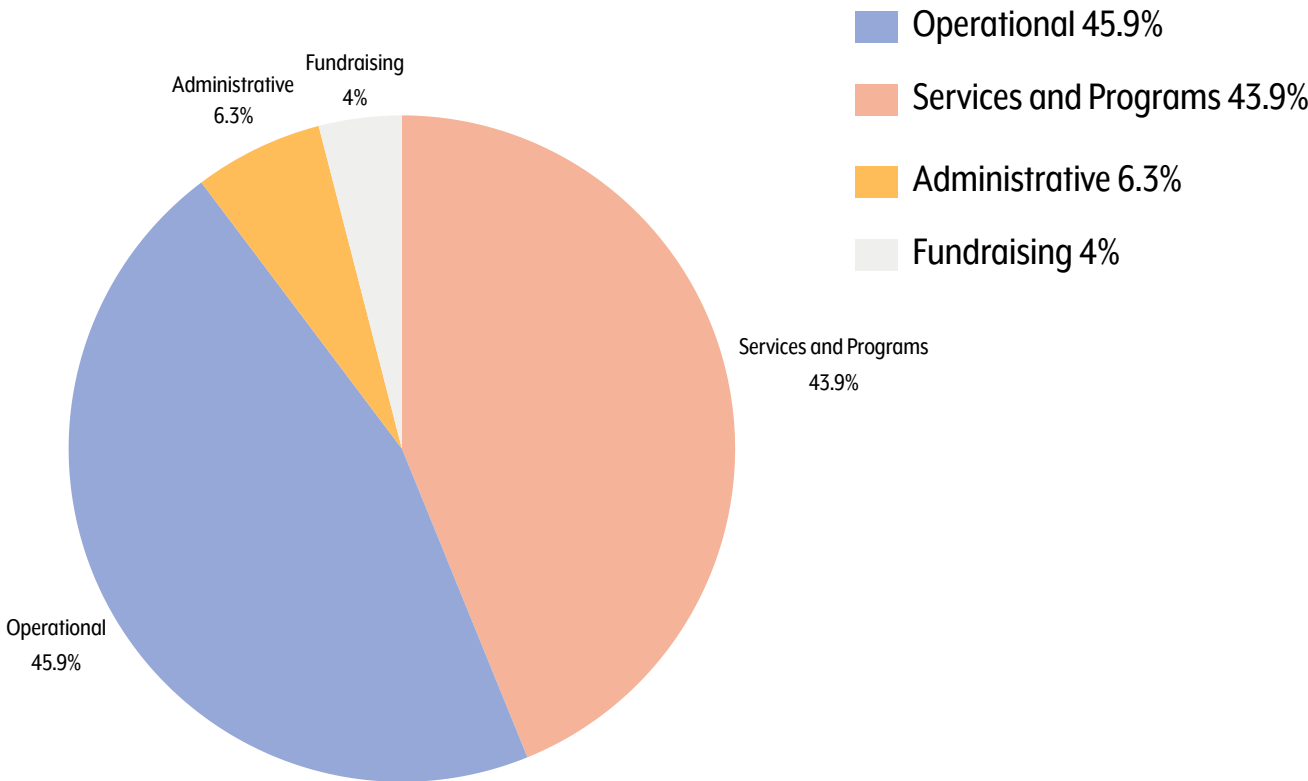
Our goal is to break dependencies, break the hold generational poverty has on people, equip and empower people to not only change their own trajectory in life, but for their families and future generations.

# FINANCIAL SUMMARY

## 2024 REVENUE SOURCES



## 2024 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.

The benefit of this model allows the Board to focus their time and energy ensuring The Well is achieving its mission, while empowering ministry leaders to lead ministries as God directs and make practical decisions on how to carry out the Board’s mandates.

## OUR FINANCIAL PRACTICES

- We do our best to responsibly steward all resources we are given.
- We have regular financial audits.
- We leverage professional support to stay efficient and effective.
- We follow governance to maintain checks and balances including board & leadership accountability.
- We implement Human Resource support and risk mitigation efforts.
- We participate in annual financial planning and operate using GAAP (Generally Accepted Accounting Principles).
- We work towards the long-term financial sustainability of the organization so that our goals within the community remain obtainable.
- We produce an annual report for our constituents.

## STEWARDSHIP OF REVENUE



## OUR 2024 BOARD MEMBERS AND OFFICERS

- Matt Gritters, Chair
- Camille Schmidt
- Kate Guess
- Jose Carballo
- Lowell Ernst

### Non-voting Officers

- Jayson Henry, President
- Greg Stravers, Vice President, Treasurer, Secretary
- Dave Woodcock, Vice President



## SOCIAL ENTERPRISES

- Well Works
- Thrift Stores

## DONATIONS

- Individuals
- Businesses & Churches
- Foundations & Grants

# THE FOUR COMPONENTS OF THE WELL

## CLIENT-FACING SERVICES AND PROGRAMS

### RESOURCE CENTER

*a place to explore, connect, and experience the love of Jesus that leads to transformation.*

Sometimes people struggle, and they don't know what to do or where to go. At The Well, our team welcomes and learns about each person's situation and needs using a holistic and relational approach. Together we explore options and guide them through steps to help stabilize their resources, while getting at the root causes of the issue at hand. Because change is a journey, we will continue to partner with our clients in the weeks and months to come.

### PROGRAMS

*learning experiences and deeper exploration into areas of instability.*

We value the good work being done by other community organizations, and we strive to build relationships in which to advocate for and refer clients to each other. We strive to provide programming and classes centered around these areas:

- Emotional Health
- Spiritual Health
- Life Skills
- Addiction/Recovery
- Healing
- Health/Wellness



## SOCIAL ENTERPRISES

### THRIFT STORES

*a donation-based upscale retailer supporting The Well's goal of offering help and hope.*

Our stores are a bridge that connect the community to The Well. We offer a clean, organized department-style shopping experience targeting the middle-class shopper with gently used items sold at fair market-price. We are a haven for volunteers seeking purpose and community, and a welcoming and encouraging environment for our socially-conscious donors and shoppers. Goal? Cover 100% of The Well's operating expenses. At times we make referrals to the Resource Center.

### WELL WORKS

*an on-site work environment where people are transformed through paid work, education, and mentorship.*

Participants develop skills necessary for employment, while learning life skills and addressing other areas of instability. The Works program focuses on teaching:

- Responsibility
- Accountability
- Teamwork
- Skill Building
- Rules of Work
- Discipline
- Safety
- Quality of Work
- Productivity

# PELLA HIGHLIGHTS

## COMMUNITY PARTICIPATION AND OUTREACH

- **Imagine Gala** - Mark and Ginger Whitacre shared their journey of selfish to servant leadership during our February Gala.
- **Liaison Meetings** - Quarterly meetings were held with members representing churches, businesses, and the community of Pella.
- **Celebrate Recovery** - A faith-based 12 step recovery program to find freedom from hurts, hang-ups and unhealthy habits through the power of Jesus Christ. Meets every Thursday at 5:30 starting with a meal.
- **Food with Friends** - A free-will donation meal open to anyone who is seeking community and a place to belong. Meets every Monday at noon.
- **Grief Support** - offers small group support three times a year as well as Resource Nights in the winter months featuring speakers on a variety of topics.

## RESOURCE CENTER AND PROGRAMS

- We held more than 1,000 hour-long appointments with people from 27 unique communities who were struggling. Over 2,300 times, we met with people seeking help.
- Programming Attendance was 14,000.
- We partner with the community - we had 300 connections with other organizations and people, collaborating and sharing of information to better support our community.
- Volunteers served over 4,300 hours in the Resource Center, programs and Well Works!

## THRIFT STORE

- We had 74,000 opportunities for kingdom-impact through sales register and donation door encounters.
- Volunteers served over 13,000 hours in the thrift store!
- Numerous pieces of medical equipment were loaned out to individuals and families from our on-site medical closet



## A GLIMPSE OF OUR IMPACT

- 29 people were employed in the Well Works program, some new, some departing.
- Food with Friends averaged 60 people weekly and 2,827 meals were served.
- Walked with those overcoming addictions.
- Met with those struggling to pay bills, keep their homes, and parents trying to get their children back, people who said Yes to Jesus, and those questioning if God is real.
- Having multiple people who were homeless visit us often throughout the week, finding sanctuary and acceptance at The Well. Helped navigate housing and other resources.

# KNOXVILLE HIGHLIGHTS

## COMMUNITY PARTICIPATION AND OUTREACH

- **RAGBRAI** - Provided over 500 baked potato dinners for riders.
- **Waffles for The Well** - Served waffles every morning during the Knoxville Nationals as a way to bless others and to nurture healthy fellowship.
- **Marion County Poverty Conference** held in May with 50 participants in Pleasantville, IA. Partnering with the Pleasantville Youth Initiative and the Iowa Healthcare Collaborative to provide this event.
- **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** - Held classes for skills training, support and education to manage anxiety and depression.
- **Boundaries** - When to say yes, when to say no, to take control of your life.

## RESOURCE CENTER AND PROGRAMS

- We held 1,100 hour-long appointments with people from 20 unique communities who were struggling. Over 3,000 times, we met with people who walked through our doors seeking help.
- Attendance was more than 2,300 in our programming.
- We partner with the community - we had more than 2,660 connections with other organizations and people, collaborating and sharing of information to better support our community.
- Volunteers served over 700 hours in the Resource Center!

## THRIFT STORE

- We had 43,000 opportunities for kingdom-impact through sales register and donation door encounters.
- Volunteers served over 5,800 hours in the thrift store!

## A GLIMPSE OF OUR IMPACT

- The Shower, washer and dryer were used multiple times daily for those we serve who don't have homes or running water. This time was spent building relationship outside of the client room.
- Engaging community partners in discussions about dependency, stability, relationship, and Kingdom Identity.
- Celebrating the milestones towards stability with all those we serve.
- Talking about our mission at Waffles for The Well with people from all over the world!



# FAIRFIELD HIGHLIGHTS

## COMMUNITY PARTICIPATION AND OUTREACH

- **Grief Talk Cafe** - Where those who have lost loved ones can support each other.
- **Stepping into Freedom/Walking in Freedom** - A Jesus centered 12 step-program to help those struggling with life controlling problems.
- **Restoration Path** - Helps those who are vulnerable understand God’s design for their lives.
- **Boundaries** - When to say yes, how to say no, to take control of your life.
- **Money & Me** - A hands on money management course geared to positively impact personal finances.
- **Grounding** - A class for anyone interested in skills training, support and education to manage anxiety and depression.
- **NAMI** - National Alliance for Mental Illness - held Family to Family 10-week course designed to help families relate to loved ones struggling with mental illness.
- **Fundraising Events** - The Bicho Brothers Band entertained attendees at our April Gala.
- **Community Events** - Held family movie nights, an Open House with a cookout on the lawn, and joined in the Community Fairfield Fall Festival!

## RESOURCE CENTER AND PROGRAMS

- We held more than 1,000 hour-long appointments with people from 15 unique communities who were struggling,
- Nearly 1000 times we met with additional people who walked through our doors seeking help.
- Attendance was more than 1,170 in our programming.
- We partner with the community - we had more than 1,350 connections with other organizations and people, collaborating and sharing of information to better support our community.
- Volunteers served over 1,450 hours in the Resource Center and Well Works!



## THRIFT STORE

- We had 32,000 opportunities for kingdom-impact through sales register encounters and blessing people at our donation door.
- We had over 3,400 volunteer hours served!

## A GLIMPSE OF OUR IMPACT

- Ten people were employed in the Well Works program, some new, some departing.
- Assisted clients and community members by removing barriers to their healthcare, by facilitating transportation to surgeries and providing support and relationship to those facing major medical procedures who otherwise would be alone.
- Over 120 people attended the second Fairfield Gala and learned how to partner to support The Well’s ministry in Jefferson County.

THE WELL IS ENTREPRENEURIAL AND WILL FOLLOW THE SPIRIT’S LEADING

THE WELL THRIFT STORE - NEWTON, IA

The Well Thrift Store in Newton continues to be a powerful place of connection and impact. In 2024, we had over 25,000 opportunities to bless others—whether through meaningful conversations at the sales register or acts of kindness at the donation door. Our incredible volunteers poured in more than 675 hours of service, creating a welcoming space. Every sale and every moment served is part of a greater Kingdom impact—and we’re thankful for the support that makes it all possible.



THE WELL RESOURCE CENTER - AMES, IA

We’re thrilled to announce The Well’s expansion into the Ames-Boone Region! In partnership with passionate community members from Ames and Boone, we’ve secured a location at 233 S. Walnut Ave, Suite B in Ames. Nestled in a vibrant, high-traffic area surrounded by potential partners, this new Resource Center opened in Spring 2025. We’re excited to bring our mission and services to this growing community—and we’re deeply grateful for the donors making it possible.



# 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.

Give now.  
Scan the  
QR Code.



You can help someone today AND change the trajectory of the next generation.

**GIVE TODAY AT [THEWELLIOWA.ORG/DONATE](https://thewelliowa.org/donate)**

- 1 Donate online with a one-time or monthly gift automatically from your checking account, debit or credit card.
- 2 Donate by mail via check payable to The Well. Designate a community or "General" in check memo line.
- 3 Make a memorial contribution or honorarium for someone special who impacted your life.
- 4 Donate a Vehicle or Property.

## Tax Advantaged Ways to Give

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

- 5 **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.
- 6 **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.
- 7 **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. Call Tabitha Vos at 641-621-0164 ext 709 to get started.





Pella  
419 E Oskaloosa St  
Pella, IA 50219



Knoxville  
404 W Pleasant St  
Knoxville, IA 50138



Fairfield  
1700 S Main St  
Fairfield, IA 52556



Newton  
1810 1st Ave E  
Newton, IA 50208



Ames  
233 S. Walnut Ave,  
Suite B  
Ames, IA 50010

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

Newton Thrift Store: 641-658-9258

Ames Resource Center: 515-558-6868



[info@thewelliowa.org](mailto:info@thewelliowa.org)



<https://thewelliowa.org>



The Well Pella  
The Well Knoxville  
The Well Fairfield  
The Well Newton  
The Well Ames



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