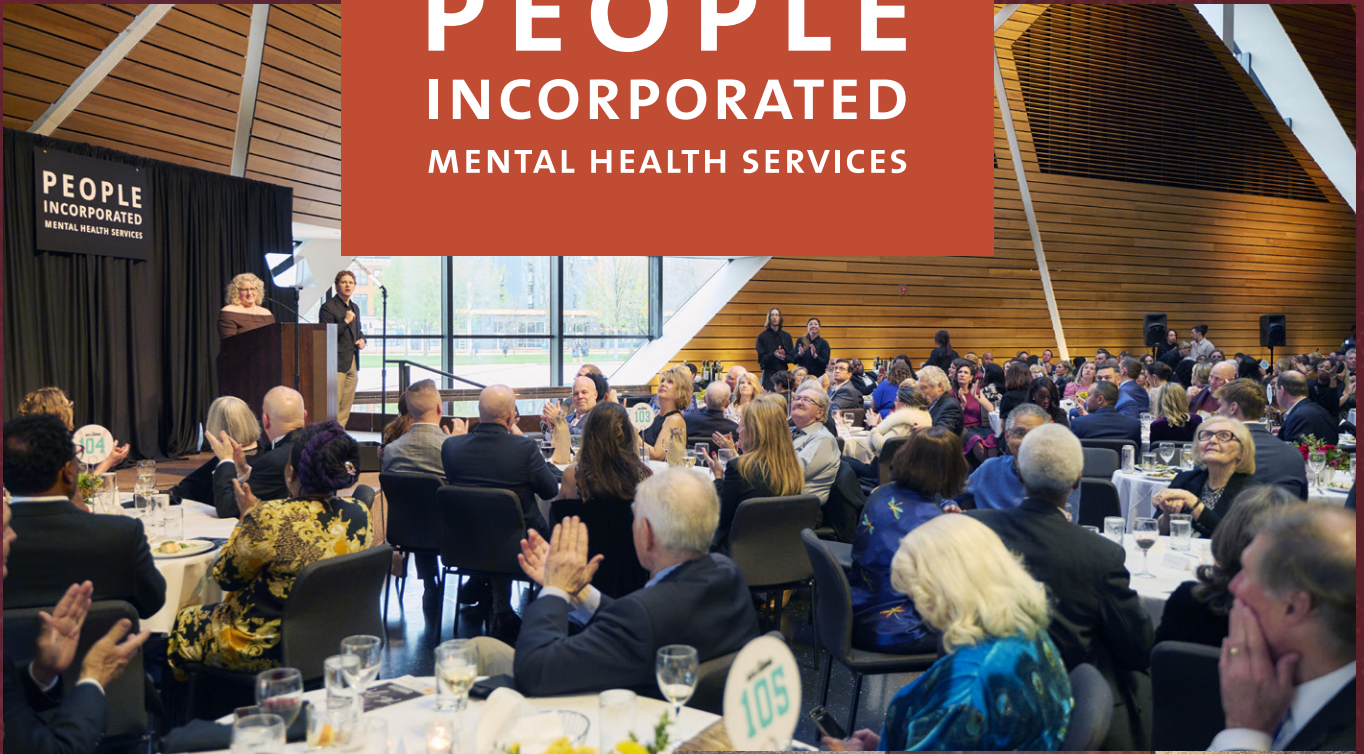


PEOPLE INCORPORATED MENTAL HEALTH SERVICES

PEOPLE INCORPORATED

2024 ANNUAL REPORT



Transforming Together

A Letter from our Board Chair and CEO

Transforming Together

Transforming Together perfectly encapsulates the spirit of 2024. From the extraordinary Gala hosted by People Incorporated in May to the numerous new community partnerships formed, this year was defined by the powerful realization that we are truly “better together.” Community mental health is an evolving journey — one that reimagines wellness beyond traditional access, outdated narratives, and measured aspirations.

Additionally, enriched conversations throughout the year reminded us that mental health is a collective experience, and recognizing and honoring each person’s journey strengthens the fabric of our communities. In 2024, we were further inspired by our collective ability to transform the mental health landscape. The electrifying dialogue sparked at our Gala reinforced a vital truth: mental health exists everywhere — in every community, every profession, and every individual. As keynote speaker Cris Carter so eloquently stated that evening, “Make an investment in people, because you will never go wrong investing in human beings.”



Heidi Fisher

Board Chair
People Incorporated



Jill Wiedemann-West MA

Chief Executive Officer
People Incorporated

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HIGHLIGHTS

JANUARY • FEBRUARY • MARCH



Minnesota Wild Game: Kicked off the year, coming together with new partners.

Hoopful Hearts: An inspiring pre-game event with Tru Pettigrew (Timberwolves) and Jeremy Sutherland (Hybrid Nation), bringing the community together for conversations about mental health.



HUMANITY Podcast: Jill Wiedemann-West, CEO joined Mana Moini on the HUMANITY Podcast to discuss the power of community in mental health care.



APRIL • MAY • JUNE



PATHWAYS GRADUATION

Pathways Graduation: A cohort of eight individuals completed the Pathways program, and seven of the graduates have accepted full-time opportunities at People Incorporated. This brings the total number of Pathways graduates to 65 since 2016.

2024 Gala: Bridging the Gap Between Mental Health and Sports: An unforgettable evening of transformation, featuring inspiring stories of mental health from Emcee Jay Glazer, Fox NFL Sunday Insider & 2019 TV Hall of Famer, and Keynote Cris Carter, Retired NFL Wide Receiver, Sports Analyst, & 2013 Pro Football Hall of Famer. The night was filled with meaningful conversations and celebrating “mental health as a priority”.



“Make an investment in people, because you will never go wrong investing in human beings.” - CRIS CARTER

JULY • AUGUST • SEPTEMBER



Community Conversations: In partnership with V3 Sports, a panel discussion on “Bridging the Gap Between Mental Health and Caregivers”, featuring incredible panelists and moderated by Chantel Sings, KMOJ Radio Personality.



HIGHLIGHTS

OCTOBER • NOVEMBER • DECEMBER



Kare 11 Feature: Director of Children's Mental Health, Sara Benson, and Licensed Program Manager, Bruce Cross, were featured on KARE 11 News at Noon to discuss signs of anxiety in children and how parents can seek mental health services.



Artability Art Show & Sale:



Artability on WCCO: People Incorporated's Tessa Weyhe and artist Virginia Townsend joined A.J. and Heather on the WCCO Mid-Morning Show to promote the Artability Art Show & Sale.



Artability on KARE 11: People Incorporated's Tessa Weyhe and Artist Virginia Townsend joined Alexis Rogers on KARE 11 to discuss the Artability Art Show & Sale.



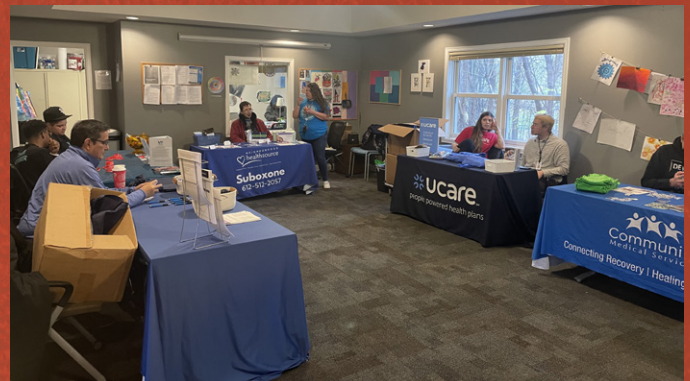
Give to the Max Day: We raised \$9,340 for our Client Needs Fund, surpassing our goal of \$8,000.



CLIENT IMPACT:

A People Incorporated staff member has been working diligently with a veteran who spent 33 years in prison and quickly recognized that privacy is essential to his mental health. After helping the client secure housing, the staff member used the Client Needs Fund to purchase and install curtains, leaving the veteran proud of his home.

Community Access and Resource Event (C.A.R.E.): People Incorporated Northside Community Support Program (NCSP) hosted C.A.R.E., an event focused on connecting the North Minneapolis community with mental health, wellness, and support resources. Attendees received information about People Incorporated NCSP's free membership and access to essential items like hygiene kits and clothing.



In the COMMUNITY

MN State Fair: Nothing says community like the Great Minnesota Get-Together! Each August, People Incorporated staff attend and host resource tables at the Minnesota State Fair’s annual Mental Health Awareness Day. In 2024, the fair saw an impressive attendance of over two million visitors. This past year’s events included panel discussions with People Incorporated CEO, Jill Wiedemann-West. This event is a great opportunity for People Incorporated to share our message and critical services statewide!

The Lake Show with Henry Lake on NewsRadio 830

WCCO: Veronika E. Mix, VP Community Engagement, was featured to discuss mental health and the impact of the work of People Incorporated. She highlighted the significance of prioritizing mental wellness in the community and the upcoming gala to bring people together to hear about “Bridging the Gap: Between Mental Health and Sports.”

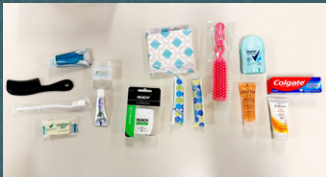


NAMI Walks: Each September, People Incorporated participates in the National Alliance on Mental Illness (NAMI) Walk, hosted by NAMI Minnesota. This great community event brings together healthcare and community providers, allowing People Incorporated to connect directly with individuals and residents interested in our mission and services. Last year’s event saw over 2,000 participants, highlighting the community’s engagement and support for mental health awareness.

Holiday Drive: The 2024 Holiday Drive provided gifts from individual donors to 22 families that impacted a total of 100 children and adults.



Saint Paul Rotary Club Donated Hygiene Kits: In honor of Mental Health Awareness Month, the St. Paul Rotary Club members generously donated hygiene kits for our clients receiving services within our crisis, Intensive Residential Treatment Services (IRTS), and Homeless Outreach programs.



PRIDE Festival: Core to People Incorporated is our focus on vulnerable and underserved communities. Specifically, this includes outreach to the LGBTQ+ community at the Twin Cities Pride Festival each June, which attracts over 400,000 attendees annually. Led by People Incorporated’s EDI committee, the staff share joy, community, and resources with the Minnesota LGBTQ+ population.

Stone Arch Bridge Art Festival:

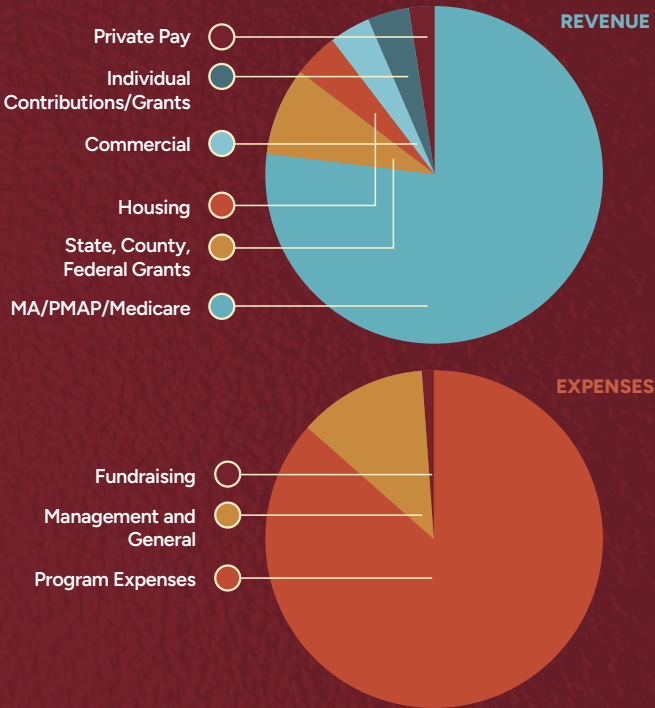
The Artability program took part in the Stone Arch Bridge Art Festival with an interactive booth that invited community engagement through a collaborative painting. Attendees lined up throughout the day to leave their mark on the painting, creating a shared expression of creativity and inclusion for the community.



Investments in Mental Health and People

REVENUE		
MA/PMAP/Medicare	\$49,934,179	77%
State, County, Federal Grants	\$5,421,572	8%
Housing	\$2,771,100	4%
Commercial	\$2,504,227	4%
Individual Contributions/Grants	\$2,603,929	4%
Private Pay	\$1,565,508	2%
TOTAL	\$64,800,517	

EXPENSES		
Program Expenses	\$54,925,319	86%
Management and General	\$7,822,530	12%
Fundraising	\$705,595	2%
TOTAL	\$63,453,444	



Empowering People & Communities

Training Institute

Over **800** hours of training delivered

Over **450** training courses provided

Over **11,500** external attendees

Over **65** community organizations served

522 internal employees trained

Development

718 Individual Donors

132 Foundations & Organizations

416.5 volunteer hours contributed by individuals

\$2,559,500 total raised

\$70,666 In-kind Donation Value

\$14,396 Volunteer Hours value

Artability

80% of attendees reported improvement in mood

553 Internal Art Workshops with clients

101 Community Art Workshops

2,848 clients and individuals attended art workshops

630 individuals attended the Artability Art Show & Sale

\$12,150 raised from Artability Art Show & Sale

156 art pieces sold at Artability Art Show & Sale

333 art pieces submitted to Artability Art Show & Sale

Operations

11,885 clients received services

2,628 clients received more than one service

20 programs

26 locations

3 Hybrid Crisis & Intensive Residential Treatment Services (IRTS)

6 Intensive Residential Treatment Services (IRTS)

4 Outpatient Mental Health Clinics

11 Long-Term Residential Programs

Human Resources

700+ Employees