PEOPLE
INCORPORATED
MENTAL HEALTH SERVICES



Rooted *in* Purpose

ANNUAL REPORT 2025

A Letter from our Board Chair and CEO

Rooted in Purpose

People Incorporated's work has always grown from a deep sense of purpose—one that traces back to founder Harry Maghakian's simple, compassionate gesture of inviting the men standing in the cold outside his church in for a warm cup of coffee. That moment set the foundation for transforming intention into hope and healing.

Today, purpose remains our steady guide, reminding us that every act of care and every step toward change is part of something larger at work. This year's annual report theme, Rooted in Purpose, celebrates those enduring roots of compassion, affirms that our mission is a movement rather than a metric, and honors the rich history that continues to shape our impact in the communities we serve. We are "Rooted in Purpose."



Heidi Fisher
Board Chair
People Incorporated



Jill Wiedemann-West
Chief Executive Officer
People Incorporated

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HIGHLIGHTS

JANUARY • FEBRUARY • MARCH



Mental Health Day on the Hill
At Mental Health Day on the Hill 2025, People Incorporated joined community leaders and policymakers to advocate for expanded mental health resources and a more accessible, equitable system of care.



Jill Wiedemann-West Receives Award
People Incorporated CEO Jill Wiedemann-West was honored with the Excellence in Healthcare Award at Health 2.0 for her transformative leadership in advancing equitable, person-centered mental health care. Her insights at the conference underscored the importance of addressing whole-person health and social determinants, further highlighting the organization's role as a leader in compassionate mental health innovation.

V3 Giveaway
People Incorporated partnered with V3 Sports to award three year-long memberships to the V3 Sports Center, supporting access to wellness and recreation opportunities.

APRIL • MAY • JUNE



Mental Health Day at the Twins
In partnership with the Minnesota Twins, People Incorporated was invited to Mental Health Day at the Park. Families were able to express their creativity on an art collage and were invited to sing "Take Me Out to the Ball Game" at the seventh-inning stretch.



Shamrock Open House
People Incorporated celebrated the opening of Shamrock Residence, a new supportive housing community designed with dignity, healing, and connection in mind. The residence expands access to services in a safe home environment.



Meghan Cain-Moss on Kare 11
People Incorporated's Meghan Cain-Moss appeared on KARE 11 to offer tips on how parents can help their children deal with summertime anxiety.

HIGHLIGHTS

JULY • AUGUST • SEPTEMBER





Community Conversations & Conference
In partnership with the Training Institute, People Incorporated hosted the annual Community Conversations & Conference, focused on navigating uncertainty and its impact on mental health. The event included keynote speaker Tyrre Burks and a strong panel of voices—and provided CEU opportunities for attendees.

> *"We need to embrace the uncertainty. There are going to be uncertain moments in our lives. So, when those things do happen, and they will, how you are going to respond to what's happening in your life is really the big key."*
>
> **–Tyrre Burks**



State Fair
During Mental Health Day at the Minnesota State Fair, hosted by NAMI, People Incorporated connected with the community through resource sharing and a collaborative art activation.

OCTOBER • NOVEMBER • DECEMBER



Tessa Weyhe on WCCO
People Incorporated and an Artability artist were interviewed on WCCO to share about the Artability Art Show & Sale and highlight the program's impact. The segment provided a meaningful opportunity to elevate artists' voices and invite the community to attend the annual event.



Artability
The Artability Art Show & Sale featured a vibrant collection of original artwork across multiple mediums, highlighting the creativity and lived experiences of participating artists. The event welcomed hundreds of attendees and celebrated artists through awards, community engagement, and strong artwork sales.

Give to the Max Day
The 2025 Give to the Max Day Fundraiser supported our Children & Family Services Programs, which provide comprehensive mental health care and early intervention programs tailored to meet the unique needs of children, teens, and families in our community. Thanks to the contributions of more than 65 donors, including a generous matching gift from Alden Drew and Mimie Pollard in memory of Pete Feigal, People Incorporated raised over $27,000 to expand vital mental health resources for our clients.

In the COMMUNITY



Art Day at the Park: In partnership with the St. Paul Saints, People Incorporated served as the main event sponsor for Art Day at the Park—with mental health resources and a hands-on art activation.

Emmaline Childs Artability Collaboration Video: People Incorporated partnered with influencer Emmaline Childs to highlight Artability and expand awareness of creative mental health supports. Emmaline participated in an Artability workshop and served as a panelist at the Community Conversations & Conference.



NAMIWalks MN: People Incorporated joined NAMIWalks Minnesota, engaging the community and promoting mental health awareness alongside thousands of advocates.

PRIDE: People Incorporated participated in the Twin Cities Pride Festival, celebrating the LGBTQIA+ community and reaffirming our commitment to inclusive, affirming mental health care where everyone feels safe, seen, and supported.



NCSP Food Kit Drive with Vikings: In partnership with the Minnesota Vikings, People Incorporated distributed 50 Thanksgiving meal kits, complete with turkeys and holiday sides, to families in our Northside Community Support Program.

Circus Juventas Partnership: People Incorporated was named the official mental health partner of Circus Juventas, offering workshops, training, and resource connections to support performers, parents, staff, and families.

Saint Paul Public Library Partnership: Our partnership with Saint Paul Public Library places a full-time mental health professional, Rob Lynett, in library spaces to connect patrons with vital community resources ranging from mental health and substance-use support to housing and basic needs.



REVENUE		
MA/PMAP/Medicare	$56,272,727	78%
Government Grants	$5,891,990	8%
Contributions/Grants	$2,674,967	4%
Housing	$2,388,241	3%
Commercial	$2,013,974	3%
Private Pay	$1,386,163	2%
Other	$1,280,041	2%
Total	$71,908,103	100%

EXPENSES		
Program Expenses	$60,600,597	87%
Management & General	$8,388,436	12%
Fundraising	$718,628	1%
Total	$69,707,661	100%

Empowering People & Communities

Operations

12,728
clients received services

3,830
clients received more than one service

21
programs

25
locations

1
community center

9
intensive residential treatment services

4
outpatient mental health clinics

11
long-term residential programs

Human Resources

763 employees

Artability

86%
of attendees reported improvement in mood

371
internal art workshops with clients

92
community art workshops

2,527
clients and individuals attended art workshops

600
individuals attended the Artability Art Show & Sale

$12,496
raised from Artability Art Show & Sale

179
art pieces sold at Artability Art Show & Sale

383
art pieces submitted to Artability Art Show & Sale

Development

808
individual donors

81
foundations & organizations

$2,289,317
total raised

$48,985
in-kind donation value

The Development Department at People Incorporated makes it possible to meet growing community needs with flexibility and care. Through the generosity of individual donors, partners, and volunteers, we are able to expand access to services and invest in innovation.

Training Institute

Over **950** hours of training delivered

64 community organizations served

Over **9,000** internal employees trained

Over **400** individual sessions led

515 registrations for public classes

The Training Institute at People Incorporated extends our mission beyond direct services by equipping the community with practical mental health training. We strengthen the broader network of care by ensuring more individuals receive informed, compassionate support.

PEOPLEINCORPORATED.ORG

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