

People Serving People
614 S. Third St., Minneapolis

July
2003

People Serving People's Commitment to Helping Homeless Families

People Serving People (PSP) is one of the largest providers of emergency housing assistance and related services to homeless children and their families in Minnesota. What distinguishes PSP from others is its broad range of programs and services designed to address adult barriers to housing and employment, and to address the educational, emotional and recreational needs of children and families. PSP serves over 300 persons per night. Two thirds of the residents housed nightly are children, and 80% of those children are twelve or younger. The average age of a child staying at PSP is seven years old.

Families may be comprised of two parents, single fathers or single mothers, grandparents raising their grandchildren, pregnant women, teen parents or multi-generational families. There are employed residents whose wages cannot support their families. There are handicapped parents caring for children. There are families in severe life crisis. All families are in need of a place to live and support systems to help them become more self-sufficient.

People Serving People is a 501(c)(3) non-profit (tax-deductible) organization founded in the early 1980s to initially help homeless males, often substance abusers, to find housing and support programs. As the needs of the local community modified and changed, so did the population of homeless persons. By the 1990s, greater numbers of children and their families were homeless, in severe crisis, and in need of multiple levels of services. PSP rededicated its mission to serving those children and their families, and continues with that mission today.

Leonard, Street and Deinard's Commitment to Helping PSP

"I am pleased that Leonard, Street and Deinard will participate in the People Serving People Corporate Month Program. Our tradition of community responsibility and service has been an integral part of Leonard, Street and Deinard's over 80-year history. Participation in PSP's Corporate Month Program is another expression of this firmwide commitment and dedication to the community in which we live and work."

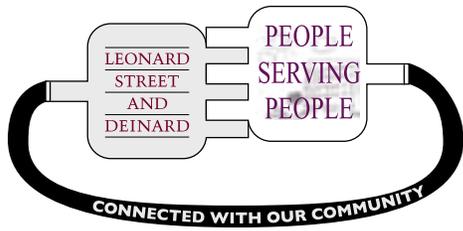
- Lowell Noteboom
President
Leonard, Street and Deinard

Employees of Leonard, Street and Deinard have been involved in the afternoon children's program at People Serving People (PSP) for several years. As more of the firm's employees are getting involved at PSP, they are becoming aware of not only the need for volunteers, but the wide range of volunteer opportunities available. The list is endless.

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Did you know

At any given time there are 16,000 people homeless in our state. Surprised? Most people are. From 1994-1998, there was a 33% increase in homeless people using emergency shelters in the Twin Cities, with 60% of these people being families. Even more shocking is the increase in the number of homeless children - 881% since 1985!



What the Star Tribune Says About Its Work With PSP

People Serving People moved to its new shelter across the street from the Star Tribune in the spring of 2002. Star Tribune employees were involved from the beginning with serving meals, organizing collection drives, reading to kids and creating a holiday music program.

To sum up the Star Tribune's relationship with People Serving People, here are a few remarks from a speech



Evening entertainment was organized daily during the 2002 holiday season to bring a little cheer to PSP.

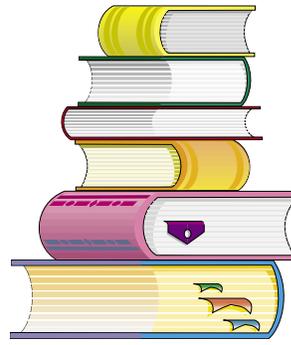
given by Ben Taylor, senior vice president, Communications/Community Affairs, when accepting a Quality of Life award from the Minneapolis Regional Chamber of Commerce in recognition of the Star Tribune's work with PSP:

"When we go inside PSP we see ... life going on. PSP is full of the spirit of hope, at the same time it's dedicated to the mechanics of getting on with life. It's about the most basic, essential things in life - food, clothing, shelter, a home, a job, a family, a sense of purpose.

As a result of PSP becoming our neighbor, wonderful things have happened at the Star Tribune. We have an ever-growing, steady stream of volunteers who go there gladly to help out. It's hard to go there and not be moved. Very little in your personal life or your business life is this tough. PSP is a place that deals with some of the most challenging struggles people can ever face. It's a warm and caring place. It's a place of hope."

The Star Tribune Foundation had a 2002 grant program in excess of \$20,000 that supported the work of its volunteers.

National Library Week 2002



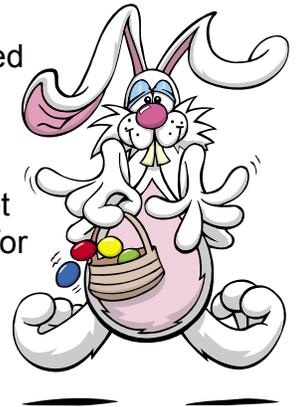
During National Library Week 2002, the Research staff sponsored a firmwide Book Drive to collect books and resources for the Children's Library and the Adult Resource Center at PSP's "A Place of Hope". Two carloads of books and \$170 were delivered to the new PSP facility, just in time for their Housewarming Party on April 20th.

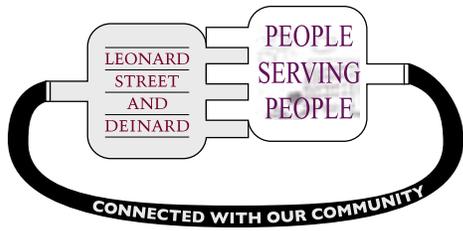
Spring 2003 Easter Basket Drive

This spring, Leonard, Street and Deinaid sponsored an 'Easter Basket Drive' for the children living at People Serving People. Imagine our sadness (accompanied by gratefulness for such a wonderful organization) when we learned that **100 homeless children** would be residing at PSP over Easter Weekend.

In coordination with Lutheran Church of the Resurrection in Roseville, LS&D volunteers donated supplies and gifts to fill 110 beautiful baskets, with goodies such as coloring books, crayons, stuffed animals, books, journals, hair bows, Matchbox® cars, and tons of wonderful candy. LS&D volunteers met the weekend before Easter and had a fabulous time "stuffing." Each basket contained two or three fabulous toys, in addition to enough candy to provide a perfect Easter bellyache.

A few days before 'The Bunny's' arrival, LS&D volunteer, Diane Schultz, loaded up her van and delivered the baskets to PSP. Much to PSP's dismay, they learned that instead of the estimated 100 children, 110 children would be residing with them over Easter weekend. Of course, as it turned out, the ten extra 'just in case' baskets made by LS&D volunteers were just what was needed, and there was a basket for each child waiting patiently for a delivery from 'The Bunny'. A happy ending for all, and we are looking forward to doing it again next year.





Quilt Project

After visiting PSP's home and upon hearing its request for items to brighten it up and give it a more welcoming feeling, a small group of LS&D employees have been hard at work making a very colorful, quilted wallhanging. Volunteers consisted of Christi Carlson, Michelle Hill, Marlene Israelson and Jill Lillis. With direction from Michelle Hill, the four of them handpieced the wallhanging pictured here, which is the 'Grandmother's Flower Garden' pattern. Each volunteer pieced two flowers and then the group took turns putting it all together. The group meets once a week over the lunch hour, whenever possible, and the whole process took only two months to complete (not bad for a handpieced project).

September is Leonard, Street and Deinard's PSP Corporate Month

People Serving People has initiated a program that dedicates certain months to corporate initiatives, and LS&D's will be in September. Here are some of the events planned on, or around, that time:

School Supply Drive

- ✓ Almost half of the students in our community can't afford lunch, much less school supplies.
- ✓ Some kids go to school without socks, underwear or even showers.
- ✓ Teachers spend an average \$500 a year to help care for their students' needs.
- ✓ Most school supply budgets only allocate five cents a day for each student.

We want to make a difference, and you can help. How? We will be kicking off a school supply drive in August. Start buying now so we can make the difference.

Items in need:

- Notebooks
- Pencils
- Pens
- Folders (2 pocket)
- Rulers
- Glue & Glue Sticks
- Scissors (regular & safety)
- Marker
- Crayons (no 100 count boxes please)
- Colored Pencils
- Pencil Boxes
- Pouches for Inside Binders
- Backpacks
- Underwear
- Socks
- Pencil Sharpeners*
- Dictionaries*
- Alarm Clocks*
- 3-Ring Binders*
- Locks for Lockers*

*Items PSP is in the most need for.

The group is looking for additional volunteers to join them on future projects. Minimal sewing experience, if any, and an interest in having fun is all that is needed. If you are interested, you can contact Christi Carlson at ext. 1584.



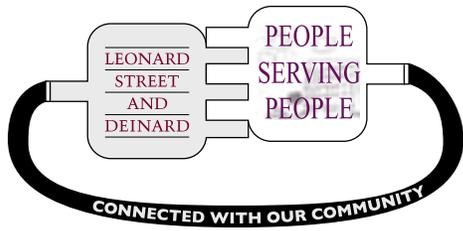
Paint-A-Thon

Our Paint-A-Thon day is scheduled for Saturday, September 20 (8:00 a.m. to 1:00 p.m.). This will not be a firmwide event only, as any family members and/or friends are welcome as well. More info to follow.

Street Singers

Our renowned LS&D Street Singers will travel to People Serving People to give a performance over the holiday season. More info to follow.





LS&D's Commitment from page 1

Our main goal is to make the firm's employees

AWARE:

- **Aware** of the need for volunteers (more and more needed with budget cuts),
- **Aware** of how our wide range of resources, skills and talents can very *easily* be shared with others,
- **Aware** of the fact that even a *small* portion of time can make a *huge* difference (it does *not* have to be *time-consuming*).

There are opportunities available seven-days-a-week, 24-hours-a-day. And they are available for both individuals or groups.

Here are some examples: serve a meal; help prepare meals with PSP cooks; front desk assistance; building beautification; sort and/or distribute donations; organize donation drives; computer lab assistant; library assistant; fundraiser; utilize special skills to teach residents; utilize special talents to perform during an evening meal (like the Street Singers!!!), etc.

In May of 2002, PSP moved to a new location (which is very convenient to our offices). The address is 614 South Third Street. The building, which had once been a Cadillac warehouse, was completely renovated to include ninety-nine rooms and ten transitional apartments.

People Serving People Committee Members

Sally Berfeldt	Theresa Hughes
Heidi Burton	Darcy Miller
Christi Carlson	Emily Millerbernd
Debra Clift	Jaci Mueller
Pat Cummings	Jeffrey Paul
Steven DeRuyter	Terry Pressley
Kimberly DeYoung	Sandra Skow

If you would like to join our committee, please contact Sally Berfeldt, ext. 1985.

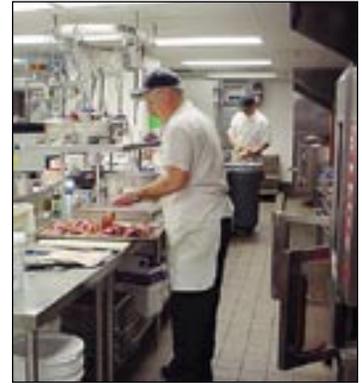
Shannon Novotne, the volunteer coordinator at PSP, has provided some July and August dates for meal serving opportunities. They are:

July

- Every Wednesday dinner, excluding July 23rd
- July 5 breakfast and lunch
- July 6 breakfast
- July 8 dinner
- July 12 breakfast and dinner
- July 13 breakfast and lunch
- July 14 dinner
- July 15 dinner
- July 16 dinner
- July 19 breakfast and dinner
- July 20 breakfast
- July 26 breakfast and dinner

August

- August 2 breakfast and lunch
- August 3 breakfast
- August 5 dinner
- August 6 dinner
- August 9 breakfast
- August 10 lunch
- August 11 dinner
- August 13 dinner
- August 16 dinner
- August 17 breakfast and lunch
- August 19 dinner
- August 20 dinner
- August 23 breakfast and dinner
- August 24 lunch
- August 27 dinner
- August 30 breakfast
- August 31 breakfast and lunch



Breakfast is served
from 7:45 - 9:00 a.m.

Lunch is served
from 11:15 a.m. - 1:00 p.m.

Dinner is served
from 4:00 - 6:00 p.m.

Food is prepared by PSP cooks - it only needs to be served. PSP can use up to a maximum of eight people, but are even happy when one or two show up. Let Sally Berfeldt, ext. 1985, know if you are interested.

A grateful thank you goes to Terry Pressley and the IT Department of Leonard, Street and Deinard for their donation last week of twelve 17" monitors, which were distributed throughout PSP the next day. The employees thank LS&D for saving their eyes and making their jobs so much easier. Also, LS&D has delivered five Pentium II computers, which were distributed to those employees whose computers are no longer operational. With these donations we are further able to help fulfill our mission, to serve individuals while promoting self-sufficiency. Thank you LS&D – you are truly an answer to a prayer.



- Annette Rodriguez
PSP Organizational Resources Mgr.

Note: The IT Department's next project is to help PSP establish a computer resource center, giving residents a chance to learn how to use a computer, improve their computer skills, and create or update a resume'.