



# IMPACT BLUEPRINT

CELEBRATING  
100 YEARS



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# DEAR FRIENDS,

As we look back on 100 years of deploying a remarkable journey of impact, I am humbled by the transformative power of St. Vincent de Paul and its commitment to uplifting lives, strengthening communities, and empowering individuals on their journeys. At the heart of our work is a simple yet profound belief: that every person deserves dignity, support, and the chance to reach their fullest potential. Our mission has never been more vital, and our impact never more evident.

For a century, St. Vincent de Paul has been the **first step to second chances** for countless individuals, meeting people where they are and helping them build brighter futures. In an era where resilience and compassion are needed more than ever, we continue to adapt, innovate, and respond to the pressing needs of our community.

Our work is driven by the generous support of partners, volunteers, and advocates—people like you, who share our vision for a just and inclusive society. Together, we're breaking down barriers, building pathways to success, and, most importantly, creating lasting change.

Thank you for being a part of our mission. Here's to the lives we have touched, the challenges we have overcome, and the bright future we are building together.

*With gratitude,*  
Steve Havemann  
CEO, St. Vincent de Paul Des Moines



# 100 YEARS OF TRANSFORMING LIVES

For a century, St. Vincent de Paul has been a beacon of hope and transformation for countless individuals and families. What began as a small group of compassionate individuals determined to provide support to those in need has grown into a movement that touches lives in profound ways. From providing food and clothing to pioneering holistic programs that empower individuals to rebuild their lives, St. Vincent de Paul has never wavered in its mission.

Each decade has brought new challenges and opportunities. From navigating the Great Depression to adapting to modern societal needs, the organization's journey is one of resilience, adaptability, and an unwavering commitment to service. The countless stories of transformation—from families finding stability to individuals discovering purpose—stand as a testament to the lasting power of compassion.

As we celebrate 100 years, we honor the legacy of those who laid the foundation for St. Vincent de Paul's impact. Their vision, passion, and dedication continue to inspire us today as we move forward with the same commitment to serve, empower, and uplift. This milestone is not just a reflection of our past but a guiding light for the journey that lies ahead.

## **Guiding Principles: The Core of SVDP's Work**

St. Vincent de Paul's programs and services are grounded in key values: integrity, compassion, dignity, and faith. These principles guide everything we do, ensuring that our approach is holistic, people-centered, and future-oriented. By expecting the best from ourselves and those we serve, we foster an environment where individuals can grow, dream, and become self-sufficient.

- **Integrity:** Every decision is made ethically and honestly, building up those we serve and ensuring sustainability.
- **Compassion:** True compassion involves caring enough to challenge individuals forward, without enabling negative behaviors.
- **Dignity:** We believe in fostering a sense of dignity and self-worth for every individual.
- **Faith:** We have faith in God, in those we serve, and in those who support our work. This faith strengthens our commitment to meet people where they are and to provide unconditional support, fostering resilience and transformation.

**OVER 35,000 SERVED ANNUALLY**



1924

1936



1947



1956



1975



2017



2018



2020s



2024

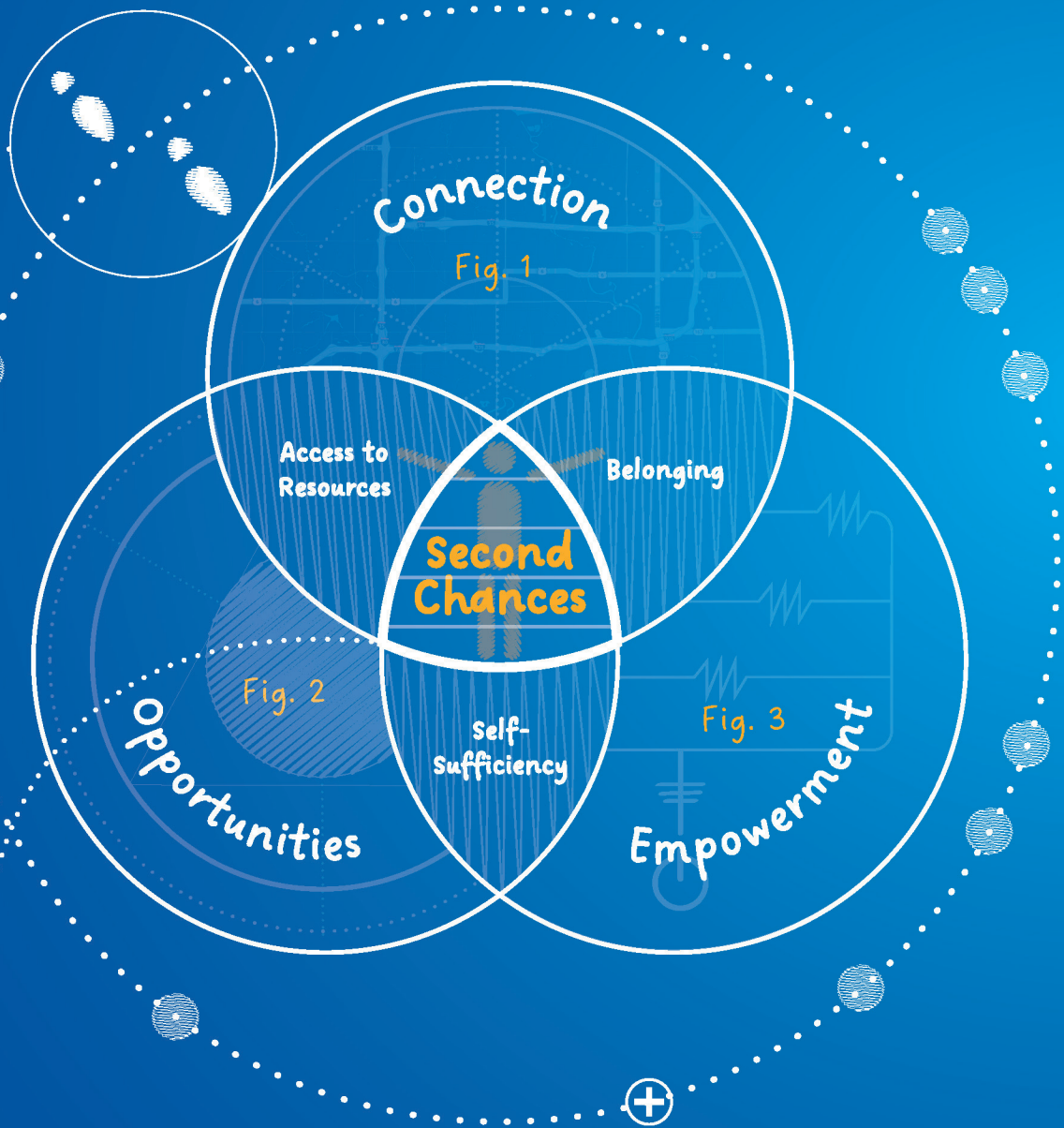




# IMPACT BLUEPRINT

At St. Vincent de Paul, impact is more than just a measure; it's about creating impactful moments that change lives. This Blueprint combines **Connections, Opportunities, and Empowerment**, all amplified by **Strategic Partnerships**. Together, these elements provide the foundation for second chances, empowering individuals and families to achieve self-sufficiency, stability, and lasting transformation.

First Step To  
Second Chances



Connection

Fig. 1

Access to  
Resources

Belonging

Second  
Chances

Fig. 2

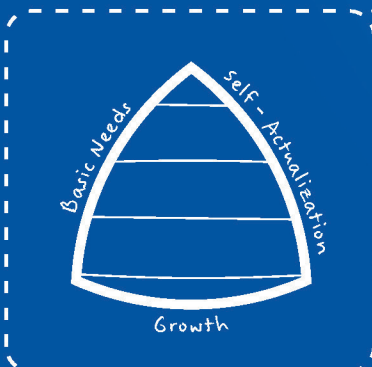
Self-  
Sufficiency

Fig. 3

Opportunities

Empowerment

Maslow's Heirarchy  
of Needs



**Strategic Partnerships**

Amplifies every element,  
ensuring comprehensive,  
sustainable support.

## Fig. 1 Connection

Impactful moments that change lives.

Support networks that meet people where they are. Using encounters as intentional touchpoints that meet individuals where they are geographically, emotionally, and situationally.

### Trust

Building reliable, transparent relationships that foster a safe, supportive environment.

### Understanding

Seeing beyond needs to understand each individual's unique story and challenges.

### Sense of Belonging

Creating a community where individuals feel valued and included.



## Fig. 2 Opportunities

Pathways to growth and new possibilities.

### Pathways to Growth

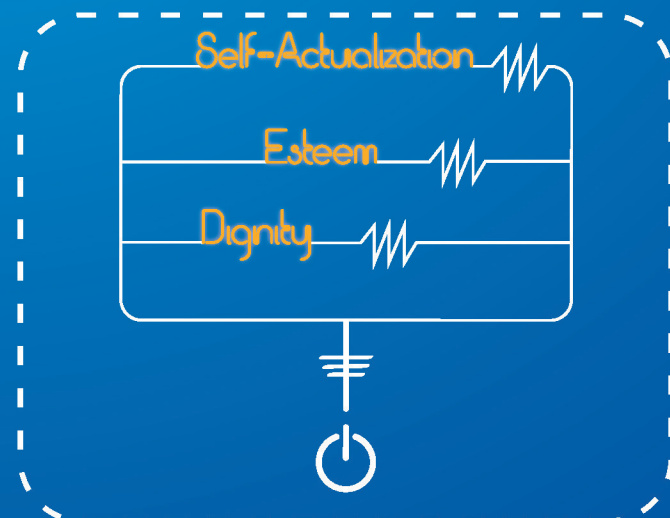
Structured opportunities for personal, educational, and career development.

### Access to Resources

Connecting individuals with essential tools and support for stability and progress.

### Overcoming Barriers

Addressing obstacles that limit potential, ensuring inclusive access to opportunities.



## Fig. 3 Empowerment

Tools and confidence for lasting change.

### Dignity

Creating a respectful, nonjudgmental environment that upholds each individual's inherent value.

### Esteem

Building self-worth through encouragement, skill development, and personal achievements.

### Self-Actualization

Helping individuals reach their full potential through mentorship and leadership opportunities.

# IMPACT FORMULA OVERVIEW

Grounded in the foundational principles of Maslow’s hierarchy, SVDP’s approach recognizes the importance of addressing basic needs first, providing food, shelter, safety, and emotional support, as a critical starting point in helping individuals build or rebuild their lives. This back-to-basics philosophy keeps the focus on what truly works, ensuring that every step taken supports an individual’s journey toward stability, connection, and personal growth.

St. Vincent de Paul’s impact formula consists of three essential elements—**Connections, Opportunities, and Empowerment**—which work together to transform lives by forming a pathway to Second Chances.

To maximize the impact of each element, **Strategic Partnerships** serve as a multiplier, amplifying every aspect of the formula. These partnerships strengthen SVDP’s ability to provide community-driven support that fosters sustainable, long-term change for individuals and families alike.

$(C + O + E)^P = \text{Second Chances}$

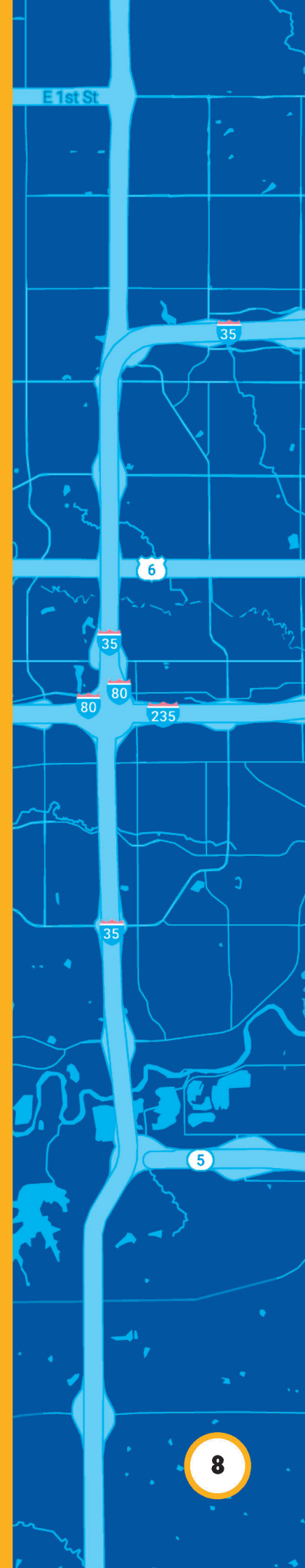
Labels: C (Connections), O (Opportunities), E (Empowerment), P (Partnerships)

## CONNECTIONS

- I. **Connection** goes beyond the initial encounter, focusing on building genuine, meaningful relationships with individuals. SVDP emphasizes engagement that fosters trust, understanding, and a sense of belonging. Connection is about ensuring that individuals do not just receive services but are actively engaged in a process that supports them holistically. These connections are the foundation of SVDP’s impact, turning simple acts of service into transformative relationships.
- II. SVDP’s approach to connection is multidimensional, intentionally designed to foster:
- III. **Encounters** represent the critical touchpoints where SVDP meets individuals at their point of need. These encounters are human-centric and intentional, designed to go beyond a single interaction and build a foundation of long-term support. SVDP’s approach to encounters is multifaceted, carefully crafted to meet individuals on several levels:



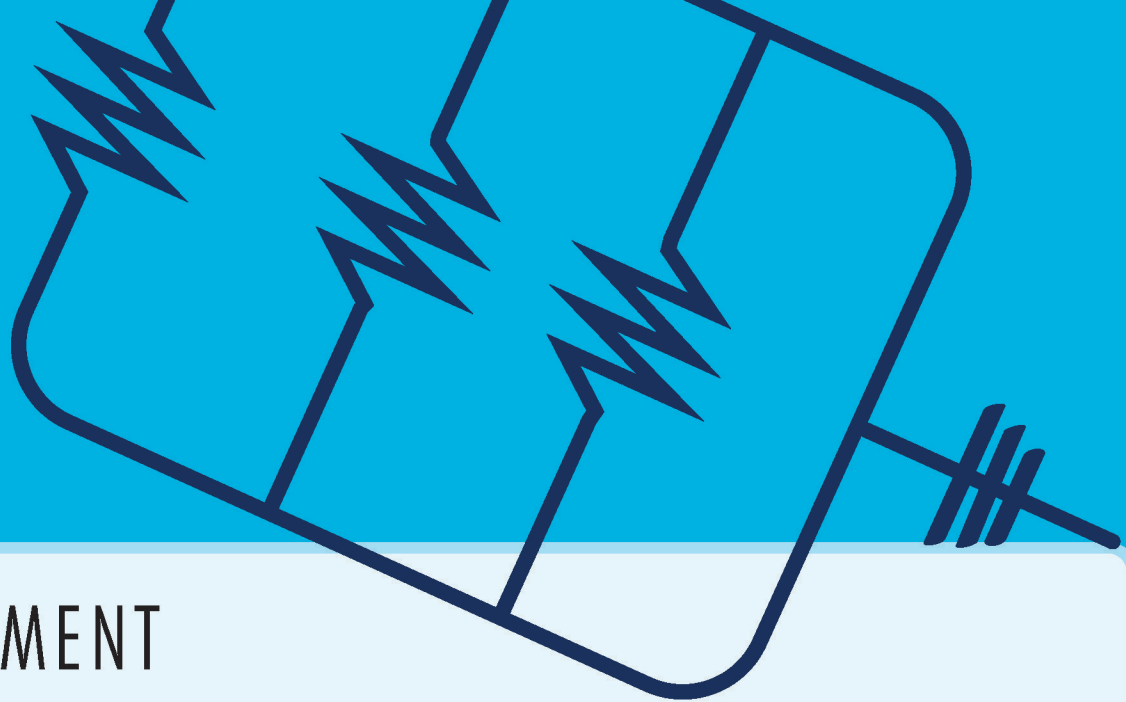
- i. Geographically:** SVDP’s service centers are strategically located based on a thorough analysis of community needs. By studying where need is most prevalent, SVDP ensures that support is easily accessible to those who require it most. This data-driven approach places service centers in optimal locations, making encounters intentional and accessible, allowing individuals to find help where they are.
  - ii. Emotionally:** SVDP encounters individuals with compassion and respect, focusing on understanding their emotional and psychological needs. Staff and volunteers are trained to listen, offer comfort, and create a safe environment where individuals feel valued and understood. This emotional support is crucial for fostering trust and opening pathways to deeper engagement.
  - iii. Situationally:** Each encounter considers the unique circumstances of the individual, recognizing that every person’s journey is different. SVDP adapts its approach to meet people where they are in their personal situations—whether facing unemployment, re-entry challenges, or family instability. This situational awareness ensures that encounters are meaningful, relevant, and responsive to the unique needs of each person.
- **Trust:** Trust is the cornerstone of SVDP’s relationships with those they serve. SVDP builds trust by consistently showing up for individuals, honoring commitments, and providing reliable, compassionate support. This trust is cultivated through transparency, consistent communication, and respect for the individual’s journey. By being dependable and nonjudgmental, SVDP creates a safe environment where individuals feel confident in seeking help and sharing their struggles.
  - **Understanding:** SVDP prioritizes deep listening and empathy, striving to truly understand each individual’s unique circumstances. This connection goes beyond surface-level engagement; it’s about seeing the person behind the need. SVDP’s staff and volunteers take the time to learn each person’s story, identify their specific challenges, and co-create personalized solutions. This understanding fosters a connection that makes individuals feel acknowledged and valued, paving the way for more tailored and effective support.
  - **Sense of Belonging:** SVDP’s connections are designed to create a sense of belonging, making individuals feel part of a community that cares. By providing consistent support and welcoming environments, SVDP fosters a space where individuals don’t feel isolated in their struggles. Whether through group activities, mentorship, or simply the warmth of a friendly conversation, SVDP ensures that every person feels like they belong to something greater than themselves, reinforcing their worth and potential.



# OPPORTUNITIES

These are the opportunities that SVDP offers individuals to envision and pursue a better future. Through supportive programs and pathways, SVDP helps individuals unlock potential they may not have realized and create sustainable change in their lives. This element encompasses: **Pathways to Growth**, **Access to Resources**, and **Overcoming Barriers**, each of which plays a vital role in expanding what's possible for those served by SVDP.

- **Pathways to Growth** are designed to provide individuals with structured opportunities for personal, educational, and professional development. SVDP's programs in career training, skill-building, and education support equip people to build self-sufficiency and envision long-term goals. By fostering personal and professional growth, these pathways lay a foundation for meaningful transformation, empowering individuals to create a stable future.
- **Access to Resources** ensures that individuals have the tools and support needed to succeed. SVDP opens doors to essential services and community resources that promote stability, health, and well-being. By connecting people with housing support, financial assistance, healthcare services, and other vital resources, SVDP helps alleviate immediate challenges and provides the foundation for long-term growth.
- **Overcoming Barriers** addresses the unique obstacles individuals may face, such as systemic challenges, lack of resources, or social stigma. SVDP is dedicated to removing these barriers, whether they stem from past experiences or current limitations, and ensuring that every individual has the chance to pursue their potential. By breaking down these barriers, SVDP promotes inclusion, resilience, and a clear pathway to new opportunities.



# EMPOWERMENT

- **Empowerment** is the process of equipping individuals with the skills, resources, and confidence needed to take control of their lives. SVDP's empowerment strategy ensures that every person has access to opportunities that allow them to build or rebuild their life on their own terms. It's about providing more than temporary relief, it's about fostering long-term resilience and self-sufficiency. Empowerment at SVDP goes beyond basic support, deeply engaging with the transformative elements of self-esteem and self-actualization.
- SVDP's approach to empowerment encompasses:
  - **Esteem:** Empowerment begins by building self-esteem, which involves helping individuals recognize their own worth, strengths, and abilities. SVDP works to dismantle feelings of inadequacy or failure by celebrating small victories and providing ongoing encouragement. Programs such as job training, financial literacy, and skill development are not just about acquiring competencies but also about boosting confidence. As individuals achieve their goals, whether earning a certification, finding employment, or mastering a new skill, they build a sense of pride and self-worth that propels them forward.
  - **Self-Actualization:** Empowerment at its highest level
- is about helping individuals reach their full potential. SVDP encourages those they serve to envision their futures beyond immediate challenges, supporting them in setting and pursuing long-term goals. Through mentorship, leadership opportunities, and access to continuous learning, SVDP fosters an environment where individuals are not just surviving but thriving. This focus on self-actualization helps individuals see themselves as capable architects of their lives, empowered to create a future that reflects their aspirations and dreams.
- **Dignity:** Our services, facilities, and approach are designed to foster dignity for every individual we serve. At St. Vincent de Paul, dignity means creating an environment where people are met with respect, compassion, and understanding. We uphold this by listening intently, meeting people where they are, maintaining clean and welcoming facilities, and training our staff and volunteers to provide nonjudgmental, empathetic care. Dignity is also about recognizing and building upon the inherent strengths within each individual or family, empowering them to reclaim their sense of worth and potential. By treating everyone with the respect they deserve, we create a foundation for personal growth and transformation, ensuring that each person leaves our care feeling valued and capable of shaping their future.

# POWERED BY STRATEGIC PARTNERSHIPS

Strategic partnerships are the power multiplier that amplifies each component of the formula. SVDP intentionally collaborates with organizations that provide services and expertise beyond what SVDP can offer alone, ensuring a comprehensive and coordinated approach to community needs. These

partnerships allow SVDP to be more than just a provider; they position SVDP as a connector within a larger ecosystem of support. This interconnectedness mirrors the collaborative nature needed to fully address the spectrum of needs identified in Maslow's hierarchy, ensuring no aspect of support is overlooked.

*"The most appreciated thing that SVdP did for me was when I had a job, had no shoes and no money to purchase any, SVdP stepped up to the plate and ensured that I had what I needed to be successful."*

Rhonda joined the Immersion program while working through horrific events beyond her control. She has successfully graduated from a residential program, mentored other program participants, been promoted to shift manager at her job, and moved into her own apartment.



# ACTIVATING SECOND CHANCES

- The ultimate goal of the formula is to activate Second Chances for individuals and families, whether they are building new paths forward or rebuilding after a setback. For St. Vincent de Paul, Second Chances mean providing the opportunity to start fresh, find hope, and pursue one's full potential, regardless of the challenges faced.
- **Building:** For some, Second Chances are about building something entirely new—accessing opportunities they've never had before, like a livable wage job, educational attainment, or stable housing. It's about creating a future that was
  - previously out of reach.
  - **Rebuilding:** For others, it's about rebuilding what was lost—reclaiming stability, reconnecting with family, or recovering from addiction. This involves providing the right tools, resources, and support systems to help individuals pick up the pieces and move forward stronger than before.

SVDP's mission is to walk alongside people at every stage, offering the support, resources, and encouragement they need to achieve these Second Chances. Whether someone is experiencing hardship for the first time or has faced repeated setbacks, SVDP is there to help them build or rebuild, empowering them to transform their lives and create lasting change.



# IMPACT CATEGORIES

## CRISIS RELIEF AND STABILIZATION

Providing immediate relief to individuals and families in crisis, this impact area addresses urgent needs like food, shelter, clothing, and hygiene, creating a stable foundation from which people can rebuild. By focusing on dignity and swift support, St. Vincent de Paul restores a sense of safety and control to those facing life's most pressing challenges. Immediate stabilization ensures that individuals aren't just surviving but are given a chance to regain their footing and move toward long-term recovery and empowerment.

### KEY PROGRAMS AND SERVICES:

#### Food, Clothing, and Hygiene Pantry

St. Vincent de Paul provides vital resources such as food, clothing, and hygiene products to individuals in need, ensuring that their immediate necessities are met. Their food pantries, in partnership with local organizations like Hunger Free Polk County, allow guests to access healthy food options through a points system that incentivizes nutritious choices. Their clothing services are available throughout the week, offering free clothing to maintain dignity, especially for those re-entering the workforce. SVDP's furniture program also offers items at a significant discount based on need and availability.

#### Furniture Assistance

Assisting families in need of household essentials, this program offers discounted furniture to help create a more stable and comfortable living environment, critical to maintaining normalcy during times of crisis.



*"Find your power from telling your story instead of your story taking away your power. I was 12 hours fresh from coming out of prison when I met the SVdP staff. Had that staff member not have pulled up their chair and sat next to me, who knows where I would be now."*

Shelley joined the Immersion program directly after being released from prison. Since being in the program, she has graduated from a residential program, secured a livable wage job, is moving into her own apartment and has reconnected with her estranged family.

## ECONOMIC EMPOWERMENT AND CAREER GROWTH

Economic empowerment is central to breaking the cycle of poverty. By equipping individuals with the skills, education, and confidence needed to secure sustainable employment, St. Vincent de Paul enables people to take control of their financial futures. This impact area goes beyond job placement, it builds a pathway for long-term career growth, personal development, and financial independence, ultimately fostering resilience in individuals and their families.

### KEY PROGRAMS AND SERVICES:

#### Back2Work

The Back2Work program at SVDP helps individuals prepare for sustainable employment. This includes two weeks of employment training, followed by a six-month on-the-job training period. Participants receive assistance in resume writing, interview skills, financial literacy, and soft skill development. SVDP partners with local businesses to provide paid internships and job placements with a livable wage.

#### Individual Coaching Sessions

Tailored guidance and mentoring sessions empower individuals to overcome employment barriers and achieve personal financial goals, fostering a future of self-sufficiency.

## 120 BACK2WORK GRADUATES ANNUALLY

*"I tell everyone about St. Vincent de Paul, there's so many people who are homeless after COVID-19, but they can't stay that way. I help them find ways to get back on their feet."*

After Brenda was the victim of a hit and run accident, she moved back to Des Moines and received services at St. Vincent de Paul. She received help with identification, finding housing, food, and clothing, allowing her to get employed and to continue her education. Today, Brenda is about to get her Master's Degree, and plans to begin her own nonprofit to help at risk youth.



# IMPACT CATEGORIES

## HOLISTIC RECOVERY AND FAMILY UNIFICATION

This impact area focuses on stabilizing individuals and families facing the intertwined challenges of substance use, family instability, and recovery. By offering integrated services that address both personal and familial recovery, SVDP fosters resilience, helping families heal and rebuild. The goal is not only to prevent crises but also to ensure that families have the tools to thrive long-term.

### KEY PROGRAMS AND SERVICES:

#### Sobering Center

A newly established, non-criminalizing facility offering a safe space for inebriated individuals, providing immediate care, medical assistance, and connections to ongoing support. This short-term intervention serves as an alternative to incarceration, helping individuals avoid the criminal justice system while accessing necessary resources for recovery and stability.

#### Safe Babies

An early intervention program designed to strengthen families by addressing critical factors that affect infants, toddlers, and their parents. By coordinating a multidisciplinary team,—including health professionals, legal advocates, and social services—Safe Babies ensures that families receive the holistic support needed to remain united and thrive. The program prioritizes early childhood health, safe family reunification, and collaborative solutions that prevent the removal of children from their parents.

## 160+ IMMERSION PARTICIPANTS ANNUALLY

*"The most appreciated thing that SVdP did for me was when I had a job, had no shoes and no money to purchase any, SVdP stepped up to the plate and ensured that I had what I needed to be successful."*

Rhonda joined the Immersion program while working through horrific events beyond her control. She has successfully graduated from a residential program, mentored other program participants, been promoted to shift manager at her job, and moved into her own apartment.





## SUCCESSFUL REINTEGRATION AND COMMUNITY REENTRY

Supporting individuals returning from incarceration, this impact area focuses on reintegration through holistic support that reduces recidivism and strengthens community ties. Successful reentry requires not only meeting basic needs but addressing emotional, social, and economic challenges. By providing tools for personal growth, SVDP empowers returning citizens to reclaim their futures and contribute positively to their communities.

### KEY PROGRAMS AND SERVICES:

#### Immersion Reentry Services

This comprehensive program includes mentorship, relationship-building, and financial literacy training, offering returning citizens the resources they need to successfully transition back into society. Partnerships with local employers and social services strengthen community reintegration efforts.

**18% IMMERSION PARTICIPANTS' RECIDIVISM RATE**  
(45% STATE AVG RECIDIVISM RATE)

## COMMUNITY CONNECTION AND EMPOWERMENT

St. Vincent de Paul believes in the power of community to transform lives. This impact area centers on fostering connections that enable individuals to feel supported, valued, and capable of giving back. Through mentorship, education, and outreach, SVDP encourages active community participation and leadership, creating a ripple effect of empowerment and positive change.

### KEY PROGRAMS AND SERVICES

#### Mentorship Programs

These one-on-one relationships provide individuals with the guidance, support, and confidence they need to achieve personal and professional goals, reinforcing a sense of belonging and purpose within the community.

#### Education and Outreach

Educational initiatives offer individuals the tools to become advocates for their own success, encouraging lifelong learning and fostering stronger community connections.

# OUR VISION FOR INNOVATION: BUILDING TODAY AND...

St. Vincent de Paul is dedicated to filling unmet needs in the community, providing second chances, hope, and just-in-time interventions that foster change within individuals and families. Our mission is to meet people on their journey and help them reach their full, God-given potential through innovative solutions that are responsive to our neighbors' needs.

## 1. WHAT WE ARE BUILDING

- **Expanded Service Centers:** SVDP is building service centers strategically placed based on community needs, ensuring that resources like workforce training and substance use intervention are readily accessible. Each center acts as a hub of support, tailored to the specific challenges faced by the local community.
- **Immersion Program Expansion:** This nationally recognized reentry program is expanding to provide enhanced support, including life skills training, financial literacy, and healthy relationship coaching. The goal is to reduce recidivism by equipping individuals with the resources and skills needed for successful reintegration into society.
- **Sobering Center:** The Sobering Center offers an innovative, non-punitive approach to addressing substance use. By providing a safe space for individuals to recover from inebriation and access immediate care, the center diverts people from jail and connects them to supportive community services that foster long-term recovery.



# DREAMING OF TOMORROW

## 2. WHAT WE ARE DREAMING ABOUT

- **One-Stop Shops with Strategic Partners:** SVDP is dreaming of creating Multi-Agency Centers (MACs) where a range of social services, such as housing support, workforce training, and mental health services, are co-located. This approach aims to streamline access, reduce barriers, and provide comprehensive, trauma-informed support in a single, accessible location.
- **Livable Wage Jobs for All:** Envisioning a future where every individual has access to livable wage employment, SVDP utilizes partnerships, evidence-informed programming, and social enterprise models that provide job training and sustainable employment opportunities for the community, addressing one of the root causes of poverty providing a self-sufficient mindset within families.
- **Innovative Solutions for Substance Use Disorders:** SVDP is dreaming of expanding their impact on substance use intervention, including developing comprehensive family support models that address the negative impacts of substance use on families. This vision includes integrating cutting-edge approaches and resources that holistically support recovery.
- **Holistic Family Support Programs:** Building on the success of programs like Safe Babies Court Team, SVDP dreams of creating even more integrated support systems that offer wraparound services for families, ensuring children, parents, and caregivers receive the coordinated care they need to thrive.



## THE NEXT CENTURY OF IMPACT

### EMBRACING THE UNKNOWN WITH PURPOSE

As we step into the future, we acknowledge that the path ahead will bring both anticipated and unforeseen challenges. While we may not know what the next hundred years will hold, St. Vincent de Paul's commitment to adapting, innovating, and serving remains steadfast. Our promise is simple: to meet each year with purpose, responding to the evolving needs of our community with compassion, resilience, and hope.

With each new year, we will continue to expand access to essential resources, create sustainable employment pathways, and provide holistic support. By strengthening our partnerships, embracing new technologies, and fostering deep community connections, we are prepared to take on the future one step at a time.

The next century is not a destination but an ongoing journey—one where we remain grounded in our mission and guided by the needs of those we serve. Whatever the future brings, St. Vincent de Paul will be there, empowering individuals, strengthening families, and building communities that thrive.

# WE CAN ALL BE INVOLVED

JOIN US IN  
OUR MISSION

NO  
PARKING  
FIRE  
LANE

