Homeward Bound of Marin is ending homelessness with housing, training and hope.

Join Us Online to Eat Well and Do Good!

Kick off the holiday season with Fresh Starts Chef Events from 5 to 6 p.m. Thursday, Dec. 3, with a Virtual Happy Hour featuring Chef Dustin Valette.

As chef-owner of Valette in Healdsburg, Chef Dustin has won acclaim for his delicious food, stylish presentation and warm atmosphere. Guests at this online event receive home delivery of a select bottle from Valette Wines to sip along with his recipe demonstration.

Get tickets online at bit.ly/FSchefevents or call 415-382-3363 x243. Proceeds support shelter and job-training programs at Homeward Bound of Marin.

Homeward Bound again received a 4-Star Rating from Charity Navigator, which attests to our status as “exceptional.” Thanks to our supporters for helping us reach for the stars!
“Mill Street was a test for me, a moment of deciding whether I was serious enough about getting my life back together. The program gave skills that still get me through things, like this virus.”

– Chris, Former Mill St. Resident
DEAR FRIENDS TO THE END...OF HOMELESSNESS,

While everything in the world has certainly changed, some things remain the same. Chief among them, from Homeward Bound’s perspective, stands a commitment to pursuing our mission with a focus on compassion, kindness, and inclusion. We’re navigating through this time differently, yet with the same purpose: creating pathways home with people who entrust us with their journeys.

In the midst of tremendous social unrest, we provide rest – rest for individuals and families who find themselves without a place to call home. Rest from the stress of Covid-19 for vulnerable seniors receiving our meal deliveries, and rest from the monotony of sheltering in place by hosting lively Virtual Happy Hour events on Zoom.

Our inspiration comes from volunteers who willingly tackling all manner of odd jobs, from our staff who show up consistently to provide support for participants and each other, and from our board members who lavish us with wisdom and generosity. Our supporters shine as a beacon of encouragement as they continue to invest in the power and possibility of change.

We hope your spirits will lift as you read the amazing stories and projects in this newsletter. Our own hearts rise in recounting everything that – with your help – we have accomplished and what we’re working toward for the future. We are grateful beyond measure for our community partners, especially all of you who are reading this right now. Thank you!

In abiding gratitude,

Mary Kay Sweeney, Executive Director

FALL/WINTER SPOTLIGHT

- “Mill Street 2.0” Prepares for Construction
- Chris D. Traces Journey from Mill Street
- Food and Connection Form Covid-19 Response
- Community Report 2019-20
- Community & Volunteer Spotlights:
  - Built for Zero
  - Steve Deschler and Janet Calmels

hbofm.org • thekeyroom.com • wagstertreats.com
We’re Ready to Dig into “Mill Street 2.0”!

Planning began two years ago for a new vision of the county’s only year-round emergency shelter for homeless adults, which we founded in San Rafael in 1986. “Mill Street 2.0” will break ground this fall with opening forecast for late 2021.

“This project is a culmination of multiple efforts — with the City of San Rafael, the County of Marin, Marin Community Foundation and others — to create a modern shelter with housing to top it off,” says Mary Kay Sweeney, our executive director. “We’re thrilled with the community support we’ve received to make this happen.”

The project provides ground-level parking and an updated second-floor shelter with 40 beds. Two upper floors offer 32 small apartments to add permanent supportive housing for people who have struggled most to maintain stability.

In April, the San Rafael City Council approved the new Mill Street Center on a 5-0 vote and has reserved $750,000 from the city’s in-lieu housing fund to support it. We’ve raised more than 93 percent of the $15.8 million cost for the 32,000-square-foot structure.

Though the shelter urgently needs renewal after 34 years, the idea to rebuild took root in our desire to create housing for chronically homeless adults. With few sites available in pricy Marin County, attention turned to optimizing the property we already owned at 190 Mill St.

The apartments will offer a type of housing not currently available in Marin, with round-the-clock staff to support some of the most vulnerable people in our community. Tenants will pay affordable rents, with each floor sharing a kitchen and living room.

Rebuilding the shelter will allow better flow through public areas with smaller dormitory rooms for more peaceful sleep, plus a gender-neutral bathroom. A single entry will serve the entire building with a reception area and staff offices on the second floor.

Key contributions include $4.5 million from the California Homeless Emergency Aid Program, $1.5 million from Partnership HealthPlan, $4.5 million from the State’s No Place Like Home program, $1.5 million from Marin Community Foundation, and $1 million from the Nancy H. and James Kelso Fund.

We’re grateful to all of our amazing partners large and small as we envision opening new paths out of homelessness from “Mill Street 2.0.” Stay tuned for more news as this effort begins!

CHRIS D. STEPPED INTO THE FUTURE AT MILL STREET CENTER

“Mill Street was a test for me, a moment of deciding whether I was serious enough about getting my life back together,” says Chris, who spent a year in Homeward Bound programs. “The program gave skills that still get me through things, like this virus.”

With support from our staff, he persevered to end his substance use. “The first year was very day-to-day,” says Chris, who counts 12 years of sobriety.

He actively sponsors others starting recovery in Alcoholics Anonymous programs. “My own life feels balanced but I stay close to the herd,” Chris says.

He regards the planned rebuilding of Mill Street Center as a critical step to saving lives of people struggling to gain stability, especially with few low-cost housing options available. “It’s very important to be in San Rafael where you’re close to many social services and to have someplace that’s affordable,” he says. “This is where it all gets started.”

Now married to his longtime partner, Chris describes himself as a “happy red-headed step-daddy” to his 11-year-old daughter and is close again with his siblings. “I’m in this community for the long term,” he says.
Food, Prevention and Connection Form Virus Response

THE ONSET OF THE COVID-19 PANDEMIC LAUNCHED HEROIC EFFORTS BY OUR STAFF AND INSPIRED OUTREACH FROM OUR CARING NEIGHBORS. THIS RESPONSE ALLOWED US TO FLEX AND RECALIBRATE PROGRAMS TO MAINTAIN ESSENTIAL SERVICES WITHOUT INTERRUPTION.

Homeward Bound faced unprecedented needs as our programs mandated masks, stocked up on sanitizer, created rules for physical distancing and limited people coming through our doors. We miss our many on-site volunteers!

While our shelters retain on-site staff, many others work partially at home to keep a full schedule of meetings and consultation with clients. We’re grateful for everyone who has made masks, delivered meals and groceries, and sent simple words to encourage us.

All your contributions let us stretch our resources immediately to blunt the harm of lost jobs, missing childcare, stress and isolation for the people we serve.

Recognizing the strains on residents in supportive housing, Homeward Bound waived rents for two full months for families and cut rents in half for single adults. Our skilled team leaped into new roles in extraordinary ways.

**Family services expand to motel**

Partnering with the County of Marin, our staff reached out to serve 23 homeless families who took shelter in a local motel. The team delivered critical supplies like diapers, food and hygiene items, making one-on-one connections with each family.

Most of the families had lived in their cars, with parents working two or more jobs. Most lost their pre-virus employment, leaving them in desperate straits with young children, including some with special needs.

While the motel offered “a safe place to land so they can breathe for a minute,” opening paths to stable housing remained the ultimate goal, says Shikira Porter, program director for Homeward Bound’s family shelter services.

With our support, none of the families in the motel returned to homelessness. Ten moved to subsidized housing and will receive ongoing services from Homeward Bound, while four more secured space in transitional programs. Six settled with friends and family; three have moved into our Family Center.

**Opening doors for homeless adults**

County officials created a similar program for homeless individuals, engaging our Fresh Starts culinary team to prepare evening meals packaged for each resident. In August, Homeward Bound assumed supervision for all aspects of the 60-room motel shelter.

Our team opened a one-room office at the motel to coordinate services like doorstep delivery of breakfast (also by our Fresh Starts team) as well as twice-daily temperature checks and other support for people sheltering there.

“People have their own privacy, but we make sure to check in with them twice a day. We bring dinner and breakfast to each room and see how they’re doing,” says Alicia Slavich, a shelter supervisor.

We’ll continue to oversee this program as long as needed to protect homeless adults at high risk from COVID-19.
Meals for neighbors at risk

In May, Homeward Bound began serving vulnerable people in the community by preparing and delivering meals for the state’s Great Plates Delivered program.

The program authorized meals for up to 1,000 seniors in Marin who faced food insecurity due to COVID-19 but did not qualify for other assistance programs. Our kitchen has delivered dinner and breakfast for up to 57 households, primarily in Novato.

When the county paused participation in the program, Homeward Bound continued this essential service for seven weeks using grant funding from Catalyst Kitchens. After a hiatus, the program resumed in September with county support. Responses from people like Ann warmed our hearts:

“I just want to thank you again for participating in the Great Plates program…it has made a HUGE difference. Some of us are in pain and have very little energy, plus we are now on our own as full-time caregivers…so even a temporary reprieve from the shopping, prep, cooking, etc., is such a blessing.”

Raising spirits and staying connected

Young volunteers from San Domenico School, who usually work in the food pantry at Fireside Apartments, instead have become pen pals to our seniors there. Some share their own frustrations while keeping alive the ties built over previous months.

One speaks from the heart: “You must be mighty bored not being able to go anywhere, I know I am. ...The only one happy about this arrangement in my family is my dog.”

Staying physically distanced, residents connect through projects organized by our creative staff, including a door-decorating contest, painting animal portraits assembled into a collage and sharing laughs in a joke competition.

At Oma Village, Mother’s Day included an outdoor Zumba class!

Caring for people in existing programs

Allowing people to stay safely at home in our programs resulted in pressing needs for more meals, protective equipment, cleaning supplies and staffing, especially in the absence of regular volunteers.

All sites have adopted consistent practices, including daily temperature checks for everyone, to reduce infection risks for both residents and staff. New protocols call for removing anyone with symptoms of illness to a hotel room for testing and quarantine.

Our culinary staff packs and delivers grocery boxes for families and individuals in supportive housing, including many with heightened risk of virus complications.

Adapting culinary training and events

Restrictions of the virus era have taken a heavy toll on our social enterprises due to canceled events and forced a pause in launching a new group of students into our award-winning training.

Fresh Starts Culinary Academy has adapted by developing a course for graduates now employed on our staff, with training in kitchen and inventory management plus advanced knife skills.

Along with this small-group instruction, our staff has worked to connect graduates with new job opportunities, relief payments, benefits and other support.

Fresh Starts Chef Events has pivoted to the online realm with a Virtual Happy Hour series, including chef demonstrations, recipes and delivery of exclusive products. PBS-TV Chef Joanne Weir opened the series in June.

We hit a happy chord for many regular guests who miss our monthly dinners. “LOVE the personal delivery of items!” says one. Another told us, “It was fun to have such a lively social event.”
As virus restrictions permitted fewer individuals to be accepted into existing shelter programs, Homeward Bound served a total of 974 people in the year ending June 30, 2020, for a 14% drop from the previous year. The number of seniors in our programs rose to a new high with people aged 62 or over making up 21% of the total. Our staff served 20% more parents and children, stretching to support 23 families taking refuge in a local motel. In total, Homeward Bound served 135 parents and 161 children in 2019-20, with 92% of those leaving our programs exiting to a housing opportunity!

An intense focus on coordinating support for homeless veterans has boosted the effectiveness of our longstanding services, which include 16 beds reserved for them at New Beginnings Center in partnership with the U.S. Department of Veterans Affairs. Homeward Bound served 60 veterans last year, down from 69 a year earlier, further evidence that housing vouchers and wraparound support have made a dent in this crisis in our community.

For people hit by a medical crisis while facing homelessness, the Transition to Wellness program continues to offer safe space for recovery. Opened in 2008 as a partnership with local hospitals, the Novato program last year served 61 people with $2.49 million saved by avoiding longer hospital stays.

Through the upheaval of Covid-19, our team continued work on two major projects: a new vision for Mill Street Center, our adult emergency shelter, plus a plan to extend housing and social enterprise programs at our Novato campus. As the first moves into construction (see story on page 3), we look forward to updating you on progress for “Mill Street 2.0.” Approved in April by the San Rafael City Council, the project creates a new 60-bed shelter and 32 small apartments for permanent supportive housing.

The second plan will offer 50 apartments for people transitioning out of homelessness, including homes for 24 veterans in Phase 1. In January, we received approval for exterior design and landscape plans from Novato’s Design Review Commission.

Along with veterans, the site will serve individuals and families with 26 units of workforce housing and include a production kitchen plus classroom space for social enterprise ventures like Wagster Treats dog biscuits. The state’s Veterans Housing and Homelessness Prevention Program awarded a $3 million grant to the project in June.

With the virus emergency, social enterprise revenue plummeted due to canceled events in The Key Room event space and a halt to the festive dinners presented by Fresh Starts Chef Events. (These events moved online in recent months — visit http://bit.ly/FSchefevents for details.) Social enterprise contributed 4% of our revenue for 2019-20, compared with 12% in the previous year.

Wagster Treats dog biscuits became a bright spot in our portfolio, shipping more online orders and expanding sales to a second major vendor: Whole Foods Markets in Northern California. Baked by graduates of Fresh Starts Culinary Academy, these all-natural treats have grown to sales at 160 retail stores. We benefited this year with support from REDF, a social enterprise incubator that provided sales channel analysis and marketing guidance. In addition, our partners at the Women’s Bean Project in Denver added Wagster Treats to their packaged goods lineup, which includes soups, chili and popcorn.

Employment at Wagster Treats expands with sales, allowing more graduates to gain work experience on this dog-loving team. While Fresh Starts Culinary Academy has paused intake of new students due to virus restrictions, our training team continues to assist graduates affected by job loss as they seek out new opportunities.

As this unique year closes, we’re overwhelmed with gratitude for everyone who has donated supplies, food, expertise, time and funds to support our work. This year included launch of The Key Circle, a special group of donors who have committed support for Homeward Bound as part of their estate plans. If you would like to know more, please contact our Development Department at 415-382-3363 x214.

WE EXPECT GREAT THINGS IN 2021, BUILDING ON DEEPER CONNECTIONS WITH PARTNER AGENCIES ALONG WITH OUR STEADFAST SUPPORTERS. THANK YOU FOR BEING TRIED AND TRUE FRIENDS TO THE END...OF HOMELESSNESS!
### Who We Serve

<table>
<thead>
<tr>
<th>Group</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seniors (62+)</td>
<td>208</td>
</tr>
<tr>
<td>Veterans</td>
<td>60</td>
</tr>
<tr>
<td>Children (under 18)</td>
<td>161</td>
</tr>
<tr>
<td>Single Adults</td>
<td>678</td>
</tr>
<tr>
<td>Families</td>
<td>296</td>
</tr>
</tbody>
</table>

### WAGSTER

**Growth**

- **2016:** First sale at Marin Farmers Market
- **2020:** Sold by 160 stores, including Pet Food Express and Whole Foods Market

**Sales**

- 2016: $33,376
- 2020: $78,355

**Employment**

- 2016: 2
- 2020: 11

**Produced by people overcoming homelessness and disabilities**

### Operating Budget / Total Agency Expenses and Revenues • 2019-20

#### Expenses

- Adult Services: 50%
- Mental Health Services: 14%
- Family Services: 17%
- Job Training / Social Enterprise: 11%
- Administration / Development: 7%

#### Revenues

- Gifts: 19%
- Foundation Grants: 12%
- Government Grants: 42%
- Corporate Grants: 5%
- Program Revenues: 13%
- Social Enterprise: 4%
- Other Income: 5%

**Medical Respite Shelter**

- 61 people served
- 830 hospital days avoided
- $2,490,000 saved through avoidable hospital stays
Community Partner Spotlight: Built for Zero

When chronic homelessness fell by 28 percent from 2017 to 2019, Marin County was seeing the results of an initiative called “Built for Zero” that helps communities build partnerships to find housing for their most vulnerable individuals.

The movement now involves 75 cities and counties across the United States, whose representatives receive in-depth training on using shared data, attracting resources and crafting solutions.

“It’s been inspiring to learn from communities who have been able to end veteran and chronic homelessness and adopt proven strategies in Marin,” says Deputy Director Paul Fordham, who represented Homeward Bound, alongside Anna Hurtado, in Marin’s “Built for Zero” delegation.

Other participants came from the County of Marin, the City of San Rafael, St. Vincent de Paul, Marin Housing Authority and Ritter Center. Their training began in 2018.

Community Solutions, the nonprofit that leads “Built for Zero,” promotes data sharing to see real-time needs rather than annual benchmarks. As a starting point, partners compile a “by name list” of every person struggling with prolonged homelessness and details for each situation.

Through the training, Marin delegates set goals to bring homelessness in their community to “functional zero.” Community Solutions describes that point as “a place where it’s rare, brief, and it gets solved effectively.”

The first goal for Marin: end veteran homelessness by 2022. Homeward Bound will help accomplish that mission with construction of 24 small apartments for homeless veterans in Novato, a project set to begin next year. With approximately 40 veterans on the “by name list,” that project would bring the goal within reach.

Related strategies include wraparound support for people transitioning to housing, setting aside 50 Section 8 vouchers to help pay rent for people in “housing first” programs, recruiting more landlords for the Section 8 program and creating more housing.

Our partners at Community Solutions and the groundbreaking strategies of “Built for Zero” have been recognized by one of the country’s biggest champions of innovation as a nominee for the MacArthur Foundation’s 100&Change Award.

If successful, the organizers of “Built for Zero” will receive a multi-year $100 million grant to extend the program to more communities ready to open new fronts in the fight to end homelessness.

Volunteer Spotlight: Steve Deschler and Janet Calmels

Two regular helpers in the New Beginnings Center kitchen have become task rabbits for our programs since the virus emergency began.

“We couldn’t be there serving lunch because of the virus,” says Janet Calmels, who joined Homeward Bound as a volunteer after retiring five years ago from her work as a dental assistant. “Despite that, I thought there would be even more need for help.”

Whether shopping for supplies for an expectant mother or delivering pizza, Janet and husband Steve Deschler have accepted numerous missions to support our work.

“They will do anything I ask them to do,” says Andrea Rey, our community engagement coordinator. “They made it clear that I should just call and tell them what we need.”

Janet and Steve, a retired fire captain, each worked one day a week to help prepare and serve lunch for 80 residents at New Beginnings Center. The small kitchen usually accommodates one helper at a time to assist our staff.

“I really enjoyed talking to people there in the shelter,” says Steve, who also volunteered with the San Francisco-Marin Food Bank when its operations had a Novato location.

When Ultragenyx, a Novato pharmaceutical company, sponsored Chef Eric Lee to prepare 150 meals for our supportive housing residents, the Novato couple met him at their home, packed up their car, and delivered them to families from northern Novato to San Anselmo. Twice!

In addition, they have dropped off meals from our kitchen for Homeward Bound’s senior programs and donated clothing to children in a motel shelter.

Since the start of the pandemic, Steve adopted the job of picking up 20 pizzas donated by Domino’s to deliver every Tuesday to our family programs. “People really appreciate it. That’s why we both just kept at it,” he says.

“Volunteering at Homeward Bound allows me to contribute, in a small way, to an excellent organization breaking the cycle of homelessness,” Janet adds. “These are my neighbors. I cannot imagine a higher need to step up for as a volunteer.”
Open doors *that lead home*

Invest to build paths that lead homeless families and individuals toward independence and homes of their own with a gift to support our shelter and housing programs.

For a meaningful gift, honor friends or loved ones with your contribution or establish a monthly investment to open pathways for a whole year. Or ask us about joining the **Key Circle** of legacy donors with a gift to carry your generosity into the future.

**Make a gift online at** [hbofm.org/donate](http://hbofm.org/donate) **or by check to** Homeward Bound of Marin, 1385 N. Hamilton Pkwy., Novato, CA 94949.

Thank you for your support!

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**Enjoy a Virtual Happy Hour**

Our celebrity chef events appear monthly online with a recipe demonstration, culinary chat and home-delivered goodies to round out the experience. Make reservations to relax with a Virtual Happy Hour!

These special events, like the Fresh Starts Chef Events dinners that have been held in The Key Room, support our programs and engage culinary professionals with our trainees. Check our calendar at [bit.ly/FScchefevents](http://bit.ly/FScchefevents) for details or call 415-382-3363 x243.

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**Give a Halo for the holidays**

Share a heartwarming addition to the pantry with a gift from our kitchens. From Halo Truffles to our Halo HomeMades line of jams, sauces and pickles, you will find gourmet items to please everyone on your list.

Call the Halo Hotline at 415-382-3363 x214 or visit [bit.ly.HaloProducts](http://bit.ly.HaloProducts) to learn what's in stock. All products are made by students and staff at Fresh Starts Culinary Academy.

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**Indulge your pets with Wagster Treats**

Our “life-changing dog treats” allow dog-loving bakers to build employment skills and produce all natural snacks for your pets in three delicious flavors. Choose Wagster Treats to support shelter, housing and training programs and treat your furry friends with healthy goodness.

Find Wagster Treats at Whole Foods Market, Pet Food Express and independent pet retailers or buy online at [WagsterTreats.com](http://WagsterTreats.com).

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**Way S T o g i v e**
Thank you to:

**Students at San Domenico School** for supporting our Wagster Treats social enterprise.

**San Anselmo Troop 24** and **Nick Snyder** for work on the rooftop at King Street Senior Housing.

**San Anselmo Boy Scout Troop 50** for donating and delivering pizzas to families in our programs.

**Sueli Bertuol-okun** for volunteering as a tutor in English as a Second Language for residents at Warner Creek Senior Housing.

**Marcie and Don Leach** for delivering food weekly from SF-Marin Food Bank to the Family Center.

**Les Creamer, Galen Licht** and **Kiki Wykstra** for buying groceries and delivering them to our family programs.

**Marin Catholic High School student Garrett Goldberg** for supporting the food pantry at Warner Creek Senior Housing along with earlier help as a bingo caller and one-on-one reader for residents.

**Betty Pagett** for making meals for residents at the Family Center.

**Raul Rodarte Garcia** and **San Anselmo Boy Scout Troop 50** for work on the patio at King Street Senior Housing.

**Cub Scout Pack 186** from San Ramon Elementary School for donating over $1,500 in gift cards to Harvest Market.

**Nick Snyder** and **San Anselmo Troop 24** for an Eagle Scout project to finish the upper patio at King Street Senior Housing.

**Thank you!** If we have forgotten to list you, please accept our apology and know we appreciate all that you do.