



**OUTREACH**  
FORT COLLINS



# 2021 YEAR IN REVIEW

**MISSION STATEMENT:**

Rooted in downtown, Outreach Fort Collins is a street-based outreach program that maintains our community as a safe and welcoming place while connecting those in need to services and supportive networks.

Outreach Fort Collins  
is a program of

**C | N | D | C**  
COLORADO NONPROFIT  
DEVELOPMENT CENTER



## Friends:

When I stepped in as director of Outreach Fort Collins in October of 2021, it was clear to me that I was arriving at a time of exciting transition and organizational growth. In early 2021, with the support and encouragement of our partners, Outreach Fort Collins expanded our service area into northern Fort Collins. As expected, this expansion brought unique challenges, some of them predictable and others not, but throughout this transition OFC staff repeatedly found ways to pivot and adapt to the new landscape.

As we move into 2022, OFC is beginning to plan for our next expansion into Midtown Fort Collins. We are committed to maintaining the same mindset of creative problem solving, trauma informed care, and compassionate outreach to all of our stakeholders. There are, of course, risks inherent to growth. As director, my explicit goal during our expansion is to retain our current excellence of service and engagement while casting a broader net in hopes of serving more people in need. This means that our growth must be intentional, deliberately thought out, and data driven.

At its best, accurate data not only tells the story of where an organization has been, it also acts as a guide for the road ahead. With this in mind, we offer our annual Year in Review report for 2021. In the following pages, we hope to illustrate

the impact OFC has had on our community this past year and give a clear picture of what we do and how we do it. At the same time, we also want this report to act as a preface to our continued growth.

Finally, a personal note: When I arrived in the offices of Outreach Fort Collins last October, I was singularly impressed—and extremely relieved—to find a well-run organization with dedicated staff and a solid reputation in the community. Much of this is due to the leadership of Nick Verni-Lau, my predecessor and first director of Outreach Fort Collins. His fingerprints are all over OFC and I am grateful for the table he set for me and the rest of the team.

I can't tell you how excited I am to start off a new year as a part of this brilliant team. We are extremely grateful for our funders and community partners that support Outreach Fort Collins as we continue to maintain Fort Collins as a safe, welcoming city for all.

Sincerely,

A handwritten signature in black ink, appearing to read "Brad Rhoda", with a long horizontal flourish extending to the right.

Brad Rhoda, Program Director

## 2021 BOARD INFORMATION

### **Eddy Hopkins, Board Chair**

Pastor, Peak Community Church  
EHopkins@peakchurch.org

### **John J. Feyen, Board Vice Chair**

Assistant Chief Special Operations  
Division, Fort Collins Police Services  
JFeyen@fcgov.com

### **Kate Cooper, Board Secretary**

Director of Community Events and  
Engagement, Ginger and Baker  
Kate@gingerandbaker.com

### **David Rout, Board Treasurer**

Executive Director, Homeward Alliance  
David@homewardalliance.org

### **Alyssa Stroup**

Director of Emergency Services,  
UCHealth  
Alyssa.Stroup@uhealth.org

### **Beth Yonce**

Director of Social Sustainability,  
City of Fort Collins  
BYonce@fcgov.com

### **Derek Getto**

Project Manager, Policy and Programs,  
Downtown Development Authority  
DGetto@fcgov.com

### **Stephanie Madsen-Pixler**

Director of Community Based Services,  
SummitStone Health Partners  
Stephanie.Pixler@summitstonehealth.org

# IMPACTFUL OUTREACH

At Outreach Fort Collins we strive to have a positive impact on every person we encounter. Whether a local merchant, a first responder, a bus driver, or a person experiencing homelessness, we view each person we meet as an individual, each with their own unique stories and specific needs. We strive to listen deeply and let the individual tell us how we can best support them.

At the core of OFC, we respond to the needs of our community, engage with a diverse set of stakeholders, and resolve complex situations by connecting those in need to services and supportive networks. This can range from providing a listening ear, letting someone use our cellphones, to assisting with housing paperwork. To the right are some examples of how we work to create a positive community impact.

# OUR CORE VALUES

- **Person Centered:** We honor the dignity and diversity of everyone with whom we engage
- **Professional:** Knowledgeable and skilled staff working toward personalized solutions utilizing data-driven best practices
- **Collaborative:** Intentionally working with community partners with varying perspectives toward common purpose and outcomes
- **Adaptable:** We respond, engage, and connect in our community to address and resolve diverse needs in an ever-changing environment
- **Trusted:** We strive to build genuine relationships through sincere, honest, and consistent communication and reliable follow through

# OUR STAFF (Left to Right)

John Singleton, Cara Romero, Erin Penner, Philip Sickels, Lisa Dunworth, Brad Rhoda, Dylan Starks, Andy Sprain



# RESPOND.

Responded to community calls **652**



# ENGAGE.

Engaged with unique clients **731**



# CONNECT.

Connected through immediate needs education and resources **1,239**



## DOWNTOWN OUTREACH

While Outreach Fort Collins has grown over the years, we remain rooted and invested in downtown Fort Collins. We aim to continue our work to maintain downtown as a safe and welcoming place while connecting those in need to services and supportive networks. Our downtown community thrives with locally-owned businesses, densely packed store fronts, and visitors strolling through the area. This warm and welcoming environment makes our outreach a privilege as we get to engage with many of the same merchants, police officers, clients, and visitors day to day.



### RESPOND.

#### 612 TOTAL CALLS

195 calls for safety concerns  
85 calls for disruptive behavior

### ENGAGE.

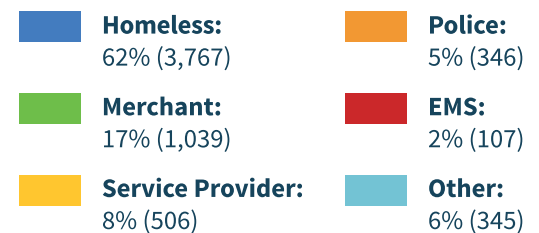
#### 605 UNIQUE CLIENTS

#### 287 UNIQUE BUSINESSES

### CONNECT.

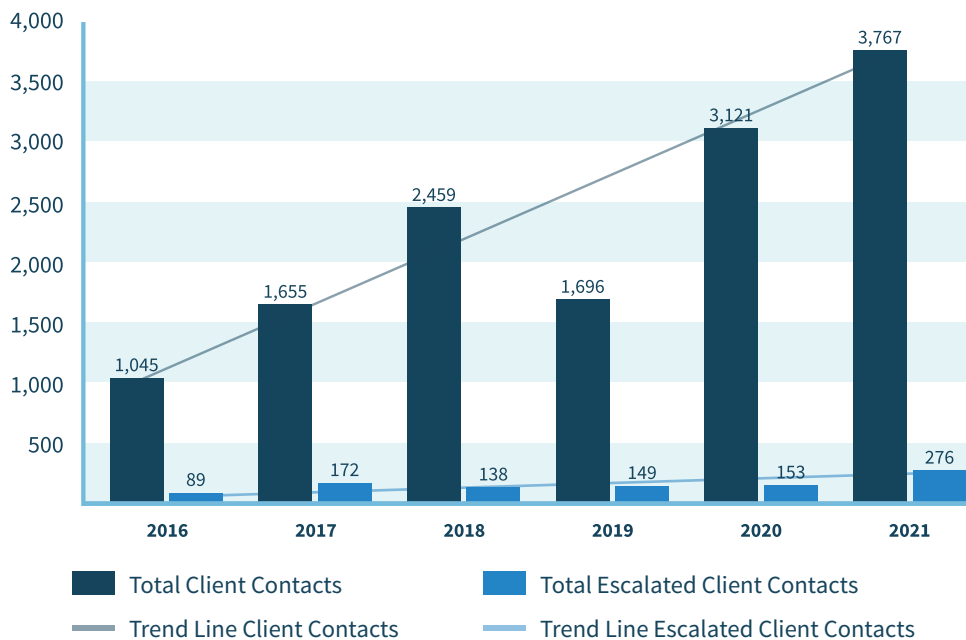
460 SERVICE COORDINATION CONTACTS with 79 unique service providers

### TOTAL ENGAGEMENTS: 6,110





## CLIENT ENGAGEMENT OVER TIME 2016-2021



“

“Our experience with OFC has been nothing but supportive and helpful. They are caring, kind, and always treat everyone they encounter with the utmost respect. There have been several times that we had called because we were concerned about the safety of individuals and they were able to come out and assist them in a positive way. We appreciate everything they do for the community.”

- Leesa, Golden Poppy Herbal Apothecary and Clinic

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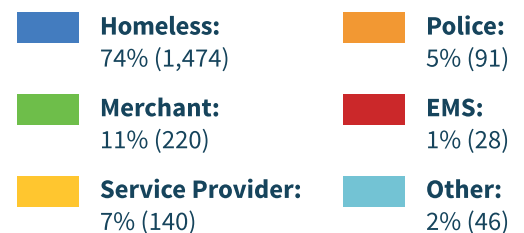


## NORTHERN FORT COLLINS OUTREACH

In 2021, Outreach Fort Collins expanded our coverage area to include Northern Fort Collins, roughly doubling our geographical area (see coverage map). Throughout the year, we have encountered new landscapes, river beds, merchants, and found new relationships to explore. Our team has worked hard to pivot many of our long term practices and change our patterns to incorporate the Northern expansion into our day-to-day operations. While there are unique challenges to the expanded coverage area, many of our tried and true experiences remain valid: we **respond** to any situation with care and respect; we **engage** with all of our stakeholders and listen to and value each of their unique experiences; and we **connect** those in need to supportive services and networks.



### TOTAL ENGAGEMENTS: 1,999



### RESPOND.

#### 40 TOTAL CALLS

22 calls for safety concerns  
8 calls for disruptive behavior

### ENGAGE.

#### 336 UNIQUE CLIENTS

#### 81 UNIQUE BUSINESSES

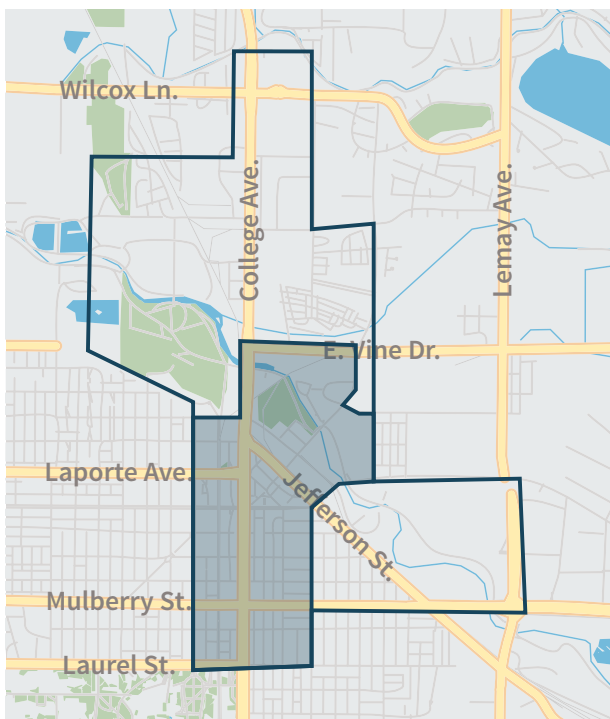
### CONNECT.

#### 77 SERVICE COORDINATION CONTACTS

with 27 unique service providers



## COVERAGE MAP



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“As a small business owner in Old Town I have reached out to them on numerous occasions. I love how they work with the police and help us with those ‘I don’t know what to do about this’ situations.”

- Cherilee Blubaugh, Elegant Pear

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## 2021 HIGHLIGHTS

In May, OFC staff and select board members collaborated on a comprehensive strategic operation process and identified areas of growth on which to focus. As a result of this work, a clearer, more deliberate path was paved for OFC as we moved forward together as an organization.

OFC grew our coverage zone to include our North College Expansion Area. Based on data collected by our partners at Poudre Fire Authority, Fort Collins Police Services, and UHealth EMS, this expansion offered OFC new opportunities to assist those in need and increase our network of partners even more.

### Top Five Resource Types

- Physical Health
- Clothing / Gear
- Food
- Housing
- Shelter

### Top Five Agency Referrals

- Murphy Center
- Coordinated Entry System
- Fort Collins Rescue Mission
- Colorado Legal Services
- Catholic Charities

### Community Collaborations

- Shelter Coordination and Access
- Northern Colorado Continuum of Care
- Coordinated Assessment Housing Placement System (CAHPS)
- Interagency Treatment Group

OFC went through some significant staff changes in 2021. We added two full-time Outreach Specialists to our team in order to adequately address our growing area of influence. We also said farewell to two founding members of Outreach Fort Collins, Nick Verni-lau and Emily Harms, both of whom were instrumental in forging a successful foundation for OFC to build upon. Finally, after an extensive search, we welcomed Brad Rhoda as our new director.





## 2022 GROWTH PLAN

2022 promises to offer even more opportunities for expansion and evolution. Guided by input from local businesses and data from our partners at Poudre Fire Authority, Fort Collins Police Services, Transfort, and UCHealth EMS, Outreach Fort Collins will be expanding our service area in the fall to include Midtown Fort Collins. While the exact geographic boundaries have not yet been established, this next stage of growth for OFC promises to be an exciting and beneficial strategic move for OFC and the community at large.

As our scope of service grows, so will our staff. In early 2022 we will be hiring our first ever Development Manager and, later in the year, two more Outreach Specialists as we march further south. During this time of transition, our commitment to Old Town will remain unwavering, as downtown has been and will always remain the heart of Outreach Fort Collins.

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“The Library District appreciates the team’s ability to provide ongoing services to library clients that positively impacts people’s lives. We consider them part of the Old Town Library team and love to see them walking through our doors.”

- Eileen McCluskey, Old Town Library Manager

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# HIGH-UTILIZER CASE STUDY

In 2020, Outreach Fort Collins identified four chronically homeless individuals with high utilization of our community's emergency resources. Through focused client engagement by Outreach Fort Collins staff and persistent service coordination with area providers, these clients were connected with long term housing solutions between December 2020 and March 2021. The result is a significant reduction in community impacts, such as utilization of our community's emergency resources.

## 2019

### Outreach Fort Collins Engagement

#### 97 OFC CONTACTS

26 instances of immediate need education and resources

40 contacts with providers to coordinate services

Poudre Fire Authority responded to **52 CALLS FOR SERVICES**

**\$368,658.81**

in healthcare costs resulting from

**89 VISITS**  
to the UCHealth Emergency Department

**49 SERVICE ENGAGEMENTS**  
with SummitStone Health Partners

**13 CHECK-INS**  
at Murphy Center

## 2020

### Outreach Fort Collins Engagement

#### 215 OFC CONTACTS

44 instances of immediate need education and resources

186 contacts with providers to coordinate services

Poudre Fire Authority responded to **51 CALLS FOR SERVICES**

**\$297,758.59**

in healthcare costs resulting from

**77 VISITS**  
to the UCHealth Emergency Department

**136 SERVICE ENGAGEMENTS**  
with SummitStone Health Partners

**24 CHECK-INS**  
at Murphy Center

## 2021

### Outreach Fort Collins Engagement

#### 57 OFC CONTACTS

8 instances of immediate need education and resources

50 contacts with providers to coordinate services

Poudre Fire Authority responded to **1 CALLS FOR SERVICES**

**\$11,194.70**

in healthcare costs resulting from

**5 VISITS**  
to the UCHealth Emergency Department

**75 SERVICE ENGAGEMENTS**  
with SummitStone Health Partners

**4 CHECK-INS**  
at Murphy Center

**By effectively engaging with these clients and coordinating their care with area providers, Outreach Fort Collins was able to significantly lower the financial impacts of these individuals on our community. With connection to long-term housing solutions and ongoing supportive services, these individuals are now able to move from surviving to thriving.**



“OFC’s team has helped assist Poudre Fire Authority crews several times just in the last month to help us with a variety of issues that cannot be solved with a 911 call. Their model creates a resource in our community that is extremely low-barrier and responsive, which is exactly what our fire crews need and what our community needs more of in order to address these complex issues related to homelessness.”

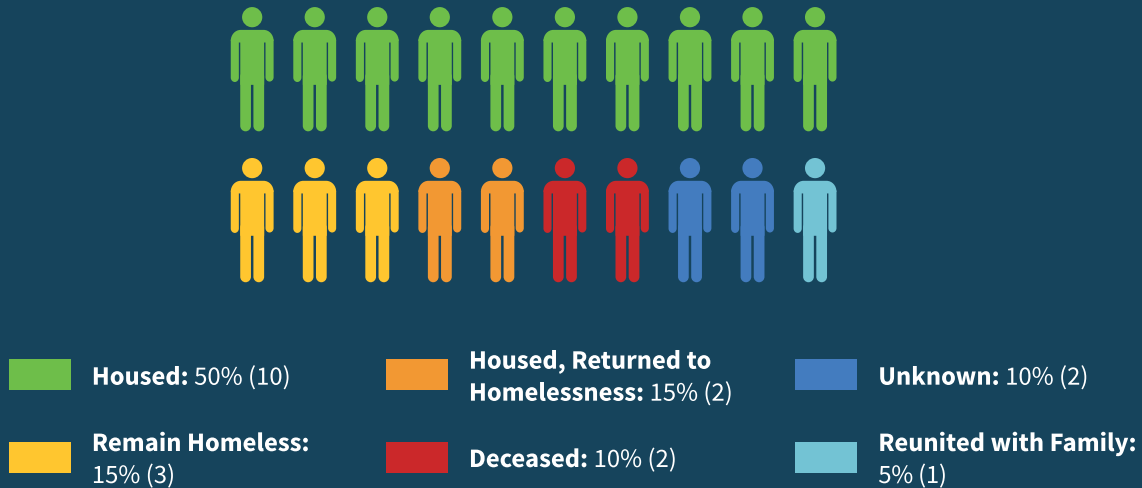
- Brian Ferrans, Community Risk Reduction and Outreach Manager, Poudre Fire Authority



# LONG-TERM HOUSING SOLUTIONS

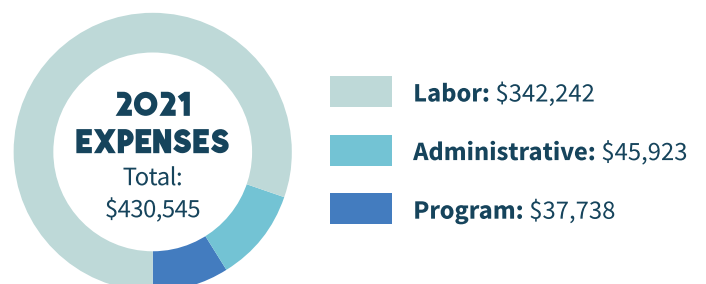
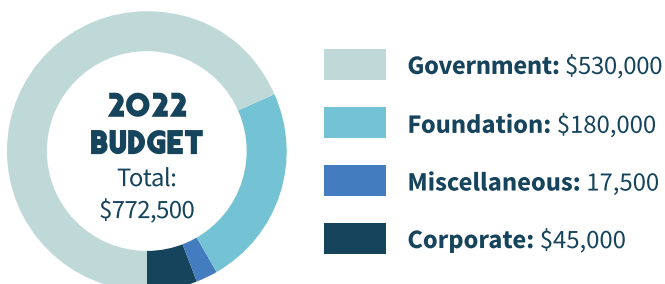
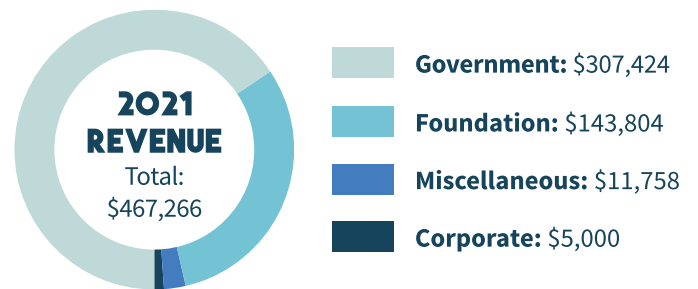
Outreach Fort Collins utilizes a housing focused approach in our client support, knowing that the best way to resolve an individual's homelessness is through permanent housing solutions and that permanent housing is a critical foundation for addressing additional personal needs. In 2020, Outreach Fort Collins identified, engaged, and supported 20 high frequency clients in accessing available services in our community. In 2020, Outreach staff averaged 44 contacts per person and the group as a whole received 149 instances of immediate needs education and resources and 39 agency referrals. As of December 2021, here are the housing outcomes for this group of individuals.

## 2020 High Frequency Client Outcomes



# 2021 FINANCIALS & 2022 BUDGET

Outreach Fort Collins emphasizes responsible financial stewardship. OFC has a consistent track record of growing revenue year after year, while diligently managing expenses to support long term sustainability. Through the hiring of a Development Manager, OFC will continue to diversify our individual donors, community partnerships, and programming to reflect the changing needs of our community. In 2022, the City of Fort Collins is also increasing its funding to support OFC's expansion into Midtown Fort Collins.



A special thanks to our funders:




**COLORADO**  
Department of Local Affairs  
Division of Housing




970.658.0088

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