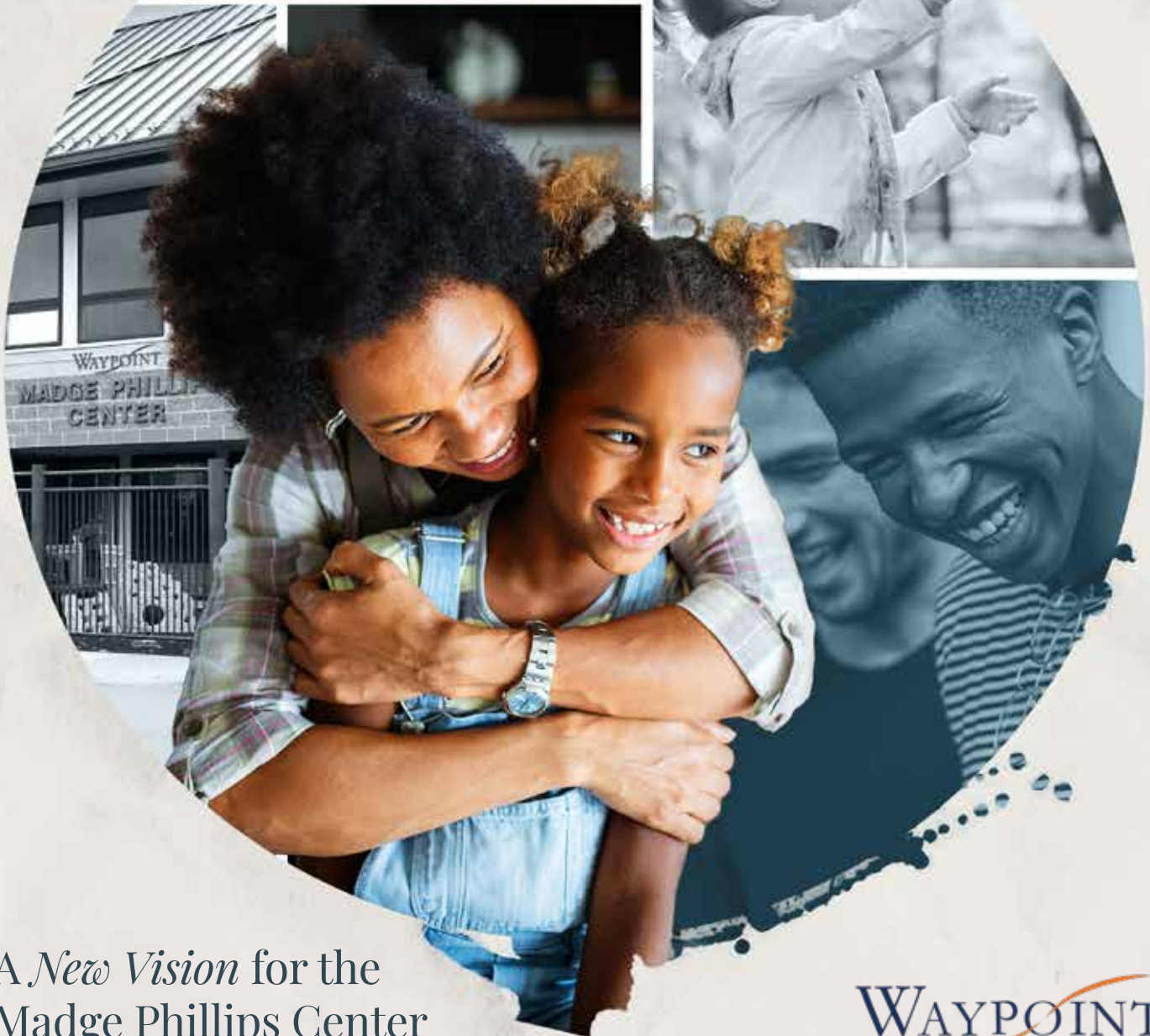
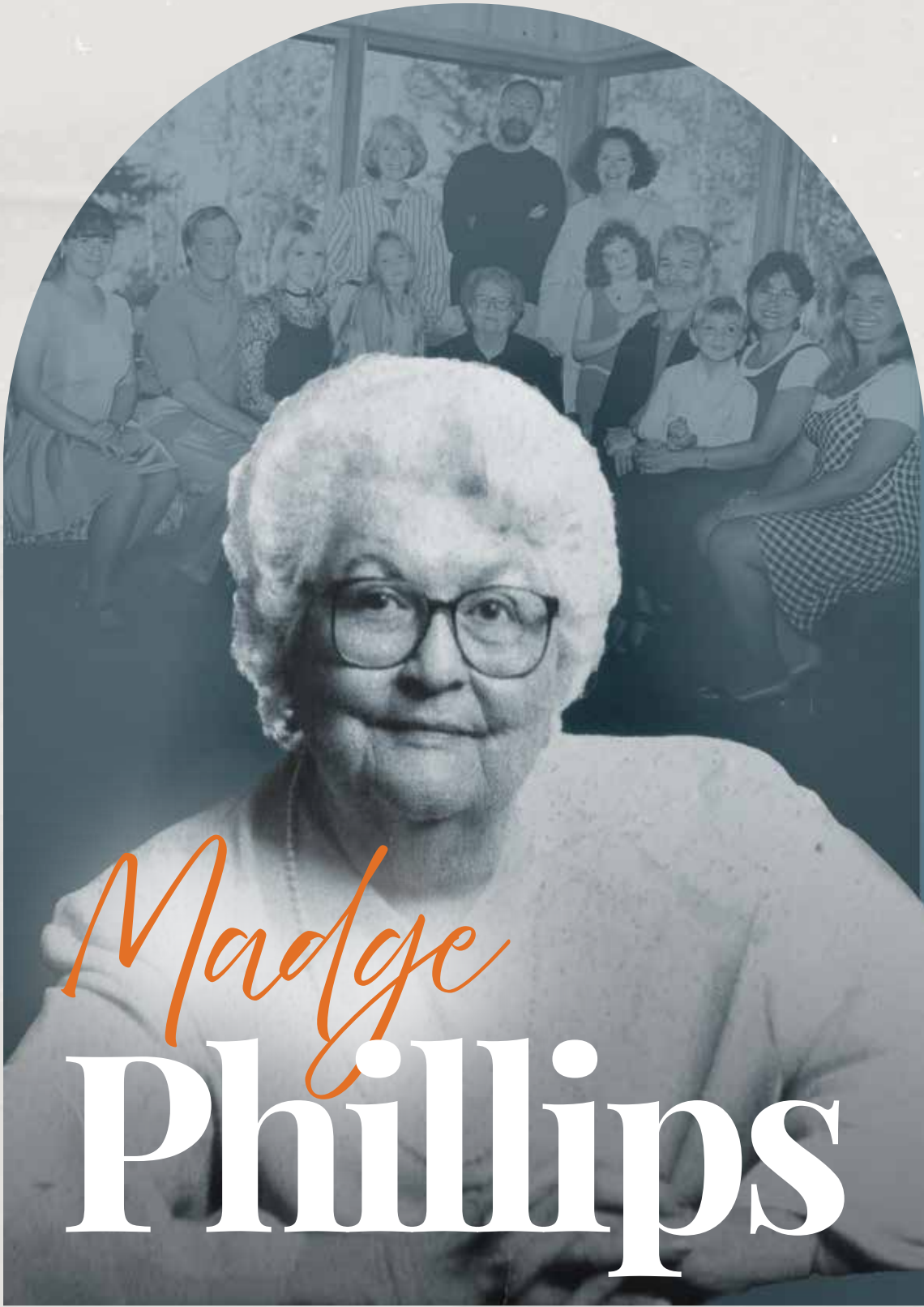


Creating HOPE



A New Vision for the
Madge Phillips Center

WAYPOINT



Madge
Phillips



Madge Phillips was a dedicated advocate for women, children, and the elderly. In her lifetime, she made significant contributions to local social services.

Serving as Director of the Linn County Health Center, she established the nationally recognized Child Protection Center and streamlined services for mentally challenged adults through the creation of Options of Linn County. She also developed the Witwer Senior Center to address the needs of Cedar Rapids' aging population. After retiring in 1984, Madge continued her community service through various board memberships and received numerous awards, including the Waypoint Madge Phillips Center being named in her honor. She passed away in 2018 at the age of 93. Her memory lives on through three children and six grandchildren, and the profound impact she's had on the community.

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For over 130 years, Waypoint has served as a beacon of hope and a crucial resource for individuals and families navigating life's challenges in our community.

It provides a welcoming environment for everyone who enters. The dedicated staff at Waypoint foster a sense of ownership and demonstrate compassion for those they assist. Through proactive solutions and essential resources, they help steer people toward a brighter future for themselves and their families.

Waypoint's mission is to inspire people to move forward. To fulfill this mission, the organization has continuously adapted its services to align with community needs. Now, it's time for another evolution. Waypoint is excited to announce **"Creating Hope: A New Vision for the Madge Phillips Center"** capital campaign, which will create long-term solutions for those experiencing housing instability for years to come.



"This project represents a profound commitment to fostering a sense of belonging and dignity. When individuals and families have a stable home, they are better equipped to pursue education, find employment, and build meaningful connections within the community. The Madge Phillips Shelter renovation will serve as a cornerstone of support, helping residents to regain control over their lives and futures."

Nick AbouAssaly,
Mayor of Marion

This campaign will *focus* on the following:

- ✓ Renovating the Madge Phillips Center into 12 entry-level apartments
- ✓ Creating new space for the Coordinated Entry Call Center
- ✓ Enhancing office space for Housing Specialists

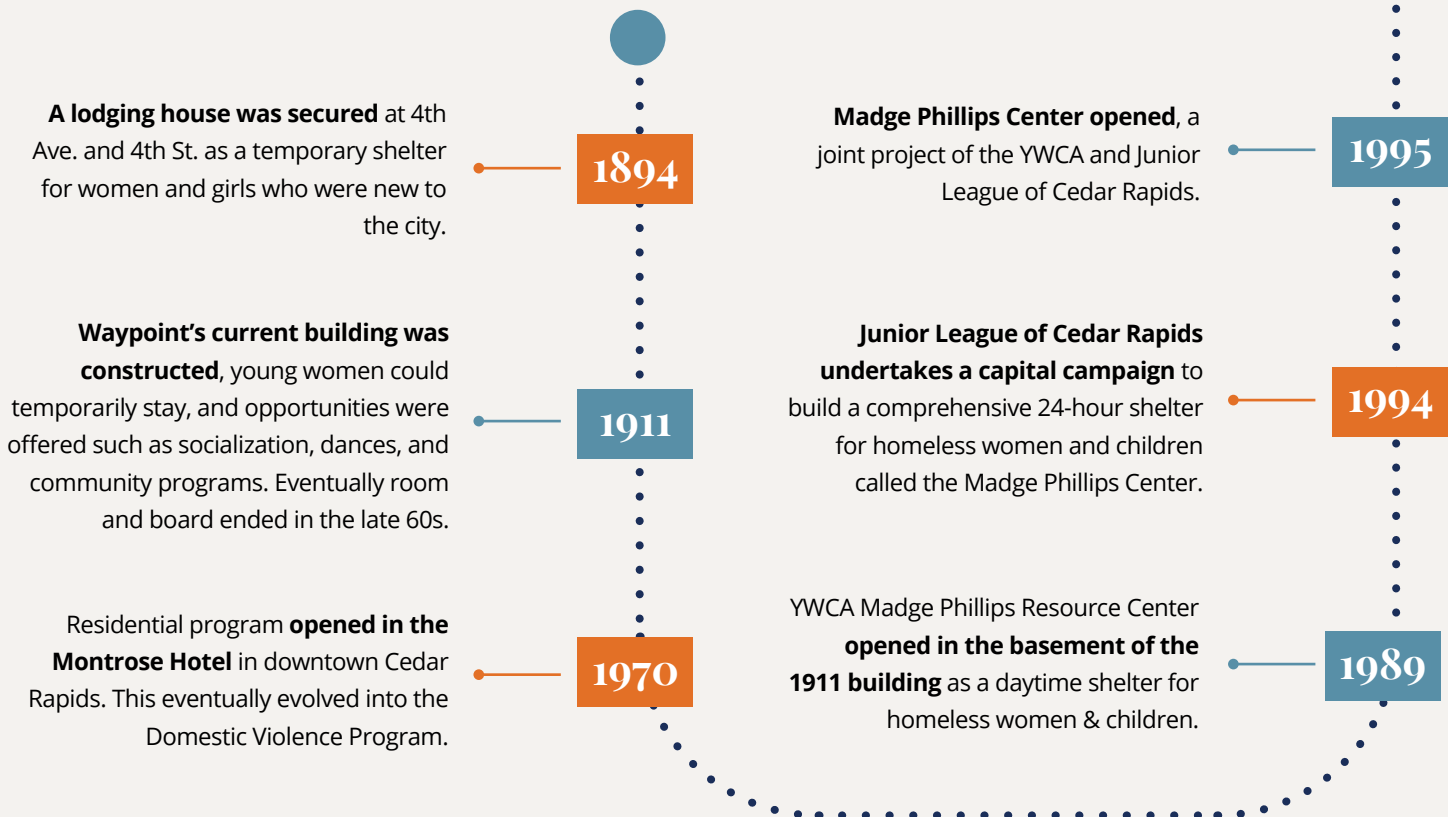
Waypoint needs your support to achieve these goals.

With your help, they can continue to be a guiding light for those who need it most by offering safety, stability, and hope.

“Experiencing Homelessness

is just one chapter in someone’s life, *not* the whole book.”

Housing Services *History*



Homeless Prevention and Rapid Re-Housing began with federal stimulus funding.

2008

Waypoint begins capital campaign to renovate space to create **12 entry-level apartments** called the Madge Phillips Apartments.

2024

The Domestic Violence Shelter closed, and operations merged with the Madge Phillips Center to **implement a new service model** for women experiencing homelessness and/or victims of domestic violence.

2009

Waypoint became the **lead resource navigator** for low-income renters facing eviction by helping them locate community resources to end their housing crises.

2021

Waypoint began to pilot Centralized Intake, a national best practice approach to simplify access to emergency shelter openings for those experiencing homelessness.

2012

Waypoint became the **point of contact** for the Derecho Recovery Program, helping streamline services and ensure individuals were connected to the correct programs to fully recover from the impacts of the derecho.

2020

Waypoint developed the first homeless diversion program within the state of Iowa, helping households seeking shelter identify alternate sheltering options and develop a self-resolution plan.

2016

Madge Phillips Center Shelter followed the Equal Access Rule by serving all households with minor children.

2018

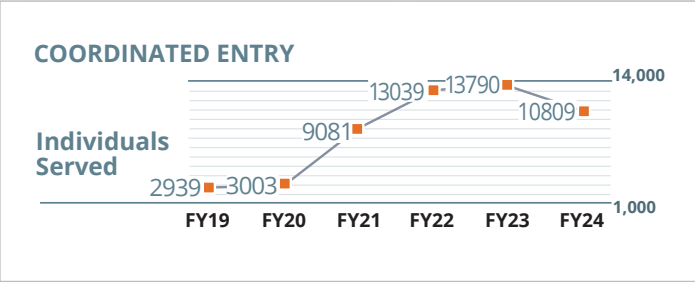
Waypoint became the lead agency for the region's Coordinated Entry System, assessing and connecting households experiencing homelessness to the appropriate housing intervention. Waypoint shifted daytime operations to focus on housing needs and resource navigation.

2017

Waypoint’s Current Housing Programs

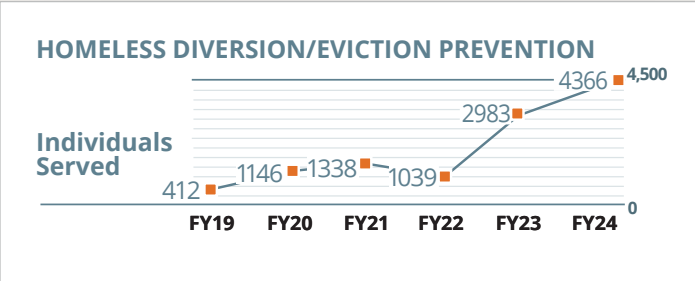
Coordinated Entry

Serves as the area’s central point of contact for all households experiencing a housing crisis or seeking emergency shelter in Linn, Benton, and Jones counties. Those in need are connected to the most appropriate housing intervention in the community, preventing duplication of services. Over 20 local agencies are supported by Waypoint through this collaborative approach.



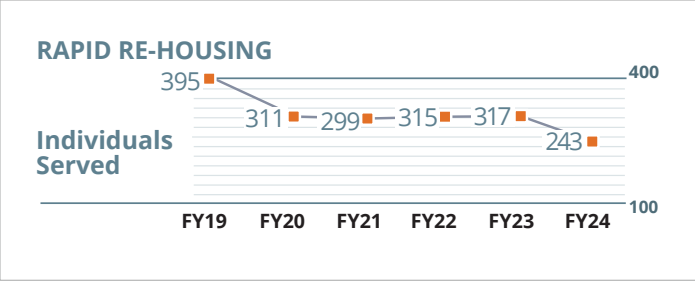
Homeless Diversion/Eviction Prevention

Empowers individuals facing imminent homelessness to identify safe and appropriate housing options and assist them in avoiding shelter and returning immediately to housing. Also provides case management and community resource navigation for individuals at risk of housing instability.



Rapid Re-Housing

Supports households experiencing homelessness with housing search and placement. Offers advocacy with area landlords and ongoing case management to support stabilization, and if available, short-term financial assistance for rent and/or security deposit.



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Honorary Co-Chair

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Wendy Nielsen

Leadership Gifts Co-Chair



*Beth Malicki and James Klein,
Honorary Campaign Co-Chairs*

Creating Hope A New Vision for the Madge Phillips Center

"I am excited to express my full support for Waypoint's capital campaign to renovate the Madge Phillips Shelter into essential apartments. This initiative is a critical response to the urgent need for affordable housing in our community. By reimagining the shelter as a space for permanent residences, Waypoint is taking a bold step toward creating a supportive and stable environment for individuals and families facing homelessness."

Steve Dodson,
Mayor of Hiawatha



Built in 1995, Waypoint's Madge Phillips Center Shelter (MPC) served as the area's largest emergency shelter for women and families with children for nearly 30 years.

For many years, MPC provided a safe living environment for an average of 275 individuals annually. In recent years, MPC usage decreased by 50% while prevention efforts such as Coordinated Entry and Homeless Diversion/Eviction Prevention drastically rose. **This trend aligns with research showing the effectiveness of housing ending homelessness over shelter.**

Responding to this data and national best practices, Waypoint transitioned out of providing emergency shelter at MPC in January 2024 with the plan to convert the shelter into affordable entry-level apartments. These units will be prioritized to community members based on need and paired with voluntary supportive services that help the household remain stably housed.

The Reason for the New Vision:

MPC would require significant updates, repairs, and renovations in the coming years due to wear and tear, maintenance challenges, and outdated building and technology components to sustain operations.

As a leading provider of homeless and housing services in the community, we must focus on effective best practices that offer long-term solutions to homelessness.

Emergency shelter serves as a temporary crisis response and is a costly intervention.

Providing stable housing has been shown to reduce public costs related to crisis services like shelters, jails, and hospitals.

Communal living is often not ideal for individuals in crisis.

Research indicates that a Housing First program could save the community up to \$23,000 per individual annually compared to shelter programs.

The National Alliance to End Homelessness visited Cedar Rapids to evaluate our homelessness system, including individuals facing housing crises, as well as homeless and housing providers, and local data.

The findings suggest that to establish an effective response to homelessness, our community should aim for the following goals:

- House people as quickly as possible
- Divert people from imminent homelessness whenever possible



"United Way of East Central Iowa deeply appreciates Waypoint's ability to understand where gaps are in our community, as well as how it consistently raises its hand to be a part of the solution. For decades, Waypoint has been a leader in housing for our community, understanding exactly how to support individuals and families, investing in their futures, and fostering a sense of belonging. Renovating the Madge Phillips Center into much-needed apartments will make a profound impact, providing hope and stability to those who need it most."

Kristin Roberts,
President and CEO, United Way of East Central Iowa

The New Vision in the Proposed Capital Campaign:

Madge Phillips Center

RENOVATING THE CENTER INTO 12 ENTRY-LEVEL APARTMENTS

(2 two-bedrooms, 5 one-bedrooms, and 5 studios)

- Individuals living in the units will also receive supportive services to help them maintain stable housing. This approach is called Housing First, which prioritizes providing housing to people experiencing homelessness, thus ending their homelessness and serving as a platform through which they can pursue goals and improve their quality of life. This approach is guided by the belief that individuals need basic necessities (food and a place to live) before addressing employment, substance abuse, mental health, and budgeting.

CREATING NEW SPACE FOR THE COORDINATED ENTRY CALL CENTER

- Waypoint's largest Housing Services program, Coordinated Entry (CE), is imperative to the functioning of the area's homeless services system, not only identifying housing, but helping households address unmet needs related to health and wellness. CE is the first stop for anyone who is experiencing homelessness or housing instability in our community.
- Via 24/7 phone, email, and online portal or walk-in and street outreach available Monday-Friday 8 a.m.-5 p.m., CE serves individuals and households experiencing literal homelessness, at-risk of homelessness or eviction, or staying in a temporary shelter such as a friend or family's home. In the last five years, CE has gone from serving 3,003 to 10,809 individuals per year, leading to Waypoint hiring additional staff for this program.
- Due to space limitations, CE staff members are spread throughout Waypoint's building, creating team communication barriers and other inefficiencies that would be addressed through the renovation of part of MPC's first level to contain a dedicated CE Call Center, including two call center rooms and one Call Center Manager private office space.

ENHANCING OFFICE SPACE FOR HOUSING SPECIALISTS

- With the increase of individuals needing our Housing Services, we want to ensure all individuals feel safe and welcome in our building. By creating more private office space, Housing Specialists can ensure meeting with clients are kept confidential and clients feel the environment they are in is trusted.



Harry and Stephanie Phillips,
Madge Phillips' son and daughter-in-law



"This transformative project is not just about bricks and mortar; it's about restoring dignity and hope to individuals and families facing homelessness. By converting the Madge Phillips Center into housing, Waypoint is creating a pathway to stability and empowering residents to build their lives anew. This initiative will not only alleviate the pressing housing crisis in our community but also foster hope and a way to move forward for our unhoused neighbors."

Beth Malicki,
Anchor/Managing Editor, KCRG-TV9

Cost of Capital Campaign

Construction/Renovation	\$4,376,720
Maintenance Sustainability Fund	\$100,000
Administration, Printing, Etc	\$120,000
Pledge Contingency	\$328,254
Campaign Goal	\$4,924,974

How You Can Help

Your gift to the **"Creating Hope: A New Vision for the Madge Phillips Center"** campaign supports Waypoint's mission of inspiring people to move forward — by ensuring Waypoint is prepared to meet the future needs of the community and to provide its impactful services for many years to come.

Your gift is *tax deductible* to the greatest extent of the law.

- Gifts may be made in **cash** or **securities**.
- Matching gifts through your employer or your spouse's employer can **double or even triple** your gift.
- Pledges are encouraged and may be **extended over a period of up to five years**.
- Your gift may be made in **honor of or in memory of someone**.



"Moving into an apartment or place that someone can temporarily say *'This is our home'* is exactly what Madge would have wanted. She was always looking at how programs needed to evolve and change. She would have been 100% in favor of everything that is happening. This is exactly what this community needs at this point."

Harry and Stephanie Phillips

Naming Opportunities

Coordinated Entry Call Center Entryway	\$500,000
Community Room	\$200,000
Two 2-Bedroom Family Apartments	\$125,000 each
Five 1-Bedroom Apartments	\$100,000 each
Five Studio Apartments	\$75,000 each
Two Coordinated Entry Call Center Rooms	\$50,000 each
Coordinated Entry Manager Office	\$30,000
Four Housing Specialist Offices	\$25,000 each



"I am extremely proud to endorse Waypoint's capital campaign aimed at renovating the Madge Phillips Center into much-needed apartments. This initiative represents a significant step forward in addressing the pressing issue of housing insecurity in our community. By transforming the center into permanent residences, Waypoint is not only providing individuals and families with a safe place to live but also creating an opportunity for them to thrive. Waypoint is a great community partner."

James Klein, **President, Cedar Rapids Bank & Trust**



I'm proud to support Waypoint's campaign to transform the Madge Phillips Center into permanent apartments and expanded facilities to better serve our friends and neighbors in need. This initiative represents a powerful opportunity for donors to make a transformative impact — providing families with the dignity, security, and stability they deserve. The renovated Madge Phillips Center will create a supportive environment where clients can access vital services to rebuild their lives, reconnect with their community, and thrive again — offering lasting hope and opportunity to those who need it most.

Tiffany O'Donnell,
Mayor of Cedar Rapids



WAYPOINT



318 5th St SE,
Cedar Rapids, IA 52401

319.365.1458 (Office)
319.366.7999 (Housing Services Line)

www.waypointservices.org