WAYPOINT

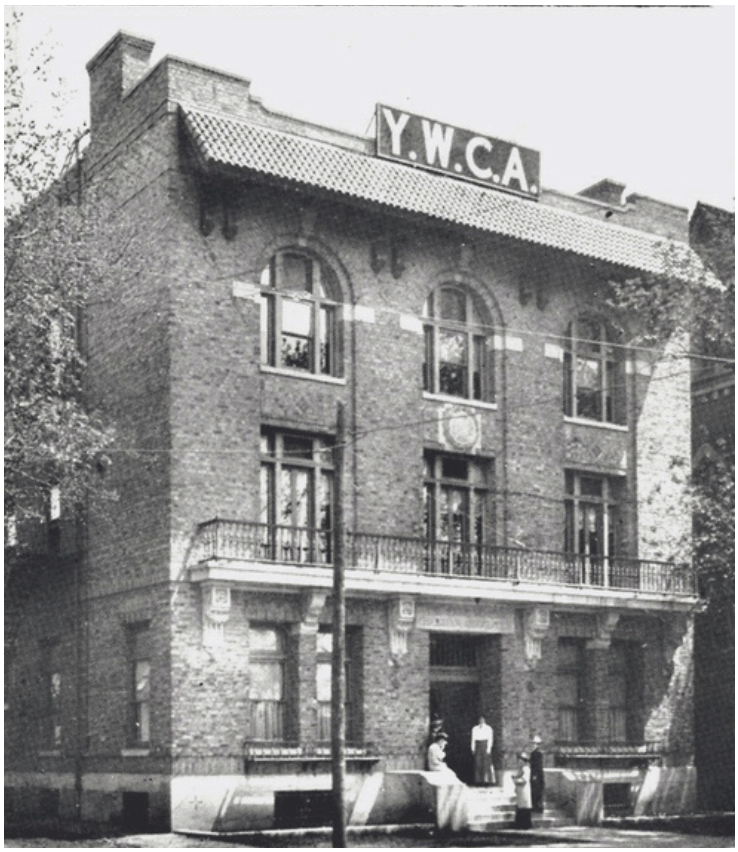
A DECADE OF TRENDS & DATA TO HELP INFORM OUR FUTURE

FY17 (July 1, 2016–June 30, 2017) to FY26 (July 1, 2025–June 30, 2026)















Inspiring people to move forward since 1894.

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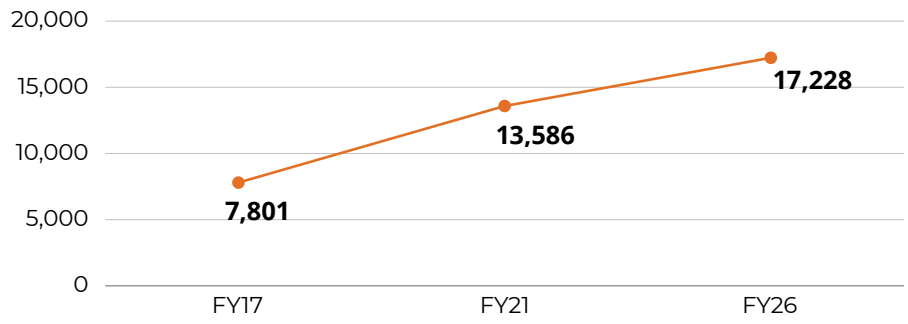
REPORT OVERVIEW

Understanding trends across Waypoint is essential to making informed decisions about our programs, resources, and future direction. By examining changes in community needs, the number of individuals we serve, funding sources, and program demands, we can better understand where our services have the greatest impact, where gaps may exist, and how we can adapt to meet evolving needs. These insights help us identify opportunities to strengthen operations, use resources responsibly, support our staff, and ensure our organization remains sustainable while continuing to fulfill our mission.

This booklet highlights key trends over the past ten years, focusing on FY17 (July 1, 2016–June 30, 2017), FY21 (July 1, 2020–June 30, 2021), and FY26 (July 1, 2025–June 30, 2026). It examines data across Waypoint's core service areas: Homeless & Housing Services, Domestic Violence Victim Services, Survivors' Program, and KidsPoint Child Care. By comparing these periods, we can better understand how our programs, resources, and community impact have changed over time and use these findings to inform decisions about our future.

WORKING TOGETHER TO FULFILL OUR MISSION





TOTAL INDIVIDUALS SERVED

BOARD PURPOSE

BOARD OF TRUSTEES

8-18 members to protect and grow Waypoint's long-term financial resources by providing oversight of the endowment and leveraging relationships to ensure sustainability for future generations.

BOARD OF DIRECTORS

15-25 members to provide governance and strategic leadership through connections to donors, leaders, community partners, and advocates who can influence change and community outcomes.

BOARD OF ADVISORS

10-20 members to promote and advocate the mission to new supporters, volunteers, and the younger generation, and to lead one meaningful fundraising event annually.

LEADERSHIP

AUTUMN PAINE, ***Chief Executive Officer,*** ***13 years***
CARRIE SLAGLE, ***Chief Operations Officer,*** ***25 years***
MIKE WEAVERLING, ***Chief Financial Officer,*** ***5 years***
NELLY HILL, ***Managing Director of Critical Services,*** ***18 years***
ASHLEY MEYER, ***Managing Director of Child Care,*** ***17 years***
ASHLEY HACKMAN, ***Director of People & Culture,*** ***1 year***
ALEXIS CHADWICK, ***Domestic Violence Coordinator,*** ***12 years***
RENAN MACHADO, ***Survivors' Program Coordinator,*** ***5 years***
DUSTIN ASH, ***Housing Services Manager,*** ***1 year***
ROZ STIVERS, ***Coordinated Entry Call Center Manager,*** ***12 years***
KATELYN DARDEN, ***Street Outreach Coordinator,*** ***5 years***
COADY SIERRA, ***Director of Development,*** ***1 year***
CHRIS HAMOR, ***KidsPoint Downtown Center Director,*** ***37 years***
GINNY SCOTT, ***KidsPoint C Street Center Director,*** ***10 years***

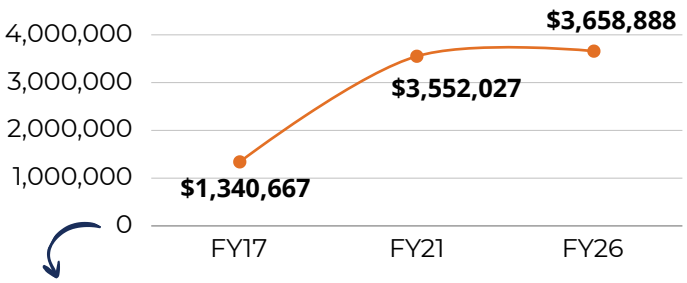
FINANCIAL STABILITY

Financial stability depends on strong financial management, effective operations, staff support, and diversified revenue. Waypoint has maintained clean audits throughout this period, reflecting our commitment to financial accountability, transparency, and responsible use of resources.

Together, these practices help sustain our ability to support staff, deliver services, and fulfill our mission.

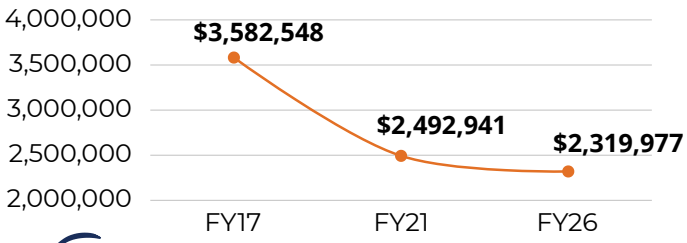
AGENCY REVENUE

CONTRIBUTIONS & GRANTS



- FY21 - received $1,167,008 in Covid Relief Funds
- FY26 - received $190,365 in final Covid Relief Funds

CHILD CARE REVENUE



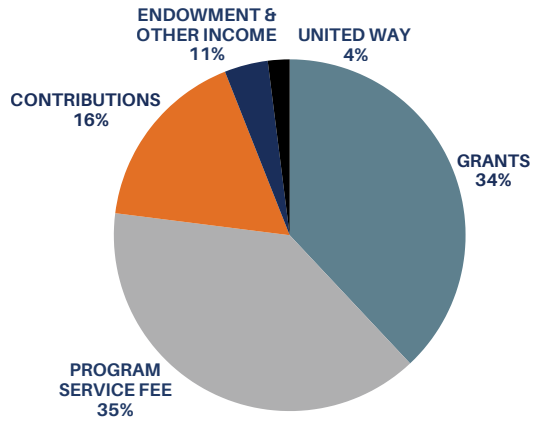
- FY21 - Covid impacted child care enrollment, causing decrease in revenue
- FY22 - no longer holding contract with Cedar Rapids School District for Before/After School Care, impacting revenue by $500,000+/year and free preschool programs caused decrease in enrollment

Waypoint's financial sustainability relies on the collective investment of individuals, businesses, foundations, and community partners. These partnerships help sustain our programs, meet evolving community needs, and ensure our mission continues to make a lasting impact.

DONOR RETENTION RATE	GRANT SUCCESS RATE
60%	56%
Average nonprofit rate is 43%	Average nonprofit rate is 20%

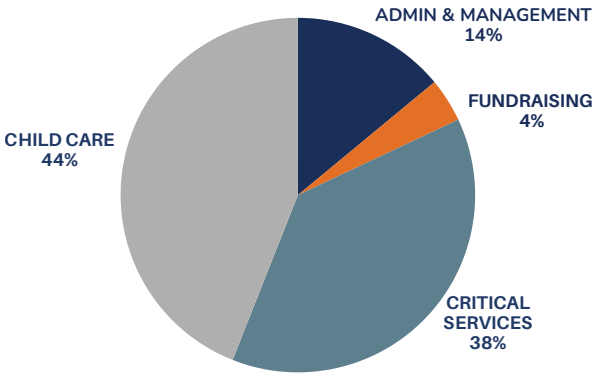
AVERAGE GIFT SIZE NEARLY DOUBLED FROM FY17 TO FY26

FY26 AGENCY REVENUE



Total FY26 Revenue: $6,592,851

FY26 AGENCY EXPENSES



Total FY26 Expenses: $6,288,184

HOMELESS & HOUSING SERVICES

Waypoint follows the Housing First approach, prioritizing stable housing before addressing other barriers such as substance abuse, mental health, and budgeting.



Waypoint has programs in **4 out of the 5** pillars within the Homeless Systems Initiative in Linn County.

Prevention & Diversion: Prevents households from entering literal homelessness by addressing housing crises early.

Coordinated Street Outreach: Engage unsheltered individuals with compassion, meeting basic needs, building trust, and connecting to ongoing services.

Affordable Housing: Expand permanent affordable housing options for low-income households with service needs.

Supportive Housing Expansion: Provide permanent housing with the right levels of support for all needs.

PILLAR: PREVENTION & DIVERSION

COORDINATED ENTRY

Serving as the central point of contact for households experiencing a housing crisis or seeking emergency shelter in Linn, Benton, and Jones counties. Working alongside more than 20 local partner agencies, Waypoint connects households to the most appropriate housing interventions, coordinates referrals, and reduces duplication of services. **Through this collaborative approach, the majority of clients resolved their housing crises without entering the local homeless services system.**

WITHOUT COORDINATED ENTRY



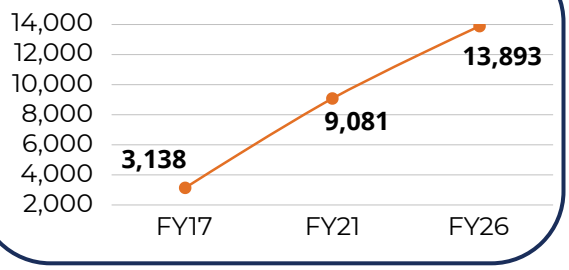
Clients are left to navigate the system without much structure.

WITH COORDINATED ENTRY



Clients are given structure and navigation through the homeless and housing system.

NUMBERS SERVED



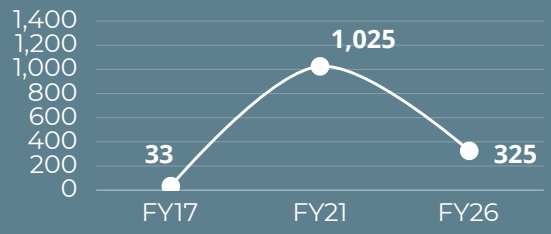
185+ DAILY CALLS AND EMAILS IN FY26

15+ DAILY WALK-INS IN FY26

HOMELESS DIVERSION/EVICTION PREVENTION

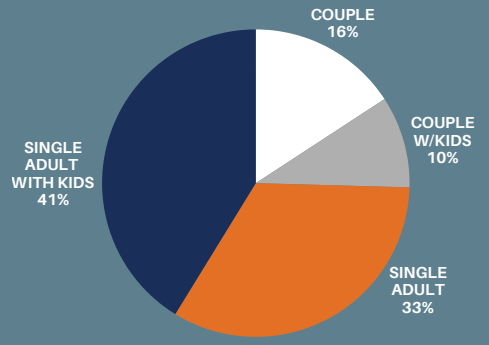
Providing case management and resource navigation to individuals at imminent risk of homelessness, helping them identify safe, appropriate housing solutions, avoid shelter when possible, and maintain or return to stable housing.

NUMBERS SERVED



99% OF CLIENTS SERVED THROUGH EVICTION PREVENTION EXITED TO HOUSING IN FY26.
69% OF THOSE SEEKING EMERGENCY SHELTER WERE DIVERTED TO ALTERNATE HOUSING OPTIONS IN FY26.

TYPE OF HOUSEHOLD IN FY26



TOP BARRIERS CLIENTS REPORTED IN FY26:

- DOMESTIC VIOLENCE
- CRIMINAL HISTORY
- MENTAL DISABILITY
- PHYSICAL DISABILITY
- CHRONIC HEALTH CONDITION

PILLAR: COORDINATED STREET OUTREACH

STREET OUTREACH

Engaging with individuals living in unsheltered locations, such as streets or parks, working with them to...

- Build trust and relationships through direct, personal connection.
- Connect them to community resources and reduce access barriers.
- Meet where they are comfortable to create housing and stabilization plans to ultimately end their homelessness.

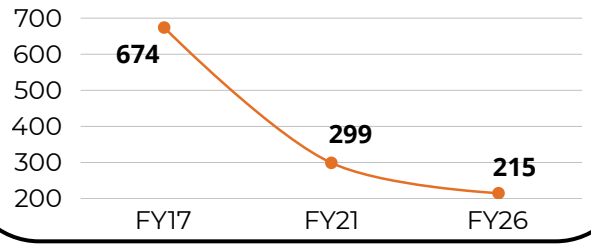
SERVED 114 INDIVIDUALS IN FY26
(began services in FY24)

PILLAR: AFFORDABLE HOUSING

RAPID RE-HOUSING

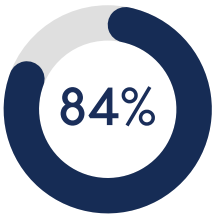
Focusing on securing permanent housing as quickly as possible for households experiencing homelessness. Housing Specialists support with finding a home, rent assistance (when available), goal setting, and connecting them to other community resources to address other barriers once they are housed.

NUMBERS SERVED



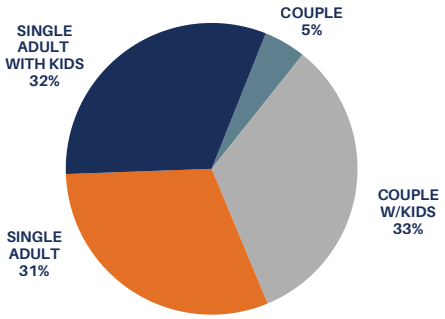
TOP BARRIERS CLIENTS REPORTED IN FY26

- CRIMINAL HISTORY
- MENTAL DISABILITY
- DOMESTIC VIOLENCE
- CHRONIC HEALTH CONDITION



OF CLIENTS EXITED THE PROGRAM INTO STABLE HOUSING IN FY26.

TYPE OF HOUSEHOLD IN FY26



TENANT ACADEMY

78 SERVED IN FY26

This free, monthly nine-hour course prepares individuals for successful renting, with graduates earning a diploma to share with landlords.

LANDLORD & TENANT INITIATIVE

Waypoint partners with Landlord & Tenant Initiative by referring clients to the program to help achieve long-term housing stability.

PILLAR: SUPPORTIVE HOUSING

BUSSE LANDING - MADGE PHILLIPS APARTMENTS



In FY27, the apartments will begin welcoming tenants, prioritizing households experiencing homelessness or housing instability. With the capacity to house up to 33 people, the apartments will be paired with supportive services to help residents build stability and maintain long-term housing.

85% OF TENANTS ARE ANTICIPATED TO TRANSITION TO ANOTHER PERMANENT HOUSING SOLUTION.



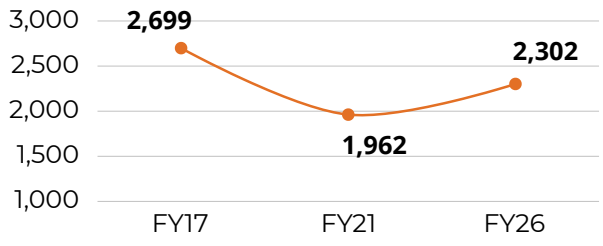
VICTIM SERVICES

Waypoint is designated by the Iowa Attorney General's Office as the comprehensive domestic violence victim services provider for seven northeastern Iowa counties and the comprehensive Survivors of Homicide Program provider for 14 Iowa counties. The division is complemented by the Caring Dads Program.

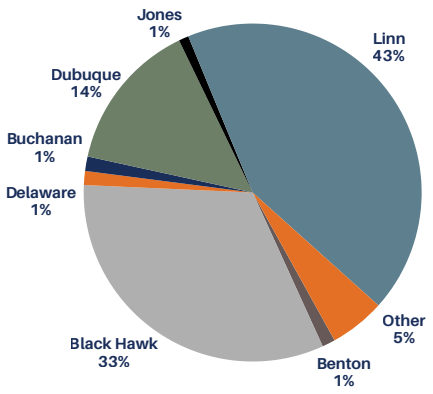
DOMESTIC VIOLENCE VICTIM SERVICES PROGRAM

Free, confidential services for domestic violence victims and survivors, as well as their families. Through a safety net of supportive services, including advocacy, counseling, resource navigation, and information, the staff help empower victims and survivors to safely move forward in their lives.

NUMBERS SERVED



PERCENTAGE OF CLIENTS SERVED BY COUNTY IN FY26



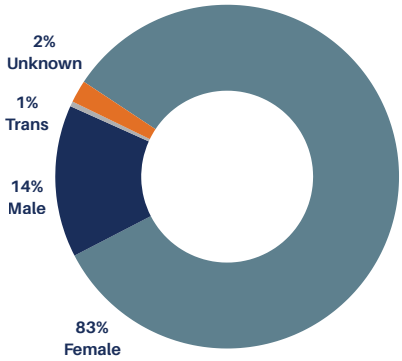
313 support groups were facilitated in FY26, providing connection and a safe space to share experiences, build resilience, and know they are not alone.

136 survivors completed financial literacy classes to strengthen financial confidence, build independence, and support long-term financial stability in FY26.

94%

of clients who answered survey reported feeling safer after receiving services in FY26.

PERCENTAGE OF GENDER SERVED IN FY26



12 survivors, along with 20 of their dependent children, received support through the Domestic Violence Transitional Housing Program, helping survivors establish positive rental histories, secure stable housing after victimization, and build a safer, more stable future for themselves & their children.

ABUSE CAN BE PHYSICAL, VERBAL, EMOTIONAL, OR FINANCIAL TO GAIN OR MAINTAIN POWER & CONTROL OVER AN INTIMATE PARTNER.

VICTIM SERVICES COMMUNITY PARTNERSHIPS

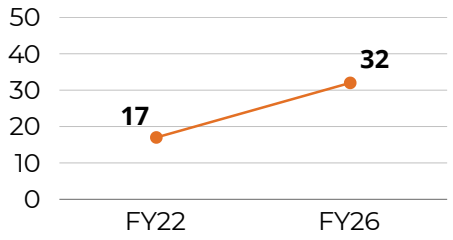
Waypoint's Victim Services is built on strong, intentional partnerships that ensure survivors across rural and urban communities have access to safe, responsive, and culturally relevant services. These partnerships include law enforcement and first responders, hospitals, county attorneys, and culturally specific service providers.

CARING DADS PROGRAM

Helps fathers who have been part of a domestic violence situation learn to cope with frustrating situations in healthy ways and understand how negative or violent behavior choices impact their children. This free, 17-week support group works to end negative behaviors, build healthier parent-child relationships, and create a safer, more caring community.



NUMBER OF PEOPLE IMPACTED





1 in 15 children experience caregiver intimate partner violence annually.

BUILDING HEALTHIER, SAFER FAMILIES

- **Promotes healthy parenting** by strengthening fathers' parenting skills and relationships with their children.
- **Encourages accountability** by helping fathers recognize the impact of their behaviors and make positive changes.
- **Prioritizes children's well-being** by promoting safer, more nurturing family relationships and reducing the impact of harmful behaviors.
- **Supports lasting change** that strengthens children's safety, stability, and long-term well-being.

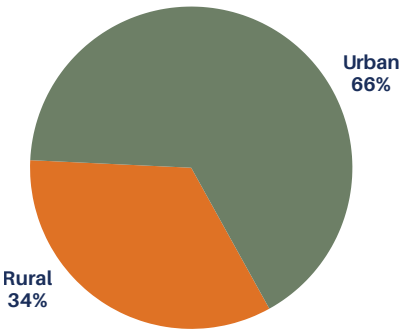
Began administering Caring Dads Program in FY22.



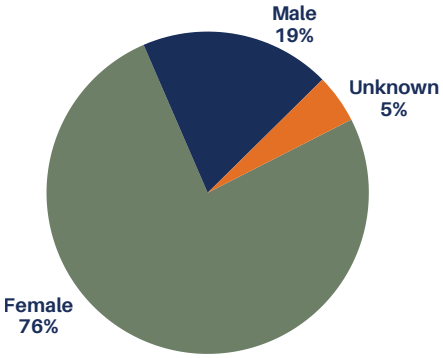
SURVIVORS' PROGRAM

Supports and advocates for families who have lost a loved one through homicide or vehicular homicide in 14 counties in Iowa. In addition, supports individuals impacted by violent felony crimes, such as kidnapping, robbery, and attempted murder. All services are 100% free and confidential.

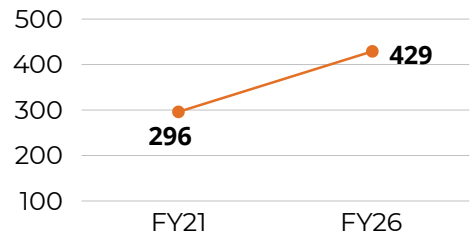
LOCATION OF CLIENTS SERVED IN FY26 - RURAL OR URBAN COMMUNITIES



GENDER OF CLIENTS SERVED IN FY26



NUMBER SERVED



Began administering the Survivors' Program in FY21.

One homicide impacts far more than one family. It leaves a lasting impact on friends, loved ones, and entire communities. The effects of violent loss can last long after the tragedy, touching lives in ways that are often unseen.

KIDSPOINT CHILD CARE

Waypoint's Child Care Division, KidsPoint, has provided children with a foundation for success since 1984 through quality education in a safe, nurturing environment. KidsPoint accepts state child care financial assistance and offers Child Care Tuition Scholarships to help low-income families access high-quality care while parents or guardians work or attend school full-time.



KIDSPOINT PROGRAMS INCLUDE:

- **Two Learning Center & Preschools, serving 6 weeks-5 years old**
- **School Age Kids Program, serving 5-12 years old**
  - **Before/After School Program**
  - **Summer Camp Program**

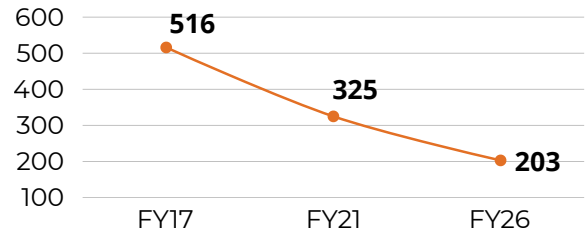


Children who graduate from a KidsPoint preschool are developmentally on track for kindergarten, compared to 63% in our community.



Children in the School Age Program who report a positive sense of self and a positive relationship with an adult outside of their family.

ENROLLMENT (WEEKLY AVG.)



- FY22 - no longer holding contract with Cedar Rapids School District for Before/After School Care caused decrease in enrollment

27% Receive tuition scholarships through the state or Waypoint's Sliding Scale-Fee Program.

75% OF FAMILIES IN IOWA WITH CHILDREN UNDER AGE SIX HAVE ALL PARENTS IN THE WORKFORCE.

EVERY $1 INVESTED IN EARLY CHILDHOOD YIELDS $4-$17 IN LONG-TERM RESULTS.

Quality child care helps build a strong foundation for children, supports working families, and strengthens Iowa's future workforce and economy.

WHY CHILD CARE IS IMPORTANT:

- **Supports working parents** by providing reliable care while they work, attend school, or pursue career opportunities.
- **Encourages early identification** of developmental delays by helping recognize potential concerns early and connect children and families with appropriate screening, resources, and support.
- **Builds school readiness** by developing social skills, communication, independence, and early literacy.

Over the past decade, the child care landscape has changed significantly as families navigate affordability, access, workforce demands, and the availability of quality care. KidsPoint's goal is to support children's development and help families balance work, school, and family life.

All data from this report is from Waypoint internal data, Housing Fund for Linn County, Linn County, Iowa, National Coalition to End Domestic Violence, Iowa Health & Human Services, United Way of East Central Iowa, Association of Fundraising Professionals, and Iowa Child Care Resource and Referral

SUSTAINING MOMENTUM:
WAYPOINT 3-YEAR STRATEGIC PLAN

Waypoint has a long history of responding to our communities' most pressing needs and helping people move forward. As we look ahead, we are committed to strengthening our programs, ensuring long-term sustainability, investing in our people, and deepening the community relationships that make our work possible.

To guide this process, we engaged the Innovation Lab to facilitate strategic discussions with our leadership team and board members, exploring our programs, emerging trends, evolving community needs, and opportunities for growth and collaboration.

Through this process, we developed our 10-year vision:

- ***We will lead our communities through evidence-based solutions in victim services, housing stability, and child care. Our measurable impact, financial sustainability, and trusted reputation will inspire investment and partnership, while our culture will make us an employer of choice for people who want to make a lasting difference.***

Our three-year strategic plan, beginning with Year 1 goals, establishes the foundation for this vision. Through four strategic pillars, Program Impact, Operational Sustainability, Workplace Culture, and Community Investment, we will align priorities, measure progress, and make intentional decisions. We will develop Year 2 and Year 3 goals closer to those timeframes to remain responsive to changing community needs, economic conditions, and program funding.

Success will require focus, accountability, and a willingness to learn and adapt. I am excited about what lies ahead and deeply grateful to our employees, board members, volunteers, donors, and community partners who bring Waypoint's mission to life. Together, we will continue inspiring people to build better lives for themselves and their children.

With gratitude,



Autumn Paine
CEO, Waypoint

YEAR 1 STRATEGIC PLAN

PILLAR 1: PROGRAM IMPACT

We will deliver evidence-based programs that achieve measurable outcomes and create lasting change.

HOMELESS & HOUSING SERVICES

GOAL: Strengthen Waypoint's role in the homeless response system while developing sustainable pathways to safe, stable housing through prevention, navigation, and coordinated services.

1. **Establish Madge Phillips Apartments** as a sustainable housing option. Develop an effective operating model, lease all 12 apartments, and implement tenant onboarding and supportive services that promote housing stability and successful tenancy.
2. **Continue to partner with Homeless Systems Initiatives** to meet system deliverables and strengthen referrals, service delivery, and community coordination through Coordinated Entry.
3. **Enhance technology and systems** to improve efficiency, strengthen case management and data tracking, streamline operations, and support effective staffing and delivery across homeless navigation and housing stability programs.

VICTIM SERVICES

GOAL: Strengthen Waypoint's Victim Services by providing coordinated, trauma-informed support that promotes safety, healing, and stability for survivors of domestic violence and other violent crimes, while expanding access to resources and strengthening services for families.

1. **Expand access to financial assistance** for survivor safety and housing needs. Establish and implement a process for providing financial assistance to survivors facing housing barriers and other needs related to fleeing violence, helping them access safe housing and increase their stability and independence.
2. **Strengthen continuity and coordination** across Victim Services programs. Establish clear communication and documentation processes, clarify staffing roles and responsibilities, and implement coordinated service planning between Domestic Violence Services and the Survivors' Program to reduce barriers, minimize gaps in support, and ensure survivors can access appropriate services as their needs evolve.
3. **Establish an advisory board** of key stakeholders and community partners to identify best practices, strengthen collaboration, and develop the metrics and infrastructure needed to support a successful FORGE Fatherhood grant application.

KIDSPOINT CHILD CARE

GOAL: Strengthen the sustainability, accessibility, quality, and impact of KidsPoint Child Care Program.

1. **Strengthen partnerships** with school districts, employers, and community partners to expand awareness, access, and credibility.
2. **Identify the top 2–5 challenges** limiting KidsPoint's sustainability and growth and develop actionable strategies to address each.
3. **Ensure a sustainable program model** through evaluation of enrollment, staffing, tuition, and financial performance.

PILLAR 2: OPERATIONAL SUSTAINABILITY

GOAL: Strengthen internal systems and processes, develop a capital improvement plan, and create a budget management decision matrix to operate effectively, sustainably, and responsibly.

1. **Strengthen financial management and accountability** by equipping Managing Directors to understand and manage department budgets, including staffing costs, program expenses, budget variances, and potential financial risks.
2. **Improve organizational efficiency** by identifying 2-5 organizational systems or processes with the greatest opportunity for improvement, automation, or efficiency and develop action plans to address them.
3. **Develop a committee** to support building a 5-10 year capital improvement plan that prioritizes facility needs, long-term maintenance, and replacement of major assets, including estimated costs, timelines, and funding priorities.
4. **Create a budget management decision matrix** that establishes decision-making and action steps to guide organizational response to financial shortfalls and revenue gains.

PILLAR 3: WORKPLACE CULTURE

GOAL: We will cultivate a workplace where people feel valued, connected, supported, and inspired to do meaningful work.

1. **Create and implement a consistent onboarding experience and employee communication plan** that helps every employee understand Waypoint's mission, values, culture, benefits, expectations, roles and responsibilities, and organizational priorities.
2. **Strengthen leadership development and accountability** by establishing consistent expectations for people management, effective leadership meetings and development opportunities, and improving processes for hiring, performance management, employee development, and corrective action.
3. **Establish a consistent process for gathering and responding to employee feedback** through regular feedback opportunities, identifying workplace strengths and challenges, and developing action plans to address opportunities for improvement.

PILLAR 4: COMMUNITY INVESTMENT

GOAL: We will strengthen relationships with donors, funders, volunteers, community partners, and advocates who invest in our mission, champion our work, and help us create lasting solutions.

1. **Grow and diversify contributed revenue** to strengthen financial stability to reduce reliance on any single funding source.
2. **Strengthen donor stewardship and engagement** by developing an intentional strategy that deepens relationships with current donors, increases donor retention, and creates stronger pathways for investment.
3. **Build strategic community partnerships** with businesses, foundations, civic organizations, and community leaders that advance Waypoint's mission, expand resources, and create opportunities for collaboration.
4. **Increase advocacy and community awareness** by strengthening Waypoint's visibility and voice in the community so more people understand the issues we address, the solutions we provide, and how they can be part of the work.
5. **Enhance board engagement and accountability** by establishing clear expectations, developing corporate and individual connection plans, and engaging board members in advocacy efforts.

FROM RESILIENCE TO GROWTH: HOW YOUR SUPPORT MAKES A DIFFERENCE

EXPAND ACCESS FOR INDIVIDUALS NEEDING SUPPORT

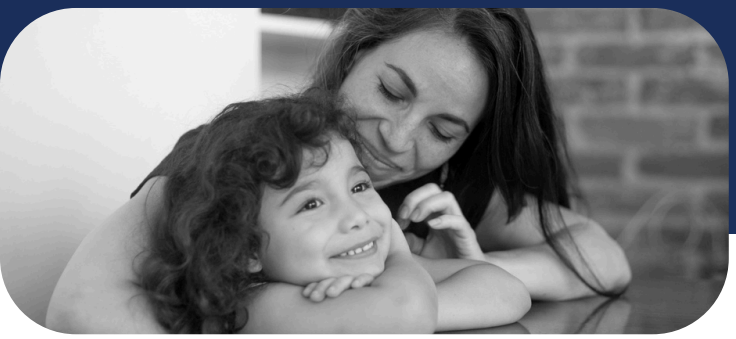
BUILD SUSTAINABILITY TO ENSURE LONG-TERM IMPACT

SUPPORT OUR STAFF WHO CARRY OUT OUR MISSION EVERY DAY

IMPROVE PROGRAMS TO MEET THE NEEDS IN OUR COMMUNITY

WAYS TO INVEST IN WAYPOINT

- **ONE-TIME GIFT:** Every dollar helps provide critical services
- **MONTHLY GIFT:** Join our monthly giving program to sustain our work year-round
- **MAJOR GIFT:** Drive significant change that aligns with your passion
- **GIFT OF STOCK:** Help sustain programs while receiving tax benefits
- **PLANNED GIVING:** Leave a legacy of compassion by including us in your will



"EVERY GIFT CREATES A RIPPLE OF CHANGE IN OUR COMMUNITY."

Please reach out to Autumn Paine, Chief Executive Officer, with any questions about donating or this report at 319.731.6117 or apaine@waypointservices.org.

WAYPOINT

www.waypointservices.org

Main Office: 318 5th St SE, Cedar Rapids, IA 52401

Serving 18 counties across Iowa

TO LEARN MORE OR TO DONATE, SCAN HERE.