

ANNUAL REPORT 2021



North Newstead Association

4601 POPE AVE
ST. LOUIS, MO 63115

SERVING ST. LOUIS SINCE 1993



**A YEAR IN
REVIEW**



A LETTER FROM OUR EXECUTIVE DIRECTOR



Dear Friends of North Newstead Association,

Greetings,

Let me start by saying how fortunate we are to have wonderful friends, supporters, and partners like you who inspire and empower us to continue to serve communities every day. Thank you in advance for your continued and/or new generosity and support!

North Newstead Association (NNA) is a community-based 501 (c) (3) not-for profit corporation with the mission of bringing community partners together to promote economic well-being. Embedded in the Penrose "Neighborhood of Choice" located in North St. Louis City, NNA serves 21 different neighborhoods, nearly all north of the Delmar Divide. Often, when asked about the work that we do, our pitch will tell you about our various programs- Neighborhood Clean and Beautification, Minor Home Repair, Neighborhood Safety Initiative, Elderly Services, Landlord and Rehabber Training, and Affordable Housing- but this is just a snippet into the day of a North Newstead Association staffer. What we can't fit into our 30 second pitch is that our staff continues to go above and beyond for our residents each day, even if the assistance needed does not fall neatly under one of our programs.

This pandemic has really highlighted how many members of our community have fallen through the cracks of our society's social support system. We see them walking their kids to school at early hours of the day- rain or shine- because there isn't a bus stop at their house, we see them sleeping in their cars at night because affordable housing is becoming more and more difficult to find and qualify for, and we see them at our office when they come in seeking assistance because others have turned them away. Recognizing this need, North Newstead Association has not shut our doors during the pandemic. Instead, our small full-time staff of two has chosen to come into the office as the resident foot traffic into our office has only increased. Residents come in because they don't know where else to go. They come in because they've heard that our dedicated staff at North Newstead Association will do whatever we can to assist- whether it is assistance in making phone calls to scheduling doctor's appointments or contacting the IRS to locate stimulus checks or signing kids up for the school bus route or just to find an ear to listen; our staff is here for our community members.

This pandemic has also reiterated to us what a supportive community means and has reminded us of the best in people.

Meet Amelia, a student from Thomas Jefferson School, who as part of her "Envisioning a World of Beauty and Intellect" class decided to become a solution by personally donating much needed food and snacks for families in our communities at the end of the month when funds are limited. Not only was this a call to action, but she was also very passionate and strategic in making sure that little people were being considered and for us, this was inspiration and hope. Since Amelia began making her multiple donations, she has inspired several other community residents to make similar donations. From food to baby items from Mr. Shawn that benefitted a first-time single mom Dellion with a car seat and two bases, our community continues to support one another. Not only do our staff continue to be flexible and responsive to community needs, but our office has done the same as it has transitioned into a small food and essentials pantry for community residents as we have individually purchased milk from across the street at the neighborhood corner market, provided bus passes as our office is on the bus line and continue to share personal protective equipment for safety awareness to all.

This year, we are happy to announce two new services: free Notary Services at our office and free electric vehicles (non-emergency) rides for seniors through the newly launched SILVERS Program.

We also had the opportunity to host a practicum student from the George Warren Brown School of Social Work who left us with the enclosed note documenting his experience.

As this pandemic continues and as we enter a new year, I hope you would consider contributing to North Newstead Association as part of our 6th Annual Community Development Celebration. Your 100% tax deductible financial contribution is extremely crucial to the work that North Newstead Association staff continues to do every day.

Cheers to 28 years of serving the community!

Thank you in advance for your consideration and most of all your choice.

Sincerely,

Pamela D. Harris
Executive Director



ISN'T THIS BEAUTIFUL?

a reflection of my time at North Newstead Association | Denis Shine, Practicum Student

"This is so beautiful. Isn't it beautiful?" These are the words of Miss Rosie Willis as she walks with pride around the Fresh Starts Community Garden located on Dayton Street in North St. Louis. Miss Willis founded the Garden twelve years ago on what must have been "not so beautiful" vacant lots. In one area of the garden, people from Urban Harvest were working on plots growing vegetables to donate to the community. In another corner, a volunteer group from Georgia worked on a garden bed because the owner's husband had passed away from Covid. Rosie had promised it would be ready for her when circumstances allowed her return. Beautiful.

This was just one of many impactful days of service and observation as a Washington University Social Work practicum student at North Newstead Association (NNA) during the spring and early summer of 2021. My Field Advisor, Ms. Constance Siu, required that any practicum student be onsite rather than over Zoom. Understanding North St. Louis needs to be done in person. I did, however, sneak in a bit of the book learning too. The NNA experience has left me with a better understanding of the people of North St. Louis, a better understanding of the Not-for-Profit community-building network, and a basic understanding of the nuts and bolts of running a Community Development Corporation.

When I first arrived at NNA, Constance talked to me about the people of the community. The word she used to describe them was "resilient." After almost 300 hours of work and observation, I would agree. Our local press talks quite a bit about the community served. But I was even more impressed with those who are trying to improve their community. Miss Willis was just one example. I could just as easily have talked about Ms. Lane, who lives on Adelaide. She wanted flowers in the traffic control flowerpots on her street. Four younger people and four more mature people showed up to do the thankless work of shoveling dirt and planting marigolds. State Representative Collins not only was able to secure the soil for the project but also donned a shovel and would not leave until the job was done and done well. Or I could have talked about Angelo, a fixture in the Fairgrounds Neighborhood who helped guide groups of volunteers through his community. This is his home. I also encountered by the random acts of kindness, from the guy who stopped his pickup truck to share donuts with clean up volunteers to Ms. Hill, who lives in an apartment above NNA and insisted I take some of her cinnamon coffee cake. I guess food is a big part of community building!

Michael Franti wrote a song that says in part, "There's a billion different people, doin' a billion different things to make a billion places better today." I met a few of the billion during my practicum. Much of the work of community development is accomplished through connection. The connections, however, cannot be described in an organized, linear way. I would more describe it as a "wonderful mess." Five organizations might all do similar things with programs overlapping or reinforcing each other. However, to get something done, you might need a bit of this, a dash of that, and stir vigorously. The culture is one of partnering. What do you get when you combine Community Development, State Representatives, Aldermen, police, and anchor institutions? You get the world in which we live. It is not efficient, but things get done. I started a spreadsheet to try to keep track of the groups I encountered at North Newstead. It starts with "Action St. Louis", ends with "We Power Accelerator" and there are 70 entries in between.

I also learned about the business of community development. Income is necessary. Money can come in the form of grants, donations, and donations in kind. Money from government grants requires reporting - a lot of reporting. Document, document, document. A necessary evil. Getting the word out involves understanding and reporting using technology. I did my first Facebook posts, including scheduled delayed posts. I learned how to make a Tiny URL and got some Canva work in to boot. If you do not understand what I just wrote, you are probably over 50 too. Oh, and one shameless plug. Go ahead and send money to NNA! It will go to good use.

Community Development at North Newstead is more than a job. Both the Executive Director, Pam Harris, and the Community Engagement Specialist, Constance Siu, have shown me this work is about caring and people. Both Constance and Pam are "SWANS." Smart, (hard)Working and Nice. They taught me that this work is more about walking alongside people rather than trying to fix things. The North St. Louis Community is like that. The idea is to see connections and help put people who care together. I expected to learn more about community development as a business. I got so much more than that. I learned about the heart of the matter. It causes me to say along with Ms. Rosie, "Isn't this beautiful?"





42

neighborhood
beautification and
clean up events

NORTH NEWSTEAD ASSOCIATION

2 0 2 1
YEAR IN REVIEW



131

repairs made
in 18 homes



32

neighborhood
meetings
with over 452
participants



+57

partnering
organizations

over
\$324,711

awarded to support programs and operations



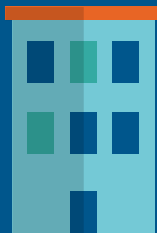
449

volunteers
activated for
over 100 hours of
community service



\$80,000

invested into existing
housing portfolio



257

seniors engaged in
42 virtual workshops



11

neighborhood groups and +20 seniors regularly
received technical and technological support
during the pandemic allowing them to stay
connected and engaged with their community



over
\$30,000

received in rental assistance for NNA tenants

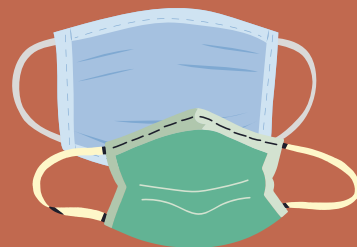


320

bags of fresh, nutritious
groceries provided to
seniors at 9 different senior
living facilities

+2,000

masks and other PPE
provided to community
members





NORTH NEWSTEAD ASSOCIATION

2021 Community Development Fundraiser

DONATION LEVELS

Visionary.....	\$2,500
Community Developer ...	\$1,000
Investor	\$500
Stakeholder	\$250
Sponsor	\$100
Friend	\$50
Other	\$ _____

Name: _____

Company/Organization: _____

Address: _____

Phone: _____

Email: _____

THANK YOU FOR YOUR GENEROSITY AND CONTINUED SUPPORT!

All donations are tax deductible.

Online donations can be made at :

- <https://tinyurl.com/DonateToNNA>

Donations can also be made by mail to:

- North Newstead Association | Attn: Pamela D. Harris
4601 Pope Ave., St. Louis, MO, 63115.

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