



**HEROHouseNW**

BELLEVUE | SEATTLE | EVERETT

**HOPE**

**EMPOWERMENT**

**RELATIONSHIPS**

**OPPORTUNITY**



2023 AT A GLANCE



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# HEROHouseNW

BELLEVUE | SEATTLE | EVERETT

FOUNTAIN  
HOUSE  
UNITED



**A new look, a consolidated brand name, and a formal partnership.**



**HEROHouseBellevue**



**HEROHouseSeattle**



**HEROHouseEverett**

We are proud to unveil our new branding, featuring a fresh look and a unified identity for our Clubhouses. This change reinforces our collective mission under the HERO House NW umbrella, ensuring clarity and cohesion. Additionally, we are excited to announce our partnership with Fountain House United, becoming part of their national network dedicated to advancing support and solutions for individuals living with mental illness. Our new logo lockups symbolize a powerful collaboration with 11 Clubhouses nationwide, building on Fountain House's legacy of mental health advocacy and community integration through direct services, practice innovation, advocacy, and policy change.

# A MESSAGE FROM THE BOARD PRESIDENT AND CEO

We are thrilled to share with you the Impact Report for 2023 from HERO House NW. This report serves as a reflection of our collective achievements, challenges overcome, and the profound impact of your unwavering support on our mission.

## Our Mission and Impact

At HERO House NW, our mission to champion mental health recovery and awareness through the expansion of Clubhouses continues to drive every facet of our work. Throughout 2023, your support has enabled us to achieve significant milestones, including the establishment of our first housing program, continued expansion of our employment program, and vital Clubhouse support across Washington State. Together, we are advancing Clubhouses as a critical component in the continuum of care, enriching lives, and fostering positive change.

## Financial Overview

Our commitment to transparency and accountability is reflected in our financial stewardship.

In 2023, we established stronger financial health with over \$2 million in revenue, strategically allocated towards our programs and initiatives. Your generous donations have been instrumental in sustaining our operations and amplifying our impact.

## Highlights and Achievements

The past year has been marked by remarkable achievements:

- Established our first-ever housing program for both Supported and Transitional Housing.
- Provided crucial technical assistance and support to Clubhouses statewide.
- Successfully advocated for and secured a historic investment from Washington State in public funding for Clubhouse programs.

## Gratitude and Acknowledgment

None of our achievements would be possible without the steadfast support of our donors, volunteers, partners, and advocates.

## Looking Ahead

As we embark on the coming year, we are enthusiastic about the opportunities ahead. Our strategic priorities include enhancing meaningful opportunities for independence and connectedness among individuals with mental health conditions through Clubhouses and ensuring sustainable growth and high-quality outcomes across Clubhouses throughout Washington State. These priorities are designed to deepen our impact and further advance our mission.

## Conclusion

In conclusion, we extend our heartfelt gratitude to each of you for your continued support, dedication, and commitment to our cause. Together, we are making a profound difference in the lives of our Clubhouse community members and building a brighter future for all.

**Thank you for being an integral part of the HERO House NW family.**

With gratitude,



**Kailey Fiedler-Gohlke**  
CEO



**Scott Rerucha**  
Board President



# CLUBHOUSES

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**HEROHouse**Bellevue



**HEROHouse**Seattle



**HEROHouse**Everett

# BELLEVUE REPORT

HERO House Bellevue had many accomplishments to celebrate in 2023!

+ Earned the highest accreditation that Clubhouse International offers, as acknowledgement of our diligent work following the 37 International Clubhouse Standards. We started by completing a detailed self-study, then did a great job during the 3-day accreditation visit.

- Started and grew a new Housing Program. Renting an eight-bedroom house on Beacon Hill as transitional housing for our members. We also supported and connected our members with a variety of resources to address their housing needs.
- Actively participated and built strong partnerships with several local organizations, such as 100 Women Who Care, Kirkland Rotary Club, Plymouth Crossing, Porchlight, Sound, and Nourishing Networks.
- Shared HERO House information at tabling events at libraries, Seattle Pride Walk, and the Martin Luther King Day Health Fair at Crossroads Mall in Bellevue.



**HERO**HouseBellevue





# SEATTLE REPORT

This year was full of exciting events and partnerships! We were thrilled to host Representative Liz Berry and enjoy a lunch visit with Julia Reed, who also mentioned us in her legislative update.

Our collaboration with Harborview Medical Center has grown stronger, resulting in a new bi-monthly tea ceremony led by an HMC peer. We also had the pleasure of hosting lunch for Harborview Behavioral Health staff and clients, and an introductory lunch for DESC staff.



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We formed a new partnership with Plymouth Housing to create a transportation program for clients and worked with Seattle Central admissions staff to provide educational support.

Our presentations at Shoreline Universalist Unitarian Church, where we received a generous donation, and at a BHRD meeting with HHNW's CEO, highlighted our mission and successes.



Additionally, we were invited to meet with Fountain House United to share social practice tools, and presented to various mental health agencies, including Plymouth Healing Communities, Transitional Resources, and the City of Seattle's Sound Generations network meeting. These connections are vital to our growth and the expansion of our services.



# EVERETT REPORT

Everett Clubhouse had an incredible year! In August, we hosted our first annual fundraiser and raised an amazing \$4,000. We've also begun exciting renovations in our new Hospitality Unit, complete with new floors and fresh paint throughout the Clubhouse.



For the first time, we participated in a legislative advocacy day in Olympia, WA, to request state support for Clubhouses. We also had a productive meeting with Councilwoman Megan Dunn and have started attending her monthly community resource meetings for Snohomish County to enhance our community involvement.

To improve our services, we upgraded our computers, Wi-Fi, and Work-Ordered-Day board for better performance and organization. Thank you to everyone who contributed to making 2023 a fantastic year for Everett Clubhouse!



# MEMBER STORY

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In 2023, Seattle Clubhouse put several members' hidden talents in the spotlight with our "Talkin' Clubhouse." podcast hosted by Elliot T. and produced by many capable members and staff.

Our first episode premiered on September 12th. To date we have posted twenty-seven episodes!

Members designed the podcast to provide updates on Clubhouse happenings. Members also wanted to use the platform to share their stories and highlight the role Clubhouse has played in their recovery. Members decided that using an interview style format would be a viable choice.

Our host of Talkin' Thursdays Elliot T collaborates with staff and members to create each show. He regularly interviews Clubhouse members. Elliot recently completed two podcasting courses. His professionalism and enthusiasm have inspired other members to pursue podcasting classes. We have two members enrolled in an upcoming class!

*"Hosting 'Talkin' Clubhouse' has dramatically improved my life. It has given me meaning, purpose, and direction. I finally dusted off the gift that was in front of me my whole life. Clubhouse gave me the inspiration to start the show and the perspicacity to see it through."*

-Elliot T.

So far, the podcast has had remarkable success! It has expanded community awareness, grown our online presence, and increased member participation in our social media initiative!



# OUR PROGRAMS

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## Work-Ordered Day

The daily activity of a Clubhouse is organized around a structured system known as the work-ordered day. Members and staff work side by side as colleagues to perform the work that is important to their community. Members and staff share responsibility for running every aspect of the Clubhouse.

## Employment Program

Returning to work is one of the biggest goals our members have, and we proudly support our members in going back to work. Our Clubhouses support members through resume building, interview preparation and skill building, transportation, dress code and on the job coaching. We offer three different tiers of employment supports: Independent, Supported and Transitional Employment, all geared to the support a member desires.

## Education

As with employment, education is a real and immediate path back into the community. In addition to tutoring, the Clubhouses provide other in-house supports, such as utilizing the Clubhouse computers and a space to study and do their homework. The Clubhouse assists people to access educational opportunities in the community. From adult basic education through graduate school, Clubhouses assist members in pursuing their individual educational goals.

## Transportation

We are committed to meeting members' transportation needs. Members unable to use public transportation can schedule drop-offs to and pick-ups from the Clubhouse.

## Outreach

Members are always encouraged to participate in Clubhouse activities. Those who stop attending are contacted, in a variety of ways, to be informed of upcoming events as well as to check on their wellbeing. This is done with phone calls, emails, greeting cards, social media, newsletters, and texts. On occasion, members are visited at hospitals and/ or their homes in an effort to lift their spirits when the member is struggling or isolating.

## Supported Housing

Our new Supported Housing program is building partnerships around our community to offer safe and affordable housing for our members, including an 8-unit rental home for members. As we expand into the future, we will assist members in securing housing, supporting members with rental assistance, and connecting members with vital housing resources.

## Socials and Wellness

Each Clubhouse hosts weekly events to develop social skills. Members mutually support each other in these informal settings while having fun. Socials are usually free, or low-cost to all members and include activities such as museums, advocacy trips to the state capital, outdoor activities, and game nights.

Our Clubhouses support members to lead healthy lives in many different capacities. Our focus on mental wellness shows that our Clubhouses are a powerful demonstration of the fact that people with mental illness can and do lead normal, productive lives. Many of our wellness activities include healthy meals, yoga, meditation, wellness walks, wellness-focused socials, and many other wellness-related activities.

# KEY PARTNERS

## BUSINESSES

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100 Women Who Care

City of Bellevue

City of Bothell

City of Issaquah

City of Kirkland

City of Redmond

Central Welding Supply

Confluence Environmental

Costco Wholesale

Facebook Fundraising

Fountain House

Frontstream

Green-Theory

John Knox Presbyterian Church

King Co. Employee Giving Fund

Kiwanis of Mercer Island

Legacy Group Capital LLC

Microsoft Benevity

Nintendo US

Premiera Blue Cross

Providence

Seattle Foundation

Rotary of Kirkland

We Work For Health

## INDIVIDUALS

---

Derrick Abernathy

Sherwood Adams

Bob Agopsowicz

Peter Anderson

Anonymous

Cary Bailey

Deniel & Warren Banks

Constance Berlinger Barnes

Na Barton

Scott Bassage

Suzanne Bay

Jonathan Beard & Grace

Nordhoff

Jennifer Beardall

Renea Bednar

Luella Beer

Judy & David Benami

Microsoft Benevity

Cori Benson

Stuart Blick

Raymond Bly

Bok Bode

Cory Bode

Kittie Bogisich

Calista Bradtke

Tyler Bradtke

Kasey Braun

Brenae & Todd Brix

Freddie Cassin

Christine Cherkis

Gayle & Uli Chi

Vella Christiansen

Paula Clark

Jules Collins

Kemberly Connelly

Rosalie Cormier

Pratima & Savinay Dangi

Leia Daniel

Jamel Dietrich

Adam Droker

Laurence DuBuque

Scott Eastham

Jeannette Effertz

Linda Diane Eilers

Muriel Epstein

Sara Fenstermacher

Suzanne Fleming

Andrea Foegler

Bernie Franecki

Denae Franecki

Sarah Frankum

Lashay Fritsch

Glen Gaidos

Virginia & John Gannon

Sharie Gerhold

Wilton Gleason

Stephan Gohlke & Kailey

Fiedler-Gohlke

Cristal Goldner

Maria Golescu

Caroline Gomez

Ollie Gorczany

Pete Gottlieb

Corina Greenfelder

Johnson Grimes

Marylynn Hahn

Rosalina Haley

Wonda Hammes

Keith Haslerig

Paula Hatlelid

Erin Hegmann

Dionne Hickie

Margart Hickie

Lynell Hills

Willene Hoeger

Meribeth Holec



# KEY PARTNERS

## INDIVIDUALS CONT.

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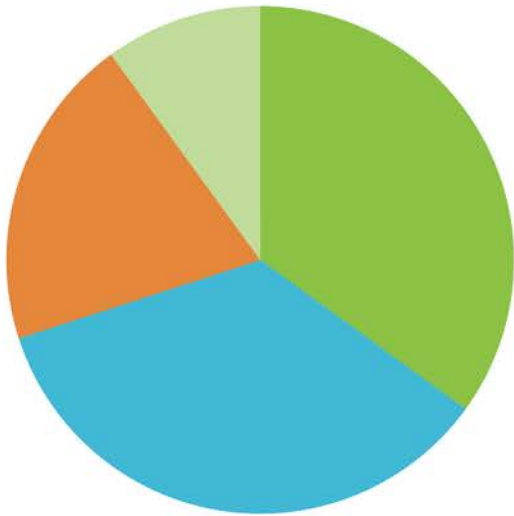
Clara Homenick  
Orville Howell  
Ruthie Howell  
Raphael Hudson  
Bernadette Jacobs  
Chuck Jacobson  
Geoffrey Jaskolski  
Yu Jaskolski  
Jill Johnson  
Jessica Kasper  
Alicia Kerlee  
Duncan Kertzmann  
Edwin Koski  
Martin Koss  
Ava Kozey  
Alease Krajcik  
Marc Kriger  
Henry Kub  
Karl Kuhlman  
Tammera Kuhn  
Lelah Kunde  
Jeffrey Larson  
Victorina Legros  
Rosalee Lesch  
Linda Levenson  
Mickey Levine  
Julie Mahler  
Susan Malte  
Von Marquardt  
Melissa Martin  
Graig Mayert  
Harold & Margaret McClure  
Maryetta McClure  
Emma & Ryan McClure  
Mary McTavish  
Chante Mertz  
Jean Marie & Donald Miller  
JoAnn Moffitt  
Jim & Saranne Moreschi  
Faviola Murphy  
Janella Murphy  
Fletcher Nicolas

Kerri Nielsen  
North  
John O'Conner  
Devora Orn  
Raymonde Orn  
Kristine Page  
Teresa Palella  
Alexis Parisian  
Connie Parker  
Palma Parker  
Diane Brewis Pasley  
Frances Paucek  
Barbara Peterson  
Carroll Phillips  
Diane & Chris Pottinger  
Elizebeth Pouroso  
Joanne Primavera  
Franklin Reichel  
Ji Reichert  
Marylouise Reilly  
Areerat & Scott Rerucha  
Bertram Ritchie  
Jennifer Roberts  
Ron Rodgers  
Gaynell Rodriguez  
Scott Rogahn  
Vernon Rogahn  
Jean Rogers  
Particia Romaguera  
Graig Rowe  
Frederic Runolfsdottir  
Lelia Schamberger  
Karen Schilde  
Minna Schiller  
Heidi Schmedding  
Kerrie Schmidt  
Byron Shutz  
Tammy Sittnick  
Beverly Skeffington  
Alissa Smith  
Robert Stagman  
Teodoro Stark

Jeffrey Stedman  
Thad Steuber  
Abdul Stoltenberg  
Sanford Stoltenberg  
Andrea Stoppani  
Cynthia Stratiner  
Milagros Stroman  
Greg Teich  
Jerry Terell  
Len Terry  
Bettina Thrun  
Lisa Thurston  
Jillian Tillman  
Austin Towne  
Chezik Tsunoda  
Consuelo Walsh  
Hans & Sharon Wehl  
Dalton Weimann  
Garret Welch  
Melet Whinston  
Natalie White  
Rebecca & William Wilder  
Miriam Wilderman  
Isaiah Willms  
Renay Windler  
Morgan Winkler  
Merle Wisoky  
Heaton Wrenn III  
Xiao Wunsch  
Olga Yarmoshik

# 2023 FISCAL YEAR IMPACT

## EXPENSES



**Program (80% of total) = \$2,111,738.33**

- 35% WOD
- 35% Career Development
- 20% Housing
- 10% Social Program



**Admin (20% of total) = \$422,347.67**

- 13 % Administrative
- 7% Fundraising

**TOTAL \$2,534,086.00**

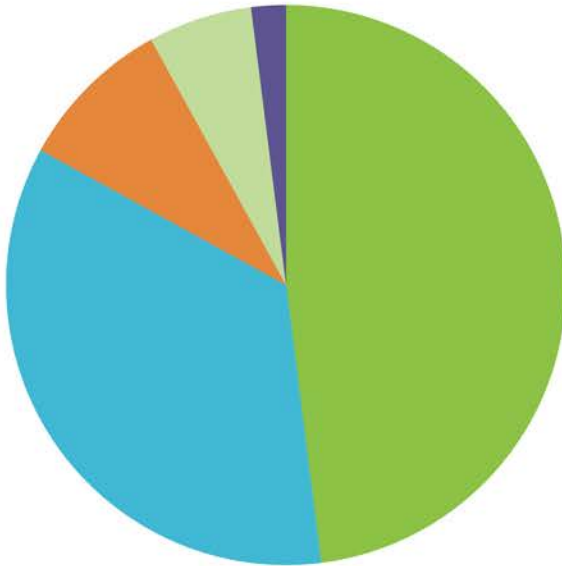
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# 2023 FISCAL YEAR IMPACT

## REVENUE



**Revenue Total = \$2,287,869.45**

- 48% King County
- 35% Washington State
- 9% Cities
- 6% Fundraising (Individuals + Foundation)
- 2% Cafe







# STATISTICS



## MEMBER VISITS

BELLEVUE	<b>7,414</b>
SEATTLE	<b>1,482</b>
EVERETT	<b>1,834</b>

## AVERAGE MONTHLY ACTIVE MEMBERSHIP

BELLEVUE	<b>86</b> 6% increase
SEATTLE	<b>32</b> 40% increase
EVERETT	<b>21</b> 15% increase

## NEW MEMBERS

BELLEVUE	<b>37</b> 14% increase
SEATTLE	<b>34</b> 50% increase
EVERETT	<b>6</b> 40% decrease

## ADDITIONAL STATS

MEMBERS SUPPORTED IN EMPLOYMENT	<b>474</b>
MEMBERS SUPPORTED IN EDUCATION	<b>143</b>
MEMBERS IN HOUSING SUPPORTS	<b>195</b>



# COME STAND WITH US

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## EVENT HELPERS

The daily activity of a Clubhouse is organized around a structured system known as the work-ordered day. Members and staff work side by side as colleagues to perform the work that is important to their community. Members and staff share responsibility for running every aspect of the Clubhouse.

## GIVE NOW

- Set up a monthly or yearly contribution via our website.
- If your employer matches gifts, be sure to apply for matching funds.
- Name HERO House NW as a beneficiary in your will, estate plan, retirement, or life insurance.
- Give stock or securities for tax benefits.

For more information on HERO House NW, please check out our nonprofit profile on [www.guidestar.com](http://www.guidestar.com) and visit our website at [www.herohousenw.org](http://www.herohousenw.org)

## BOARD MEMBERSHIP

Are you interested in serving a role of governance for the organization and helping HERO House NW become sustainable?

If so, email your interest to:  
**[KaileyF@herohousenw.org](mailto:KaileyF@herohousenw.org)**

## WAYS YOU CAN HELP

For information on ways to give, including annuities and charitable lead trusts, see the Planned Giving page on our website:

**<https://www.herohousenw.org/ways-to-give>**.

**Our TAX ID is 01-0925282**



**DONATE  
NOW LINK**



# BOARD OF DIRECTORS

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**Scott Rerucha**  
Board President & Treasurer



**Savinay Dangi**  
Vice President



**Veronika "Vee" Pohl**  
Secretary



**Sudir Ralhan**  
Director



**Lisa Coleman**  
Director



**Deepa Bajwa**  
Director



**Meg McClure**  
Director



**Pratima Lakotia**  
Director



**Kailey Fiedler-Gohlke**  
Chief Executive Officer



**Michael Brown**  
Chief Program Officer

# OUR CLUBHOUSES



12838 SE 40th Pl.  
Bellevue, WA 98006

## **HEROHouse**Bellevue

Since 2005, Bellevue Clubhouse has served as HERO House NW's headquarters and flagship Clubhouse, leading the way to increased mental health services on King County's Eastside. Accredited by Clubhouse International since 2009, we have demonstrated unwavering commitment to mental health recovery.

[www.bellevueclubhouse.org](http://www.bellevueclubhouse.org)



711 6th Ave N Suite 101  
Seattle, WA 98109

## **HEROHouse**Seattle

Established in 2017 to address the unmet needs of people in the Seattle area experiencing mental illness, Seattle Clubhouse stands as a beacon of support. Located near the iconic Space Needle, our member-led community fosters recovery through meaningful work and engagement with members of the community.

[www.seattleclubhouse.org](http://www.seattleclubhouse.org)



1901 Wetmore Ave C.  
Everett, WA 98201

## **HEROHouse**Everett

Everett Clubhouse, established in 2019, is the latest addition to HERO House NW's network, and our only location offering services in Snohomish County. Situated near Grand Avenue Park, we are uniquely positioned to serve both urban and rural communities, fostering close-knit relationships that help us advocate for continued mental health supports throughout Snohomish County.

[www.everettclubhouse.org](http://www.everettclubhouse.org)

