



# HEROHouseNW

*Hope, Empowerment, Relationships, Opportunity*

ANNUAL REPORT

2020



# HEROHOUSE NW 2020 ANNUAL REPORT



“The clubhouse gives me a chance to be successful!”  
- Brian Ganon



“When I first became a member I got to meet people that understood me for the first time. That has continued to this day.”  
- Lisa Coleman

## Table of Contents

Message FROM THE President & CEO	01
Bellevue Clubhouse Report	05
Seattle Clubhouse Report	07
Everett Clubhouse Report	09
Our Programs	11
Key Partners   Businesses	12
Key Partners   Individuals	13
2020 Expenses & Revenue Chart	15
2020 Expenses & Revenue Financials	16
Statistics	18
Stand With Us	19
Clubhouse Locations Map	20
Our Board of Directors	21

# CLUBHOUSES



## A Message from THE BOARD PRESIDENT & CEO

2020 was a challenging and unprecedented year for all of us amidst a global pandemic. HERO House NW was not immune from the struggles that we all faced and had to make drastic changes to our operations to adjust to a new way of working.

We had to physically close our doors for the first time at all three of our Clubhouses, in our organizational history and were unable to gather as a community for several months in the beginning of 2020 to protect our staff and members from the spread of COVID-19. This difficult decision was not made lightly, and we feared what our next steps would be.

However, our community is incredibly strong, resilient and quick to take action. Our number one priority was to ensure that no one felt the severe impacts of isolation and that we somehow remained connected to one another. The strengths, talents and abilities of our staff, board of directors and members helped us create our first-ever virtual Clubhouse. All three of our programs were able to engage and stay in touch with one another during the most difficult times of the past year.

Our Clubhouse programs continued to grow despite the challenges brought on by COVID-19. We were able to connect to members we haven't seen in many years and welcomed new members into our community. We focused our energy into sustaining our three Clubhouses and ensuring that our health and safety was our top priority when we were safely allowed to re-open our physical spaces.

HERO House NW is also proud to share that we never stopped or shut down any of our vital programs within the Clubhouse during our physical closures. These programs include the Work Ordered Day, Employment, Education, Socials, Housing support and Health & Wellness.

As we begin to slowly re-open and welcome back everyone, we know we cannot do this alone. You, our supporters, have been key to our success and sustainability over the past year and it proves that when we work Side by Side, We Are Stronger Together.

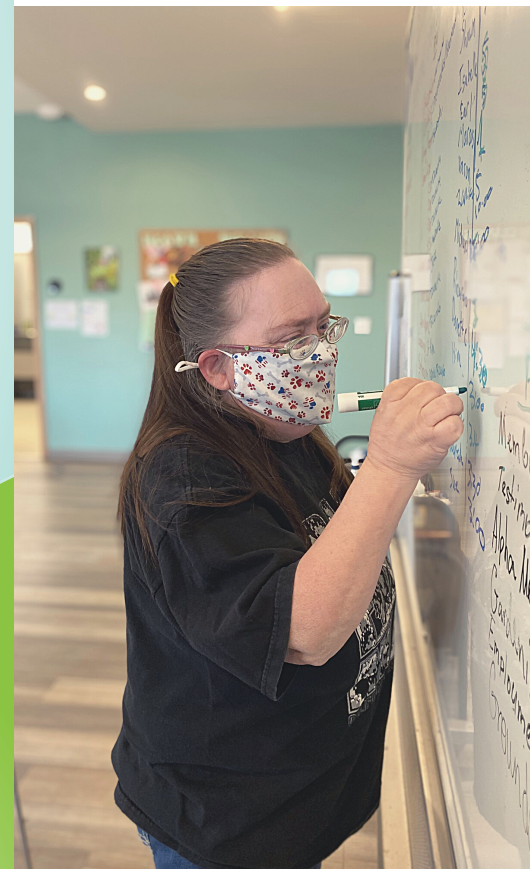
Scott Rerucha, Board President & Kailey Fiedler-Gohlke, CEO



Scott Rerucha  
Board President



Kailey Fiedler-Gohlke  
CEO



## Bellevue Report

Our community is proud to say that we have adapted well to the unusual times caused by the COVID 19 pandemic. Our physical space was unavailable to us for ten weeks from March 17th through June 1st yet we still carried out our guiding principles of Hope, Empowerment, Relationships, and Opportunity.

We knew preventing isolation would be more important than ever so we met online every week-day during our regular business hours to work on projects like newsletters, billing, fundraising, and to offer support any way we could. Staff also connected with members by phone and text message every-day, and occasionally by mobile outreach to support members that needed help with basics like groceries and homemade masks. We celebrated when members started new jobs, we supported members in maintaining jobs they already had and helped many more prepare and look for work.

We reopened our building June 1st to a few members a day, thrilled to be part of Phase One of the Governor's plan to reopen the economy. Due to the COVID-19 numbers in our state and county, we took extra precautions such as health screenings at the entrance to the clubhouse, frequent hand-washing, sanitizing surfaces and most importantly, mask-wearing and 6 foot distancing. At the same time, we've maintained the Work Order Day on Zoom and in-house, with virtual social activities in the evenings, and on weekends.

We organized three small celebrations for Thanksgiving to give opportunities for more members to participate in-person while staying safe. For the first time, we delivered delicious, complete Thanksgiving meals to members' homes.

In December, we held a virtual 15-year HERO House/Bellevue Clubhouse anniversary celebration. Members and staff shared their favorite memories and aspects of being a part of our empowering, encouraging, and supportive community. Deliveries of Holiday care packages were also deeply appreciated by members, bringing much-needed cheer to the Holidays. All and all we made it through such an unusual year well and continue to support members in their recovery.

**Attendance, overall total for the year - 5,665 visits**

**How many members served/participated in 2020 - 167**

**How many new members enrolled - 27**

**How many members employed - 45**

**How many members helped with educational goals - 16**

**How many members supported re: housing stability - 26**

## Bellevue Clubhouse

I have spent the better part of the last 15 years believing that I would never return to architectural work. This would change! Ten months ago, I started working for Panera Bread part-time to accommodate my mental health limitations. Because of the efforts put forth by the staff at Bellevue Clubhouse, I was able to coordinate an interview with a local architect, Jill Rerucha, and have been hired part-time, at her firm Rerucha Studio which is located in West Seattle. I have also, registered at Bellevue College for a graphic design computer class for Fall quarter.

Kimberlee S.



# Seattle Report

Well, 2020! What a year it was for us all! The year started out promising for Seattle Clubhouse. Two of our members secured employment, one of whom had been unemployed for 20 years! Another member enrolled in a basic skills education program, with the goal of obtaining an AA. Prior to COVID, we traveled to Olympia on lobby day, to meet with our legislatures. Our members were excellent advocates for our clubhouse. They spoke compellingly about how clubhouse had transformed their lives.

As COVID approached, we all pulled together as a community and created our virtual clubhouse program, a huge success! Members attended faithfully and came up with great suggestions for keeping the virtual clubhouse vibrant. The bonds that were forged and the deepening of relationships were invaluable to the fabric of the clubhouse community. While COVID devastated us all in very different ways, our community kept us hopeful and gave a place to turn to mitigate isolation.

Once June rolled around, we created a re-opening plan along with an online tool for people to sign up to attend clubhouse. This helped keep us in compliance with state guidelines and gave us confidence that our Clubhouse was a safe space. As a way to keep us connected over the weekend, we implemented a Saturday morning coffee chat. Countless members have commented on what a difference the Saturday social made in their lives. This is the clubhouse way, building friendships, deepening connections, side by side.

As the year went on, we were delighted to hold several holiday events. We had a very fun Halloween party, complete with some amazing costumes, including a horse head! Thanksgiving and Christmas lunches were at capacity and members were thrilled to get out of their ruts and mix and mingle with other members in a festive environment.

In fall of 2020, we were thrilled to purchase a van! It has made a huge difference in being able to expand services to our members! Our last few months of 2020 were made so much better by having the van available for members needs. Seattle Clubhouse survived and thrived in 2020 thanks to the resiliency, dedication and determination of our staff and members. We maintained our membership and added new members. We will continue to grow and develop as a community as we strive to meet the needs of our members by being stronger together.

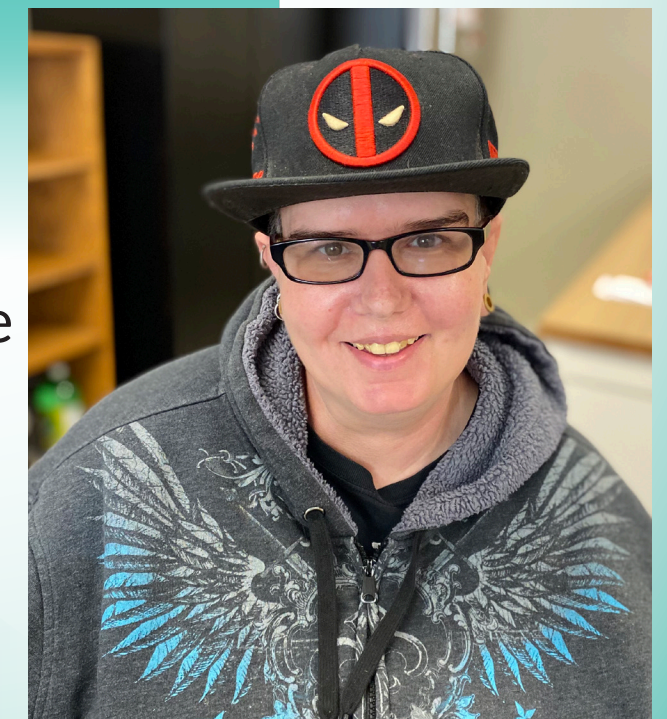
- > Attendance - **1,505 WOD visits** (including virtual)
- > How many members served/participated in 2020? **39**
  - > How many new members enrolled? **11**
  - > How many members employed? **2**
- > How many members helped with educational goals? **5**
- > How many members supported re: housing stability? **none**

## SEATTLE CLUBHOUSE



"The clubhouse gives me hope because they are always there whenever I need them."

- Jaeson Alvarado



"I've come to know a lot of friends at Clubhouse. We all work together. I've made some great relationships!"

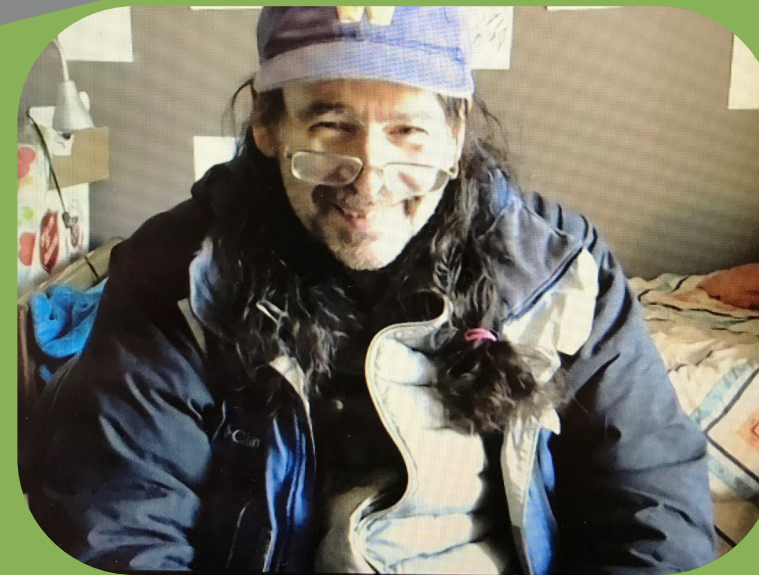
- Laura

## Everett Report

Everett Clubhouse has experienced some serious fits and starts in 2020. Although we were open then closed a couple times throughout the year, we continued to strengthen our Clubhouse community and add members to our rolls. In the year, we were able to help 2 members change their living situations, as well as, helping a member discover and plan his educational goals.

We maintained virtual communication nearly daily throughout Covid 19 and although we were not able to be together physically, our relationships appear to have been greatly strengthened with members and staff helping each other throughout to combat isolation and help to achieve life goals. We also re-established a social program once a week and partnered with another Clubhouse to do Clubhouse Education.

Members served - 21  
New members enrolled - 12  
Members employed - 4  
Members helped with formal educational goals - 1  
Members supported with housing stability - 2  
Unduplicated visits in-house and virtual - 1069



I have been helped a lot by the Everett Clubhouse. It is a really good thing to have a Community of members who get together both virtually and in person, and not only do we support each other, but we have a good time doing it too.

My words alone cannot express the value I find in the Clubhouse.

I got tea on the first day I visited and I became a member that very day, and felt accepted by the staff; she was very supportive and did indeed help me to feel welcome. The Clubhouse gave me a free meal on my first day, and I was immediately supported that day. Never before have I been part of such a community. It is unique. When I say unique, I am saying that it has some excellent advantages over other mental health helping agencies.

Eddie P.

# Thank You, Clubhouse!



## OUR PROGRAMS

### WORK-ORDERED DAY:

Members who volunteer work side-by-side with our facilitators and other members in all aspects of Clubhouse operations. This develops skills and abilities and strengthens talents as well as increases self-esteem and confidence in each individual. Each member is invited to attend unit meetings where jobs within HERO House are offered. The members can participate in Business or Hospitality units. **This year, we were able to hire enough staff to support 3 units. Each unit took on additional tasks to accommodate the growing needs of our membership.**

### EMPLOYMENT PROGRAM:

Members interested in employment get support in finding jobs that interest them. HERO House offers resources such as résumé writing, interview skills, transportation issues, dress code and on-the-job coaching. There are 3 types of job support: Independent, Supported, and Transitional Employment. **Members were able to consider their choice of employment based on their needed level of support. This year, 56 members got support through our employment program.**

9

### EDUCATION:

Our Supported Education program supports club members who are attending school currently and also supports those planning future attendance. A variety of resources are accessible in the 'Supported Education' area of the club. Members utilize Clubhouse computers and space to study and do their homework. **During 2016, 10 members were supported in continuing their education. The Education Center has been developed to display member-student photos and education resources in the local community.**

### 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 well-being. This is done with phone calls, emails, greeting cards, social media, newsletters, and texts. On occasion, members are visited at hospitals and/or at their homes in an effort to lift their spirits when the member is struggling or isolating.



## OUR PROGRAMS CNTD

### SOCIALS:

Weekly events are hosted by HERO House to develop social skills. Members mutually support each other in these informal settings while having fun. Socials are usually free to all members and include: museums, advocacy trips, outdoor activities, and game nights. Socials occur on Thursday evenings and every other Saturday. We even have socials on the occasional Sunday. Socials are planned and organized during the work order day by members and staff.

### TRANSPORTATION:

We are committed to meet members' transportation needs. Members schedule pick-up and drop-off from/to the Clubhouse for those who are not able to use public transportation. Members got transportation support not only to and from the Clubhouse, but also to medical appointments and Social Security, and were also able to use the Clubhouse van for moving needs.

### SUPPORTED HOUSING:

Our new Supported Housing program is building partnerships around our community to offer safe and affordable housing 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.

### WELLNESS:

*Our Clubhouse follows a non-clinic psychiatric rehabilitation model of recovery.*

- Hope, empowerment, relationships, and opportunity are offered for members recovering from mental illness such as bipolar disorder, depression, anxiety, and schizophrenia.
- Yoga and meditation are a part of our daily routine.
- Well-balanced, delicious lunches prepared by members and staff for \$2/ meal Monday through Friday.
- Periodic healthy cooking classes are offered.

10

## KEY PARTNERS INDIVIDUALS

Bonnie Anderson	Savinay Dangi	Linda O'Brien Howard	Michael McVicker	Joseph Ryan
Kathy Anderson	Gene Derig	Julia Howell	Magnhild Meland	Torie Rynning
Mary Anderson	Julie Desseau	Lois Israel	Diane Mertens	Carrie L Scheef
Edward Bachtold	Barbara Dougherty	Marilyn Johnson	Donald Miller	Minna Schiller
Peggy Bandy	Cathrine Eakin	Steven Juergens	Kimberley Miller	Janet Sjöholm
Doug Barga	Gerald Edelstein	Jessica Kasper	Robert Miller	Greg S Slatter
Jonathan R. Beard	Suraiya Emdad	Sarah Kohloff	Kathy Moritis	Linda Smith
Clark Bentson	Patty Fiedler	Laura Kokesh	John Muller	Silvia Steed
Renee Betzendorfer	Kailey Fiedler-Gohlke	Gary Kowall	Jeanne G Neely	Christopher Steward
Pamela Bianes	R.A. Fleming	Abraham Kriger	Charles G. Nordhoff	Sheila Stickel
Raymond & Ortrud Bly	Bruce H. Florsheim	Lee Kriger	Grace Nordhoff	Anne A. Toensing
Michael Brown	Maryann Galt	Maureen Kures	Sherry O'Brien	Nicole Turner
Helen Buckland	Phil Gerson	Evelyn Lambert	Alex Odesskiy	Dee Viereck
Michael Buckland	Robert Gladstein	Rosemary Lancaster	Stuart Ono	Leslie Wallis
Carolyn Butler	Martin Glass	Suzanne Laurel	Marie Oren	Patricia Warren
Janet Carey	Barbara Grande	Will Leslie	Chris & Diane Pottinger	Amy Watson
Steve Carr	Katie E. Green	Ethel Levine	Lawrence Rainey	Leslie Weertman
Ralph Casillas	Jo L Griggs	Frankie Lieberman	Sudhir Ralhan	Dave Willard
Christopher Cavnor	Chris Gurdjian	Meg McClure	David G. Reigel	Stanley Willard
Cynthia Chaney	Michelena Hallie	Stacy McManus Bandy	Scott Rerucha	Tammy Williams
Jordan Clarke	Lesa Hastings	Marit McManus	Stanley Rieb	W.W. Wittenberger
Maria Cocerhan	Tonya Hayward-Demme	Robert G. McManus	Christina Horst Roseman	Jack Yatsko
Lori Coleman	Erica Horn	Richard McMichael	Harry Rubin	Carol Zumbrunnen

## KEY PARTNERS BUSINESSES

3R Technology	Evergreen Club	Newcastle Chamber of Commerce
ABM	Evergreen Court	Newcastle Fruits and Produce
Amazon	Farms for Life	NFIA
Amazon Fresh	Forefront	Pacific Continental Bank
Aramark	Fred Meyer	PCC
Bai Tong Thai Restaurant	Fred Meyer (Kirkland)	Perkins Coie
Bellevue Chamber of Commerce	Fred Meyer (Redmond)	PhRMA
Bellevue College	Genie Industries	Portage Bay Cafe
Bellevue Fire Department	Glendale Country Club	Renton Area Nonprofits Unite
Boxhill Farm	Goodwill Industries	Rerucha Studios
Brillio	Google	Ross Dress For Less
Circle of Friends	Green House Plumbing	Safeway
City of Bellevue	Haggen	Safeway (Kirkland)
City of Bothell	Home Depot	Sammamish Farmers Market
City of Issaquah	Hop Jacks	SASG Community Center
City of Kirkland	Kelley Imaging Systems	Sears
City of Redmond	King County Employee Giving Fund	Seattle Foundation
City of Renton	King County Mental Health	Seattle Mariners
City of Sammamish	King County Mobility Coalition	Seattle Storm
Classic Nursery	King5 News	Spin Alley Bowling
Clubhouse International	Kirkland Chamber of Commerce	Starbucks
Combined Federal Campaign	Lake Washington Institute of Technology	Stargazers
Community Psychiatric Clinic	Lightwire, Inc	Suberizer Inc.
Congregation Kol Ami	Lilly Foundation	Taco Time
Connections Place	Many Minds Collaborative	UPS
Costco	MATAC LLC	Walgreens
DBHR	McDonalds	Washington Access Fund
Dept. of Transportation Metro Transit	Microsoft	Washington Awards
Downtown Seattle Association	Muscles for Charity	Washington Recovery Alliance
DVR	NAMI Eastside	Wave Aquatic
Eastside Community Aid Thriftstore	NAMI Seattle	Well Done Events
Enterprise Rent A Car	NAMI Snohomish	Woodland Park Zoo
Envelopes Unlimited	New Seasons Market	YMCA Bellevue

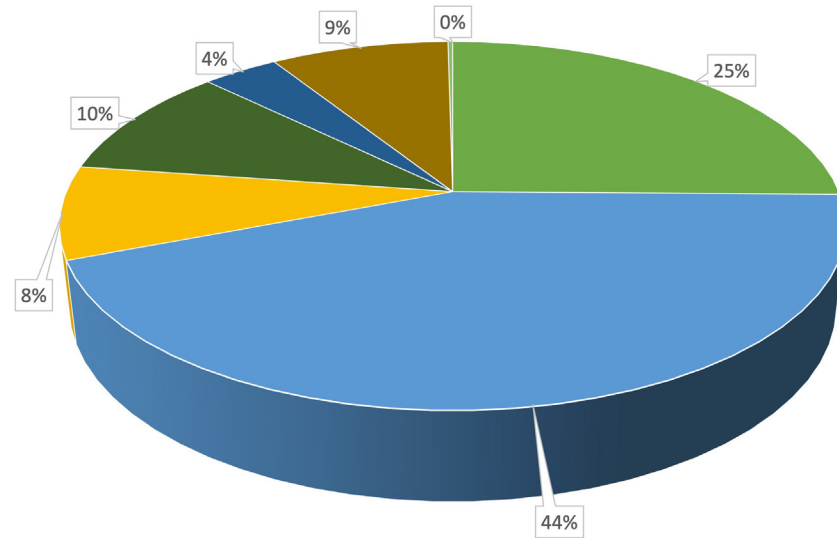
**Each of our Key Partners are Businesses or Individuals who have donated their time and/or resources to the betterment of the clubhouse. We would not be where we are today without their continued support and dedication to our program. We thank each and every one of you for all you have done to support us, and we ask you to continue your support as we maintain our dedication to mental health recovery!**



# 2020 FISCAL YEAR IMPACT

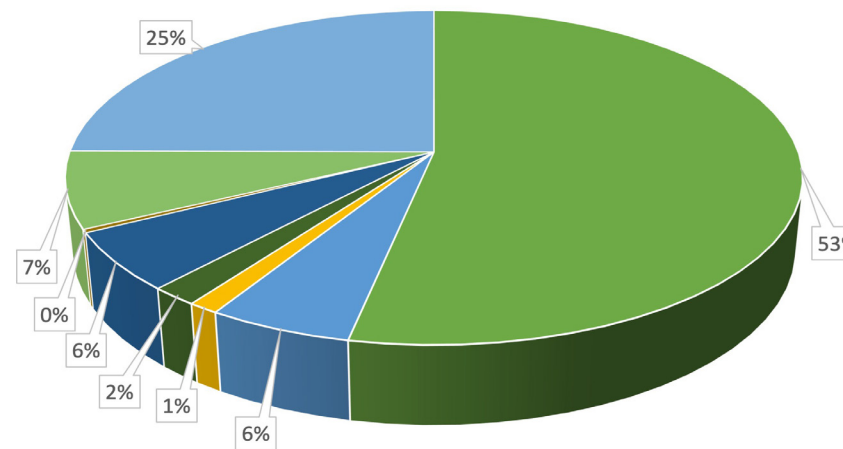
## 2020 EXPENSES

- Career Development
- Work Ordered Day
- Meals and Snack Bar
- Management
- Social and Recreation
- Fundraising
- Member Services



## 2020 REVENUE

- King County / City
- Individual Donors / Fundraising Events
- Washington DVR / FCS Supported
- Tenant Rent
- Foundations or Corporate Donors
- HERO House Cafe
- COVID-19 Grants
- WA Health Care Authority



# 2020 EXPENSES & REVENUE

## 2020 EXPENSES

### Operating Expenses

Career Development	365,671.04
Work Ordered Day	635,821.95
Meals & Snack Bar	118,386.03
Management	144,886.02
Social & Recreation	53,933.56
Fundraising	126,815.66
Member Services	3,345.96

## 2020 REVENUE

### King County/ City

### Individual Donors/ Fundraising Events

### Washington DVR/ FCS Supported

### HERO House Cafe'

### Covid -19 Grants

### WA Health Care Authority

876,076.21

90,789.04

19,167.50

5,305.22

121,850.40

410,016.20

1,646,570.22

# STATISTICS

**24**  
New Members  
Bellevue

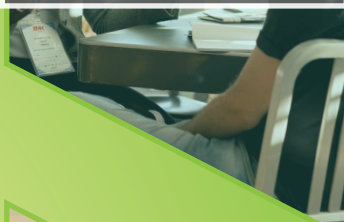


**4,617**  
Member Visits  
Bellevue



**3%**  
Membership Increase  
Bellevue

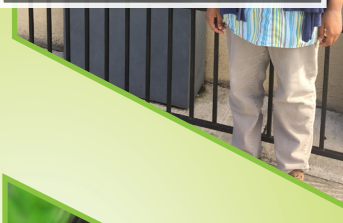
**18**  
Members Supported in  
Education



**11**  
New Members  
Seattle



**1,531**  
Member Visits  
Seattle

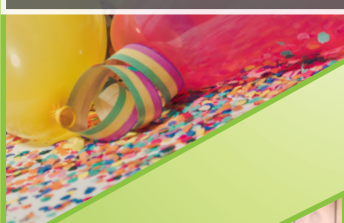


**11%**  
Membership Increase  
Seattle

**16**  
Members Supported in  
Housing



**10**  
New Members  
Everett



**660**  
Member Visits  
Everett



**45%**  
Membership Increase  
Everett

**23**  
Members Supported in  
Employment





## COME STAND WITH US

### VOLUNTEER OPPORTUNITIES

#### Event Helpers

We could use your assistance to prepare for our special events by working with our board, members, and staff. Various responsibilities are available: decoration, selling tickets and clean-up.

#### Work Order Day Assistants

We offer an opportunity to work side-by-side with members during business hours to accomplish a variety of tasks at the Clubhouse.

#### Board Membership

Are you interested in serving in a role of governance for the organization and helping HERO House Northwest become sustainable? If so, email your interest to [KaileyF@herohousenw.org](mailto:KaileyF@herohousenw.org)! The Chief Executive Officer or Board President will contact you to discuss this opportunity further.

### WAYS YOU CAN HELP

You can help HERO House Northwest assist those with mental illness by using planned giving and estate planning. HERO House Northwest is a 501(c)3 nonprofit organization.

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

[www.herohousenw.org/planned-giving/](http://www.herohousenw.org/planned-giving/)

We recommend you contact an estate or financial planner to assist you in filing the correct paperwork and getting the right tax benefits from your gift.

**Our Tax ID is 1-092-5282.**

### GIVE NOW

- ▶ Set up a monthly or yearly contribution via our website
- ▶ If your employer matches gifts, be sure to apply for matching funds
- ▶ Through Amazon Smile — make your purchases count! Check it out at [www.smile.amazon.com](http://www.smile.amazon.com)
- ▶ Name HERO House Northwest as a beneficiary in your will, estate plan, retirement, or life insurance
- ▶ Refer CB Bain Realtor, Lilian Bergsma, for home and property sales.
- ▶ Give stock or securities for tax benefits. For more information on HERO House Northwest, please check out our non-profit profile on [www.guidestar.com](http://www.guidestar.com) and visit our website at [www.herohousenw.org](http://www.herohousenw.org)

### LEAVE A LEGACY

Your estate gift can ensure our program keeps going forward for generations.



**Everett**  
CLUBHOUSE  
1901 WETMORE AVE UNIT C, EVERETT, WA 98201

**Bellevue**  
CLUBHOUSE  
12838 SE 40TH PL, BELLEVUE, WA 98006

**Seattle**  
CLUBHOUSE  
1265 SOUTH MAIN ST #101, SEATTLE, WA 98144

# BOARD OF DIRECTORS



**KAILEY FIEDLER-GOHLKE**  
CHIEF EXECUTIVE OFFICER



**MICHAEL BROWN**  
CHIEF PROGRAM OFFICER



**SCOTT RERUCHA**  
PRESIDENT



**SAVINAY DANGI**  
VICE-PRESIDENT & SECRETARY



**STEVE CARR**  
TREASURER



**KIMBERLEY MILLER**  
DIRECTOR



**TORIE RYNNING**  
DIRECTOR



**DAVE WILLARD**  
DIRECTOR



**LESA HASTINGS**  
DIRECTOR



**SUDHIR RALHAN**  
DIRECTOR



**MEG McCLURE**  
DIRECTOR



REAL RELATIONSHIPS!

---

CLUBHOUSE  
ACTIVITIES

---

COMBAT ISOLATION!





"Because of Clubhouse, I don't feel alone." - Tiffany Wong



**HERO House NW**

*Hope, Empowerment, Relationships, Opportunity*

**Nancy**



**Radar**



**Liz**



**Everett**  
CLUBHOUSE  
*A program of HERO House NW*

**Bellevue**  
CLUBHOUSE  
*A program of HERO House NW*

**Seattle**  
CLUBHOUSE  
*A program of HERO House NW*