



ENGAGEWINONA



DEEPER CONNECTIONS 2022 IMPACT REPORT

| ABOUT US

Engage Winona is a 501(c)3 non-profit organization that drives equitable civic action and social change by working to ensure everyone has **access**, **voice**, and **power** in community planning, decision-making and changemaking.

Our vision is of a community where everyone is welcomed, heard and included; sees themselves as community leaders and changemakers; and has the tools and resources to create change that supports a resilient, inclusive community.

| PROGRAM AREAS

Community engagement

- Inclusive conversation design and facilitation
- Creative engagement gets the full community involved

Capacity building

- Amplify and support change-makers in the Winona area
- Project management for groups and coalitions

Storytelling

- Reflect the voices and ideas of our community
- Feature local changemakers to seed + spread good ideas



| STAFF AND BOARD

Executive Director

Marcia Ratliff

Program Coordinator

Mai'a Williams

Lived Experience Leaders

Advisory Team

Maurella Cunningham

La Gr

Kathy Sublett

Mollee Sheehan Voerding

Tonya Van Tol

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2022 IMPACT BY THE NUMBERS

Community engagement

1800+ community members engaged in public listening projects for City of Winona and other partners

20+ public events



Capacity building

26 changemakers supported in Lived Experience Leaders

40+ WSU students trained in our Changemaker Lab

5800+ community members participating in Neighbors Helping Neighbors



Storytelling

7 stories celebrating local changemakers published at [Spillway.xyz](https://spillway.xyz)

4 podcast episodes launched celebrating Neighbors Helping Neighbors and other Engage Winona programs

100+ attendees at storytelling events

Find the stories at engagewinona.org/voice



PROGRAM HIGHLIGHTS

LIVED EXPERIENCE LEADERS

Our cohort leadership program provides training and resources to amplify and support changemakers across Winona. The program's focus is on folks whose diverse lived experiences have given them powerful expertise to create equitable change. Program graduates go on to lead their own community efforts, ranging from mental health advocacy to racial equity initiatives to nonprofits and small businesses.

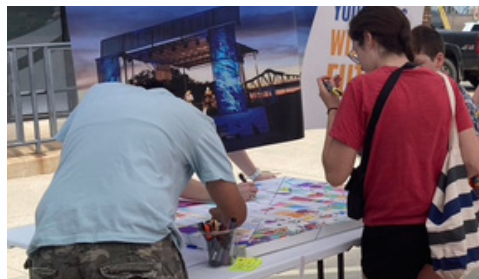


This March, we welcomed Mai'a Williams as our full-time program coordinator. Mai'a came to us with an extensive background in changemaking and advocacy work on multiple continents, and served as a Lived Experience Leaders facilitator in 2020 and 2021.

In July, we held a public celebration for graduates of the first two cohorts, and had over 60 community members join us to meet the graduates and uplift their work.



CITY OF WINONA COMPREHENSIVE PLAN



Engage Winona is leading public engagement for the City of Winona Comprehensive Plan, an overarching plan that sets goals for the city's next 20 years.

This project started in 2021 and continued throughout 2022. This January, we released a report of what we heard from listening to over 2,000 community members, who shared their hopes and dreams for Winona's future. That input shaped work on the plan throughout the year, including a draft Statement of Vision and Values and draft goals and strategies for 12 plan topics.

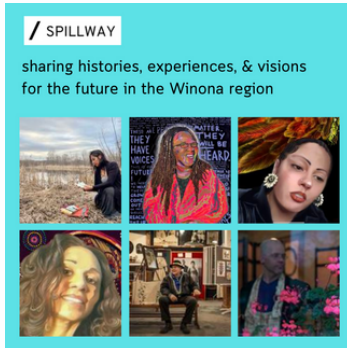
Over the summer, we hosted a series of accessible outdoor engagement events to continue to reach community members.

We hosted Winona Walks, a series of sensory walks that encouraged folks to explore how they experienced a variety of spaces around town. We also partnered with The Joy Labs, a local artist, to create a series of five mini-murals featuring the Comprehensive Plan Vision and Values.

In late 2022, we prepared to host public open houses to gather input on the draft plan. To date, our engagement efforts have included over 2,500 community members.

PROGRAM HIGHLIGHTS

SPILLWAY



This spring, we collaborated with Art of the Rural to create a series of features celebrating changemakers in Winona. The project brought together nine writers and artists who worked with six Winona residents to share their stories.

Spillway, organized by Art of the Rural, is a regional initiative supporting artists, culture-bearers, and local organizations in their expression of the diverse cultures, communities, and histories of the Upper Mississippi River region.

To read the stories, go to www.spillway.xyz.

MINNESOTA MARINE ART MUSEUM - IMPACT STUDY



Over the summer, we partnered with the Minnesota Marine Art Museum to gather current local perceptions of MMAM, along with ideas for the museum's continued work to welcome and inspire residents of the Winona area. We brought an interactive pop-up engagement booth to the Winona County Fair, Bob Welch Aquatic Center, and other community spaces, and we created an online survey that reached over 270 people. Along the way, we heard hundreds of ideas for how the museum can continue to inspire local audiences.

RESILIENT WINONA COUNTY



We continue to facilitate and provide backbone support to this collaborative coalition working to address the root causes of adverse childhood experiences and trauma in Winona County. In 2022, we hosted a series of gatherings to help the group create new goals after the pandemic disrupted their previous programming. And in partnership with the Community Changemaker Lab, below, we led a listening project to understand community assets and challenges related to mental health and resiliency.

COMMUNITY CHANGEMAKER LAB

This collaboration with the Winona State University Department of Social Work gives students real-world experience addressing community challenges. The program engages students in conducting community research with support from Engage Winona. This year, students led a racial equity community readiness listening project, along with a listening project to support Resilient Winona County.



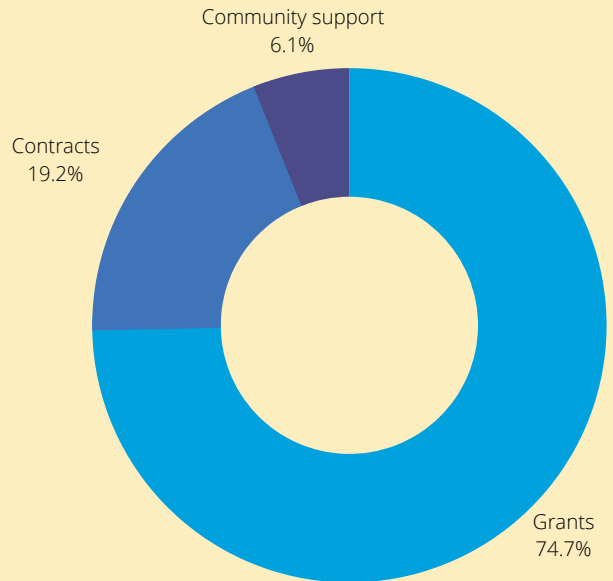
FINANCIALS AND SUPPORT

Engage Winona is funded by a healthy mix of operational and program grants, contract revenue, and donations from individuals and businesses. We experienced modest growth in 2022 to support the addition of our second full-time staff member. We are grateful to all of the foundations, businesses, and individuals highlighted on these pages who support our work.

We are proud to have a Gold Transparency recognition from Candid, formerly GuideStar.



\$189K SUPPORT & REVENUE 2022 PROJECTED



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This list reflects 2021-2022 donors through Nov. 1. Thank you for your continued support of Engage Winona!



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Join over 100 active donors and volunteers who support our mission, or simply get involved in our community work. Find us on social media, web, or visit our office!

Web: engagewinona.org

Email: engage@engagewinona.org

Call or text: 507-312-9133

Or visit our office:

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Moving Winona forward, **together**

