



Unlocking Opportunities, 
Connecting Communities



**Campaign Feasibility Study
2020-2024**

Unlocking Opportunities, Connecting Communities

Mission

To strengthen the capacity of individuals and families to improve their quality of life.



Vision

Individuals, youth, families and seniors in our community have the resources and skills they need to live with hope and dignity.

Core Values

Advocate
Support
Professional
Innovative
Responsibility
Equity

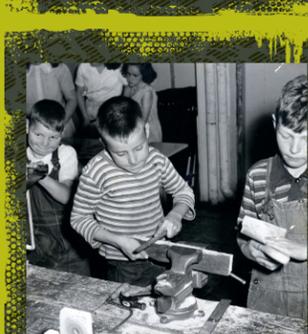


Keystone's History 80 Years & Looking Forward

Founded in 1939, Keystone began as a small neighborhood resource center in St. Paul.

Today, Keystone supports more than 32,000 people in Ramsey County through a variety of community-based programs.

Keystone's programming honors the historic missions of our predecessor organizations - Merriam Park Community Services, Capitol Community Services, Neighbor to Neighbor, Youth Express, and West 7th Community Center - while responding to today's community needs.



Keystone's Impact Over Time



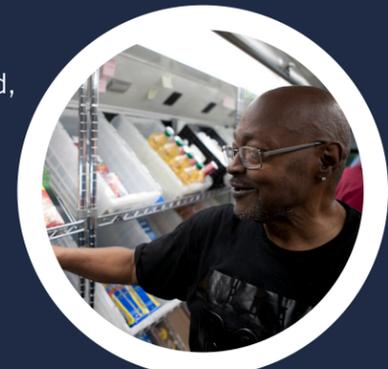
Keystone's Proposed Plan: \$8.65 Million Campaign Goal

Keystone is responding to the changing conditions in our community, such as high housing costs, an increasing aging population, and persistent educational disparities, to ensure we have the greatest impact where it's needed most.

Goal 1: Nourishing, Caring & Partnering - \$6.4 Million *Building a New Community Food Site*

By 2024, we will have the capacity to support twice as many people who need food, emergency assistance, and connections to resources.

- Buy and renovate a new building to consolidate food shelf operations into one full-service site
- Expand mobile food distribution to support more families and seniors
- Increase low-cost or free food resources for our community
- Double crisis funds and add operating support for emergency services
- Develop additional partnerships to provide other basic needs assistance



"Keystone is not afraid to offer solutions, even when they may be new and different. They find ways to do nearly the impossible when it comes to delivering food and ensuring folks in crisis get the resources they need." - Community Leader

Goal 2: Investing in Futures - \$1.2 Million *Engaging at Every Stage of Life*



By 2024, we will expand programs and double the number of seniors, children, youth, and families who participate in services that support their goals.

- Increase intergenerational and intercultural programs
- Expand programs for seniors that keep them healthy, connected and living independently in their community
- Increase opportunities for children and youth to learn academic skills and gain leadership, employment and financial literacy skills

"Keystone serves the whole spectrum of ages. There's no part of a person's life that couldn't be connected with at Keystone. The breadth and depth is a fit for all individuals in every life stage." - Community Leader

Goal 3: Growing and Connecting - \$1.05 Million *Linking Together to Increase Impact*

By 2024, we will triple the number of volunteers engaged in our community and improve our organizational infrastructure to support program expansion.

- Strengthen and develop more opportunities for community members to connect with and care for their neighbors
- With the support of a community advisory committee, address community-wide issues together via educational, advocacy, and community activities
- Increase communication resources to ensure community members are aware of Keystone's programs and volunteer opportunities
- Expand equity practices across programs and decision making
- Increase flexible financial resources that encourage innovative solutions



"The people who work there and the volunteers are genuinely committed to serving people in the community, and you can feel that when we come together. We're making a difference, and to see the impact is inspiring." - Keystone Business Partner

Keystone Community Services Locations



For more information on the campaign or to make a gift, please contact:

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