

The Beacon

# ANNUAL REPORT

Fiscal Year 2024



In FY2024, The Beacon served 139 women, invested nearly \$1 million into programs and services, and laid the groundwork for future expansion. It was a year of building stability and preparing for even greater impact.

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# A MESSAGE OF REFLECTION & HOPE

When I began my journey as Executive Director in December, The Beacon was immediately tested. In my first month, two pipes burst and a fire broke out on the same night, alongside unexpected funding challenges. Yet even in crisis, what shone brightest was our community. Staff, residents, and supporters came together as a true sisterhood, reminding me that we are stronger when we stand side by side.

Since then, I've been humbled daily by the courage of the women we serve. Each woman carries a story of resilience. **She deserves not to be defined by the hardest day of her life, but to be seen for her light, her hope, and her strength—and for all she will become.**

Every day at The Beacon, women choose to begin again. They choose recovery, reunification with family, and the pursuit of thriving—not just surviving. Healing from homelessness, addiction, incarceration, and violence is not easy. And yet, women rise. We are privileged to walk beside them, offering safety, structure, and sisterhood.

Together, we've already achieved so much. Since December, we have raised **\$1.275 million for Beacon Village**, more than **\$100,000 for Sherman Hill**, and secured over **\$2 million in public funding for Beacon Village Phase II**. These investments are more than dollars—they are declarations that women in crisis are worthy of stability, dignity, and futures filled with possibility. With the launch of **26 for Her**, we are also building a sustaining donor community to ensure every woman has at least one safe, supported day to heal, breathe, and begin again.



As we look toward this year's **Cake Gala**, with a goal of **\$160,000**, I am filled with gratitude for each of you who believe in this mission, and anticipation for what we will accomplish together in the months and years ahead.

**When we invest in women's lives, we open doors not only to housing, but also to hope, healing, and generational change.**

Together, we thrive.

A handwritten signature in cursive script that reads "Amy Landrigan". The signature is fluid and elegant, written in dark ink.

Amy Landrigan, MA, MCPC  
Executive Director

# WELCOME TO THE BEACON: WHERE HOPE BEGINS AGAIN

At The Beacon, we believe in second chances—and third, fourth, or as many as it takes. **Every woman deserves a safe place to land and the support to rebuild.**

We are a trauma-informed, equity-centered organization dedicated to walking with women through recovery, healing, and long-term change. From crisis housing to structured independence, we meet women where they are—and walk with them toward where they want to be.

Together with community partners, donors, and supporters, we provide more than a roof. We offer stability. We offer safety. We offer sisterhood.

## Our Reach at a Glance

- **66** women housed daily across two campuses
- **100%** of program graduates transition to permanent housing, stable income, and health coverage
- **85%** of Beacon graduates avoid relapse or reincarceration
- **68%+** of Beacon Village residents maintained or exited to stable housing within Year 1
- Both sites are **certified Recovery Residences** through the National Alliance for Recovery Residences (**NARR**), ensuring high levels of national compliance and providing structured, supportive housing for women in recovery

## Why It Matters

Women arrive at The Beacon after experiencing unimaginable challenges—addiction, incarceration, abuse, homelessness, and isolation. Many carry nothing more than a trash bag of clothes and a lifetime of trauma.

With your support, they leave with stability, self-worth, and the tools to thrive.



# THE BEACON'S PROGRAMS: A FULL CONTINUUM OF SUPPORT

At The Beacon, our mission is simple yet powerful:

**Creating an environment that empowers women in crisis to achieve positive long-term change.**

We provide a full continuum of trauma-informed housing, recovery, and transitional support—meeting each woman exactly where she is in her journey toward healing and independence.

## **The Beacon – Sherman Hill**

Established in 1980, this NARR-certified campus provides 34 beds of structured recovery housing for women navigating homelessness, incarceration, domestic violence, addiction, and other trauma.

This six-to-nine-month residential program offers a safe place to stabilize, recover, and grow—featuring a multi-phase model focused on life skills, accountability, and the transition to independent living.

## **The Beacon Village**

Opened in 2024, The Beacon Village offers 32 units of long-term affordable housing with on-site support.

Women sign 12-month leases and live independently while engaging in case management, licensed therapy, peer recovery groups, and financial education.

Also NARR-certified, this community is grounded in safety, sobriety, and empowerment.

## **Graduate Program**

Launched in late 2024, this program supports women who've completed our residential phases.

Graduates receive ongoing case management, group support, and career navigation as they continue building stability, financial security, and professional growth.

## **Bridges to Stability Program (BTSP)**

Introduced in 2025, BTSP helps women ready for the next step—those in good standing who've reached Phase 3+, secured employment, and need to transition for family, custody, or work-related reasons (such as overnight shifts).

These women move into independent housing while still attending weekly case management and peer support, ensuring continued connection and guidance.

Through these programs, **The Beacon ensures** that women do not just exit crisis—but **reclaim their lives**, rebuild their futures, and thrive.



# BEHIND EVERY STATISTIC IS A **STORY**

## TODAY'S #S

**74% live with a diagnosed mental illness**

Trauma, anxiety, PTSD, and depression shape daily life for most women here.

**90% are survivors of domestic and or sexual violence**

The majority have experienced abuse from those who were supposed to protect them.

**22% are actively fleeing domestic violence**

One in five came to us still in crisis—seeking immediate safety.

**69% have been incarcerated**

For many, surviving trauma meant entering systems that punished their pain.

**86% have experienced substance abuse**

Substance use is often a response to untreated trauma and a lack of safe options.

**61% tried substance abuse treatment**

These women showed up, doing the work, and choosing healing again. But they needed more.

**80% are mothers** striving to rebuild for themselves and their children.

**42% have a high school diploma or GED**

Education often took a back seat to survival.

**65% are single**

Many are navigating healing and independence alone.

**86%**

HAVE EXPERIENCED  
SUBSTANCE ABUSE

**90%**

ARE SURVIVORS OF DOMESTIC  
AND OR SEXUAL VIOLENCE

**69%**

HAVE BEEN INCARCERATED

**100%**

CAN **START AGAIN** WITH SUPPORT,  
SAFETY, AND SOBRIETY



# MEASURED RESULTS

At The Beacon, success is not just a goal—it's a proven outcome. Our programs are compassionate, trauma-informed, and outcome-driven, rooted in the Eight Dimensions of Wellness.

Across our core residential program, **100% of graduates transition to stable housing, secure reliable income, obtain health insurance, and leave with a sustainable financial plan.**

In 2024, over **85%** of those in our graduate program **remain out of jail or treatment after graduation**, reinforcing long-term stability.

These results are even more than the story they tell. They are measurable proof of impact.

## The Beacon (Sherman Hill) — Program Outcomes

**100%** of program graduates transition to permanent housing.

**100%** secure stable income before program exit.

**100%** graduate with a completed financial plan and savings of at least \$600.

**100%** secure health insurance before graduation.

**100%** complete at least six months of structured programming based on SAMHSA's Eight Dimensions of Wellness.

**More than 85%** avoid relapse or re-incarceration after graduation.

## The Beacon Village — Early Outcomes

**68%+** of residents maintained or exited to stable, permanent housing in the first year; a benchmark that far exceeds typical recovery housing outcomes nationally.

**100%** of residents received monthly case management focused on SAMHSA's Eight Dimensions of Wellness, trauma recovery, and addiction stabilization.

**100%** of residents engaged in licensed therapy, peer recovery groups, and financial literacy classes to support their long-term success.

The Beacon Village has **established trusted referral partnerships** with ICIW, Polk County Jail Diversion Programs, Full Circle Recovery, Central Iowa Shelter & Services (CISS), Kingdom Living Iowa, ThriveNow, Bridges of Iowa, as well as direct referrals from friends and graduates of The Beacon.

## Our Commitment

Through structured programming, strategic community partnerships, and data-driven evaluation, The Beacon proves that safety, stability, and self-sufficiency are measurable—and achievable—for women in crisis.



# STORIES OF STRENGTH: HEALING BEGINS AT THE BEACON

At The Beacon, women are not only given shelter—they are **given the opportunity to reclaim their stories, rebuild their lives, and restore their families**. The following video stories highlight the impact of our trauma-informed, equity-centered approach through the authentic voices of women who have walked through crisis and found healing.

These videos serve as **a testament to the strength, dignity, and resilience** of the women we serve, and the life-changing work that happens each day at The Beacon.

## **Jessica's Story – More Than Shelter, She Found Home**

Meet Jessica and her son, Justice. Through The Beacon, Jessica found safety, support, and the space to reconnect with her child and rediscover her worth.



## **Bridget's Story – Because Stability Changes Everything**

Bridget's journey is one of courage and transformation. Her recovery began with one simple but powerful message: "You're worth saving."



## **Dora and Aleah – Strength, Stability, and Sisterhood**

Dora and Aleah's story reflects the collective power of community. At The Beacon Village, they found not just housing, but lifelong friendship and lasting change.



## **Rewrite Her Story – Voices from The Beacon**

In this collective video, hear directly from several women about the meaning of healing, stability, and second chances. Their words capture the heart of The Beacon's mission.



These stories represent just a few of the hundreds of women who have walked through our doors. At The Beacon, **we believe every woman deserves the opportunity to heal**—and every story deserves to be rewritten with hope.



# FINANCIAL STEWARDSHIP: EVERY DOLLAR MATTERS

At The Beacon, we believe financial responsibility is part of our mission. Every dollar entrusted to us is an **investment in safety, stability, and second chances for women in crisis**. We are proud to share that the majority of our funding comes directly from donors, foundations, corporations, and community partners who believe in this work.

## 60%

COMMUNITY SUPPORT MADE UP OVER 60% OF OUR TOTAL FUNDING ON 2024.

## 84%

OF EVERY DOLLAR SPENT IN FY2024 DIRECTLY SUPPORTED WOMEN'S **RECOVERY AND HOUSING**.

## \$626,340

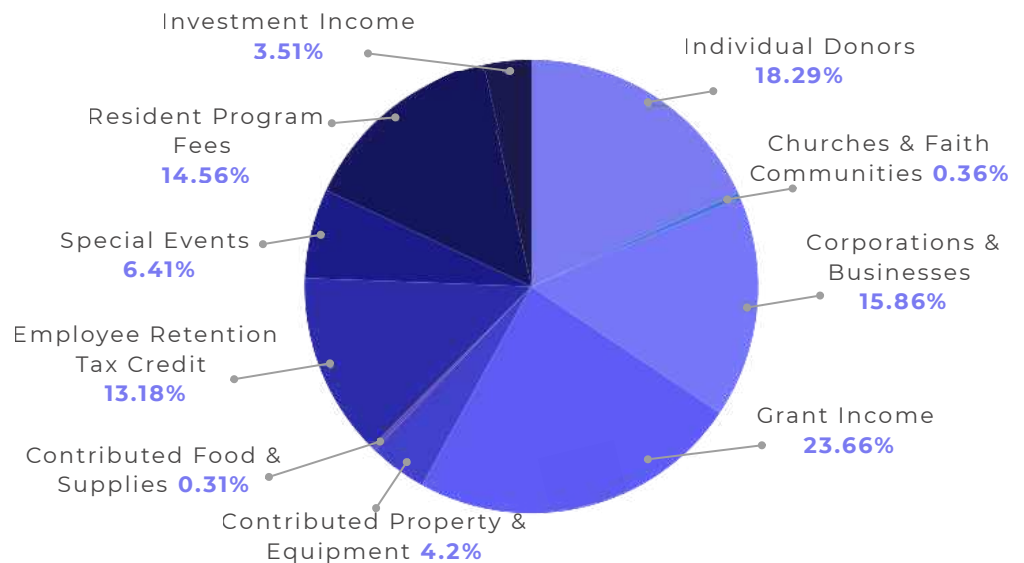
ANNUAL BASELINE COST TO **SUSTAIN** OUR RESIDENT'S CARE

## 56

FIFTY SIX CENTS OF EVERY DOLLAR WENT **DIRECTLY TO PROGRAM SERVICES**.

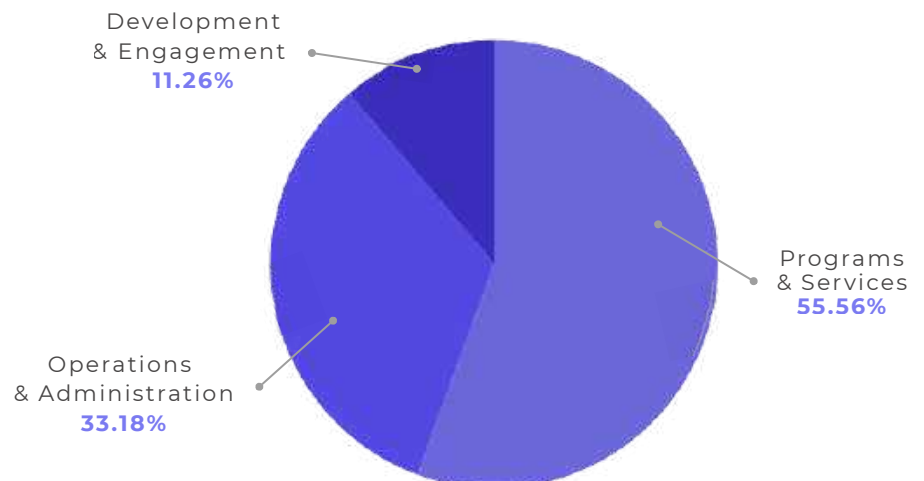
### Revenue Sources (FY2024)

Total: \$1,377,316



### Expense Allocation (FY2024)

Total: \$990,062



# FY2024 BOARD OF DIRECTORS

| <b><i>Name, Office</i></b>        | <b><i>Employer</i></b>                       |
|-----------------------------------|----------------------------------------------|
| Shannon Sobek (President)         | Principal Financial                          |
| Quinlan Riser (Vice President)    | First Community Trust                        |
| Katie Caggiano (Treasurer)        | Iowa Department of Health and Human Services |
| Kim Babberl (At Large - Exec)     | Wellmark Blue Cross & Blue Shield            |
| Meredith Cooney (At Large - Exec) | Office of the Attorney General of Iowa       |
| Whitney Judkins (Secretary)       | Timmer, Judkins & Borland                    |
| Sara Wille                        | Federal Home Loan Bank                       |
| Andrea Brunk                      | Tailored Project Consulting                  |
| Nina New                          | Stelter                                      |
| Biri Vilmael                      | Farmers Insurance                            |
| Marie Procyk                      | Iowa Department of Management                |
| Christa Kuennen                   | Wellmark Blue Cross & Blue Shield            |
| Dr. Kennesha Woods                | Live Resilient                               |



# 2025: WORKING FOR FUTURE GENERATIONS

In 2025, The Beacon is growing into its next chapter. With Sherman Hill at full capacity, The Beacon Village fully occupied, and Bridges to Stability expanding, we are serving 66 women daily. Our next milestone is Beacon Village Phase II, which will double our housing capacity and provide 32 more women with safe, stable homes.

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# COMMUNITY NEED

In Central Iowa, the housing crisis is personal—and deeply gendered. Homelessness in Polk County is rising, with women and families among the fastest-growing groups. Many are survivors of domestic violence, incarceration, or trafficking. At The Beacon, we meet women who've slept in cars, stayed with abusers, or traded safety for survival. They don't just need shelter—they need support, safety, and a chance to rebuild.

The 2025 Point-in-Time Count identified 779 people experiencing homelessness in Polk County—a 9% increase from the year prior. Chronic homelessness is at a five-year high, and seniors and single adults are increasingly affected. Stark racial disparities remain: 24% of those surveyed identified as Black, despite making up only 8.9% of the local population. Homeward's 2024–2029 Blueprint calls for 50 additional units for single adults, noting:

**“The local homelessness system is significantly undersized relative to the need in Greater Des Moines. Proposed strategies include securing 30 additional emergency housing units for families and 50 units for single adults.”**

*(Source: Homeward. (2024). Polk County's Blueprint to Prevent and End Homelessness: Executive Summary, p. 3.)*

These gaps put women at heightened risk. As the Unsheltered Des Moines Study found, “people experiencing homelessness are disproportionately likely to face victimization—and this risk is magnified for women and transgender individuals.”

We can't end homelessness without addressing gender-based violence and expanding trauma-informed housing. That's exactly what The Beacon is here to do.



# STRATEGIC RESPONSE

At The Beacon, we're not just identifying gaps—we're closing them. In 2024, we opened Beacon Village, a 32-unit permanent supportive housing community for women earning below 50% of the Area Median Income (AMI). This trauma-informed program provides long-term housing with no set move-out date, on-site case management, and space for emotional support animals, creating a stable, healing-centered environment for women rebuilding after crisis.

## **Now, we are doubling our impact.**

In July 2025, we acquired the land at 1348 E Euclid Avenue and are working to raise funds to rehabilitate a second building on-site to add 32 additional units of permanent supportive housing. These units will serve single women navigating mental health recovery, addiction, reentry after incarceration, and other complex barriers—women who often fall through the cracks of traditional housing systems.

This project directly responds to Homeward's call for 50 new units for single adults, and the ongoing surge in need:

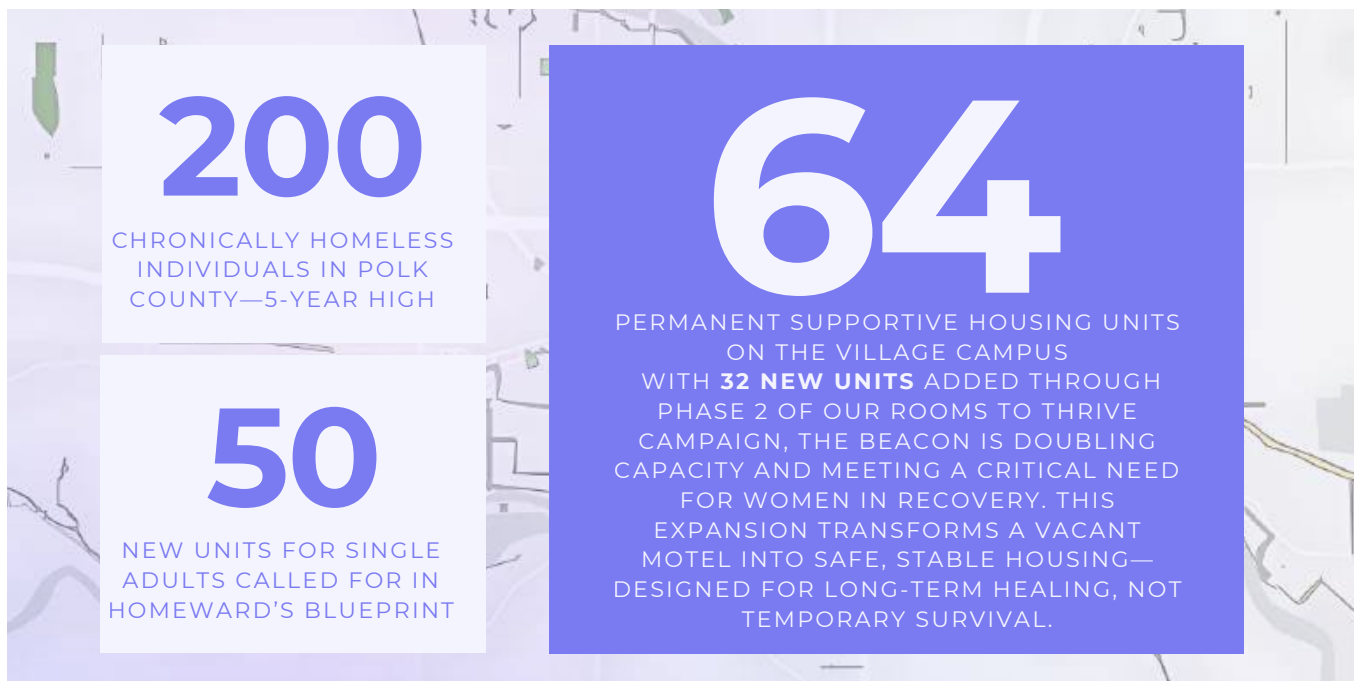
- **65+** women are added to our waitlist each month.
- Emergency options are shrinking as larger projects stall.
- Women face elevated risks without access to trauma-informed, long-term care.

## **Our solution is practical, proven, and ready to scale.**

We're leveraging existing infrastructure, community partnerships, and operational success at Beacon Village to expand quickly and cost-effectively. The location—within the Eastgate Urban Renewal District—also brings meaningful reinvestment to a historically underutilized corner of northeast Des Moines.

This isn't just about adding beds. It's about **providing the dignity of a home, the power of community, and the freedom to heal.**

We know what works—and with the support of public and private partners, we're making it happen.



# STRATEGIC GROWTH PLAN

## 2024

### The Foundation

In January 2024, Spire Construction completed renovations on Beacon Village. By February 1, The Beacon signed a master lease, and women began moving into the newly renovated **32-unit permanent supportive housing** complex. These units offer **on-site case management, trauma-informed support**, and allow emotional support animals, creating a secure and healing-centered home for women in crisis.

## 2025

### Phase 1: Secure and Strengthen

We are finalizing the **\$2.1M purchase** of Beacon Village, eliminating \$18,700/month in rent.

Funded by:

- **\$1M – Iowa Finance Authority**
- **\$275K – Prairie Meadows**
- **\$275K – Community Foundation of Greater Des Moines**

*We've also requested **\$3M from the Federal Home Loan Bank** for critical upgrades: New roof, siding, weighted doors, and enhanced security.*

## 2026

### Phase 2: Expand Capacity

We are pursuing **\$4.75 million** in public and private funding to transform a condemned motel on the adjacent site into 32 new units of sober, supportive housing for women.

Funding as of August 2025:

- **\$1.3M – Polk County Supervisors**
- **\$750K – City of Des Moines**
- **\$2.7M in pending grants**

## '27-'28

### Phase 3: Empowerment Through Work

We plan to construct a Community Empowerment and Training Center on-site and launch workforce partnerships focused on placing women into \$17+/hour careers, particularly in the trades.

We will also begin development of a mission-aligned LLC to:

- **Employ program graduates**
- **Generate sustainable, unrestricted revenue**
- **Reduce reliance on outside funding**

## POST-'28

### Phase Four: Building for Future Generations

Our long-term goal is to create recovery-focused **housing for women with children**—breaking the cycle of trauma by keeping families together and supported. This vision will be powered by the revenue and capacity built in Phases 1–3.

# FROM VACANCY TO VITALITY

## Why This Matters

In Northwest Des Moines, a long-abandoned motel is being transformed into something extraordinary: **a home, a launchpad, and a future for women — many of them mothers — who are ready to rebuild.**

These are women who have survived violence, incarceration, addiction, and homelessness. Today, they are working toward recovery, stability, and stronger families.

They need more than short-term help. They need safe, stable housing paired with on-site case management to support long-term success.

## Our Impact

- **85%** of Beacon graduates in 2024 who reported outcomes avoided relapse or reincarceration
- **100%** graduate with steady income, \$600+ in savings, mental health and recovery support, and financial coaching
- **32** women are currently thriving at Beacon Village
- **64** total units will be available once expansion is complete
- This project builds financial sustainability as traditional funding declines

## Why This Neighborhood

- We already operate at **1348 E Euclid**, housing 32 women.
- On **July 15, 2025**, we purchased the adjacent parcel to expand supportive housing.
- In **September 2025**, we secured **\$1.3 million from Polk County** and **\$750,000 from the City of Des Moines** toward this project.

This is more than property development. **It's community restoration** — bringing safety, stability, and reinvestment to Highland Park and Oak Park.

## How You Can Help

We are seeking:

- Partnership from local, county, and federal leaders
- Letters of support from neighbors and community champions
- Investment from businesses, congregations, and individuals who believe in second chances and strong communities



# 26 FOR HER: ONE DAY. ONE WOMAN. ONE GIFT.

It costs an average of **\$26 per day** to provide one woman with safe housing, meals, case management, and recovery supports. With **66 women served each day**, that adds up to **\$1,716 daily—just to sustain baseline care.**

In 2025, our **26 for Her campaign** invites donors to give \$26 each month to cover this daily cost, ensuring every woman has one safe, supported day to heal.

## GRADUATE VOICES

“FROM THE MOMENT I ARRIVED, I WAS GIVEN MORE THAN A PLACE TO SLEEP. I WAS GIVEN STABILITY, ACCOUNTABILITY, AND A COMMUNITY THAT BELIEVED IN ME... UNTIL I COULD BELIEVE IN MYSELF.”

— NIA, BEACON GRADUATE

“FOR THE FIRST TIME IN MY ADULT LIFE, I HAD STABILITY. AND THAT CHANGED EVERYTHING. I NOW GET TO SPOIL MY GRANDDAUGHTER, PREPARE TO WELCOME MY SON BACK HOME, AND LIVE AS PROOF THAT CHANGE IS POSSIBLE.”

— WENDY, BEACON GRADUATE

# \$26

ONE WOMAN'S DAILY CARE: HOUSING,  
MEALS, CASE MANAGEMENT,  
RECOVERY.

# 66

66 WOMEN ARE **HOUSED** EACH NIGHT  
AT THE BEACON AND VILLAGE.

# 85%

OF BEACON GRADUATES **AVOID  
RELAPSE OR REINCARCERATION**

# 3 YEARS

OF **CONTINUED CASE MANAGEMENT**  
AND SUPPORT FOR EVERY GRADUATE  
THROUGH OUR GRADUATE PROGRAM.

**Join us.** Together, we can ensure every woman has the safety, support, and sisterhood she needs to begin again.

**ONE WOMAN. ONE DAY. ONE GIFT AT A TIME.**

**SCAN TO  
SPONSOR  
ONE  
WOMAN'S  
DAY OF  
HEALING**



# HELP US UPLIFT WOMEN— AND UPLIFT THE EAST SIDE

**The Beacon is transforming what was once a blighted, condemned property into something powerful:** a safe, sober community where women in recovery can rebuild their lives. But we can't do it without you.

Whether you're a community member, business owner, or entrepreneur, **your investment is more than a donation**—it's a stand for healing, stability, and growth right here on Des Moines' East Side.

## **Attend or sponsor our 2025 Cake Gala (Goal: \$160,000)**

- Your sponsorship powers housing, healing, and support services for women overcoming trauma, addiction, and crisis.



## **Join or recruit others to our 26 for Her campaign.**

- \$26/month = one full day of safety, support, and healing for a woman in recovery. Goal: 2,027 sustaining donors.



## **Donate to The Beacon**

- Every gift, no matter the size, helps women in crisis take their next step toward safety, stability, and hope. Support our mission directly through our secure donation page.



## **Host a Food or Supply Drive**

- Help meet daily needs with items like:
  - Non-perishables
  - Twin sheet sets
  - Towels & washcloths
  - Paper towels & toilet paper
  - Laundry detergent
  - Planners, empowerment books on recovery, sobriety, and positive mindset



## **Write a Letter of Support**

- Show our city, funders, and neighbors that this project uplifts not only women—but the entire East Gate community.
- **Contact:** Amy Landrigan, Executive Director  
[director@thebeacondm.org](mailto:director@thebeacondm.org)



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| Meredith Cooney (At Large - Exec) | Office of the Attorney General of Iowa       |
| Whitney Judkins (Secretary)       | Timmer, Judkins & Borland                    |
| Sara Wille                        | Federal Home Loan Bank                       |
| Andrea Brunk                      | Tailored Project Consulting                  |
| Brooke Jeffus                     | Nationwide                                   |
| Jeff Reed                         | Momentum Studios                             |
| Amy Cose                          | Wellmark Blue Cross & Blue Shield            |
| Abby Spann                        | Wells Fargo                                  |
| Erin Anderson                     | Community State Bank                         |
| Jaci (Jacqueline) Robson          | Hyvee Exemplar Care                          |
| Rachel Rolfes                     | Wellabe                                      |
| Liz Etchells                      | Dentons                                      |
| Megan Monroe                      | Liberty National                             |
| Marcia Kent                       | Hillenbrand                                  |
| Alie Muller-Heit                  | Thistles Flower Market (Owner)               |

# Thank you!

As we reflect on this past year, one truth shines through: none of this is possible without you. Every gift, every hour volunteered, every word of encouragement fuels the mission of The Beacon. Together, we are proving that when women are given safety, support, and opportunity, they rise—and when women rise, families and communities rise with them.

Your belief in the women we support is more than generosity; it is an act of hope, of healing, and of justice. On behalf of our residents, staff, and board, thank you for standing with us.

The work ahead is big, but so is the strength of this community. With your continued partnership, we will keep opening doors—to housing, to recovery, to dignity, and to lasting change.

Because at The Beacon, every woman deserves the chance to begin again.

Together, we thrive.



Amy Landrigan, MA, MCPC  
Executive Director, The Beacon

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