



# FRESH TAKE



## OUR NEW LOOK

Welcome to Fresh Take: our new quarterly newsletter that will keep you in-the-know with all things PRISM.

We're especially excited to share this first edition as we wrap up one of the most exciting months in our history. On March 19, we moved into our new home at 1220 Zane Ave. N. in Golden Valley – and my, what a beautiful home it is!

During our first weeks we heard a chorus of positive feedback:

*"I love the new setup. It feels like I'm shopping at Whole Foods!" – Food Shelf participant*

*"This place is amazing. It's even better than I imagined it would be!" – Shop for Change shopper*

Our new facility brings so many new opportunities to provide our dignified, life-changing services to even more people.

Our Marketplace Food Shelf was thoughtfully designed to resemble a small grocery store. Our choice model adds to that feel by allowing participants to choose what they like and what fits their dietary needs from a variety of fresh, healthy foods.

Our Housing Programs continue to support families who need help avoiding eviction and regaining stability, as well as those transitioning into stable housing from shelters.

Kids are still top of mind. The new space will better provide for them with our beloved Children's Programs: Birthday Gift Room, Back-to-School Success Program, Holiday Toy Shoppe.

Our Shop for Change Thrift Shop is open to the public and boasts a bigger selection, better layout, and the same high quality and uniquely low prices shoppers love.

Visitors to PRISM will also find old favorites such as our Free Library and Free Shelf.

Our relocation began with an offer from Jewish Family and Children's Service of Minneapolis to join them in their new forever home, which was generously donated to JFCS by the Stillman Family Foundation. With a commitment to helping those in need and a desire to address hunger insecurity, JFCS and the Foundation recognized PRISM's services as a perfect complement to JFCS' programs. Our co-location now allows participants of both organizations to more easily access an array of services, and opportunities for collaboration abound.

The list of people to which we owe a debt of gratitude for making this move possible is endless. It has truly been a team effort comprised of the most amazing group of staff, partners, volunteers, donors, and participants, all working in concert to bring our vision of the new PRISM to fruition.

We dreamed of a place that would better reflect the quality of our services, and allow us to meet the community's growing need for food, clothing, and housing support...together we're making that happen.

Please call 763.529.1350 to schedule a tour and learn more about what we're up to!

*Campaign Update: Families and organizations have donated \$304,000+ to our "A Better Tomorrow Campaign" — 87% of our goal! Learn more at [prismmpls.org/abettertomorrow](http://prismmpls.org/abettertomorrow)*

### DONATE

Give cash, send a check, or contribute online. Donate food and hygiene items to our Food Shelf, or clothing and small housewares for our Thrift Shop.

### VOLUNTEER

Share your time in our Food Shelf, Thrift Shop, front office, and more. Contact [klytle@prismmpls.org](mailto:klytle@prismmpls.org) to get started.

### CONNECT



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# FRESH TAKE (CONTINUED)

## BEST KEPT SECRET IS OUT

The Shop for Change Thrift Shop's grand opening at 1220 Zane Ave. N. was a huge success! We experienced unprecedented numbers of first-time shoppers, record-breaking sales, and countless compliments.

It's true that the prices in Shop for Change are unrivaled by other thrift stores, and the quality and level of customer service our shoppers experience is top notch. But, our Thrift Shop is more than just a great place to find a fantastic deal. It's a life-line for our participants; a critical, growing revenue stream for PRISM; and a model social enterprise in the Twin Cities.

Revenue-earning programs like PRISM's Shop for Change help nonprofits diversify their funding sources to meet growing needs and better-sustain themselves over time. Nonprofits are most stable when they are firmly seated on a four-legged funding platform that includes: (1) donations from individuals, corporations, and community groups; (2) foundation grants; (3) government contracts/grants; and (4) earned income.

We recently received two grants from MACC's Social Enterprise Development Network to expand targeted marketing efforts for Shop for Change. Funds supported advertising, promotional materials, signage, and staffing to make the move, grand opening, and future operations a success. These efforts will continue to increase brand awareness, participant referrals, volunteer engagement, and traffic in the store — and improve sales and build long-term sustainability for PRISM as a whole.

While Shop for Change has become a true competitor in the local thrift market, it has maintained its connection to PRISM's mission by keeping prices extremely low, and providing more than 250 PRISM families each year with gift certificates to access needed clothing and housewares at no cost. 100% of profits continue to flow directly back into PRISM's programs.

We invite you to visit the new Shop for Change Thrift Shop. Find great deals, donate your no-longer-needed clothing and household items, and consider volunteering your time!



## TASTE OF THE 'BURBS

Tickets for our 5th Annual Taste of the 'Burbs went on sale March 15, and it's nearly sold out! We hope you'll join us for an unforgettable evening on Thursday, May 10, 2018 at the Crown Plaza Hotel in Plymouth.

Reserve your spot at [prismmpls.org/tob2018](http://prismmpls.org/tob2018).

This much-anticipated event is always a crowd pleaser, and we expect this year to be the best yet! During the strolling dinner you'll enjoy a silent auction and unique raffles, and sample delicious food from:

- Travail Kitchen & Amusements
- Famous Dave's
- Benihana
- Frankie's Chicago Style Bar and Restaurant
- Milton's VVB
- Pickles Catering
- Nonna Rosa's Ristorante Italiano

A sweet dessert courtesy of Nothing Bundt Cakes and Culver's Golden Valley awaits as you take your seat for a heart-warming program and exciting live auction hosted by local theater greats Erin Schwab and T. Mychael Rambo.

We look forward to sharing this fun evening with you and furthering our mission to bring stability to thousands of Twin Cities families each year.

2018 sponsors:

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