



2025 ANNUAL REPORT

CELEBRATING IMPACT



LIFTING PEOPLE OFF THE STREETS
AND BUILDING WHAT COMES NEXT



“Without Joppa, I don’t think we would’ve made it through last winter. To me, the Joppa family feeling is smiles, kindness, and volunteers. They started to make me smile again and encouraged us to get off the streets.”

– Carl, U.S. Army Veteran, & Nicole

**NOW IN HOUSING
THANKS TO YOU**

A YEAR OF REAL IMPACT

In 2025, Joppa continued walking alongside men, women and children experiencing homelessness; helping them survive, find housing and rebuild their lives.

This year, we strengthened our Client Advocacy Program by expanding our team of trained volunteer advocates. These advocates helped more clients map out clear, step-by-step paths forward and achieve them.

Lives have been changed because of your generosity.

Together, we lifted 117 people off the streets in 2025 and helped nearly 600 unsheltered individuals survive winter.

This work is guided by God and the mission He has given us, and sustained through faithful support from donors, churches, volunteers and partners across our community.

Thank you for walking with us. Together, we are lifting people into homes every week.

– JOE STEVENS
CEO & COFOUNDER

Zoe, Cale and little Nova were living in their car when we met them. When every door seemed closed, God brought them to Joppa. With the help of an anonymous donor, Joppa helped them into a home. Joppa continues to support them through weekly Aftercare visits as they rebuild and move toward self-sufficiency.

**Nova, Zoe & Cale
in their new home.**



2025 IMPACT METRICS

Behind every statistic is a **human story**;
someone **seen, known and supported** with dignity.

117

People Lifted Off the
Streets in 2025

801

People Lifted Off the
Streets Since 2008

84%

Remain Off the
Streets Today



9,575

OUTREACH VISITS



8,294

RESOURCE CENTER VISITS



1,864

AFTERCARE VISITS



11,663

REFERRALS TO PARTNERS



3,913

USPS MAIL DELIVERIES



106,572

LBS OF FOOD DELIVERED



17,955

MEALS SERVED



2,130

VOLUNTEERS



42,371

VOLUNTEER HOURS

JOPPA DOES NOT DO THIS ALONE.

Collaboration and community are key to this work.



THRIFTMART: A SCALABLE MODEL TO SUSTAIN JOPPA

Thriftmart was voted **Best Thrift Store** in the 2025 Des Moines People's Choice Awards, and it continues to exceed projections month after month.

Through a focused growth strategy, Thriftmart has continued to increase both traffic and revenue, supported by:

- Effective, targeted marketing efforts
- Strong operational discipline
- Flash sales for over 9,000 Thriftmart Rewards members

Thriftmart is our scalable revenue engine, built to sustain Joppa's mission over time. In the future, with multiple stores, Thriftmart has the potential to one day cover all of Joppa's core operating costs.



JOPPA VILLAGE ACHIEVED A MAJOR MILESTONE

Last year, Joppa received unanimous approvals from the City of Des Moines and Polk County for Joppa Village at 2501 Maury Street, including rezoning. Construction begins in 2026.

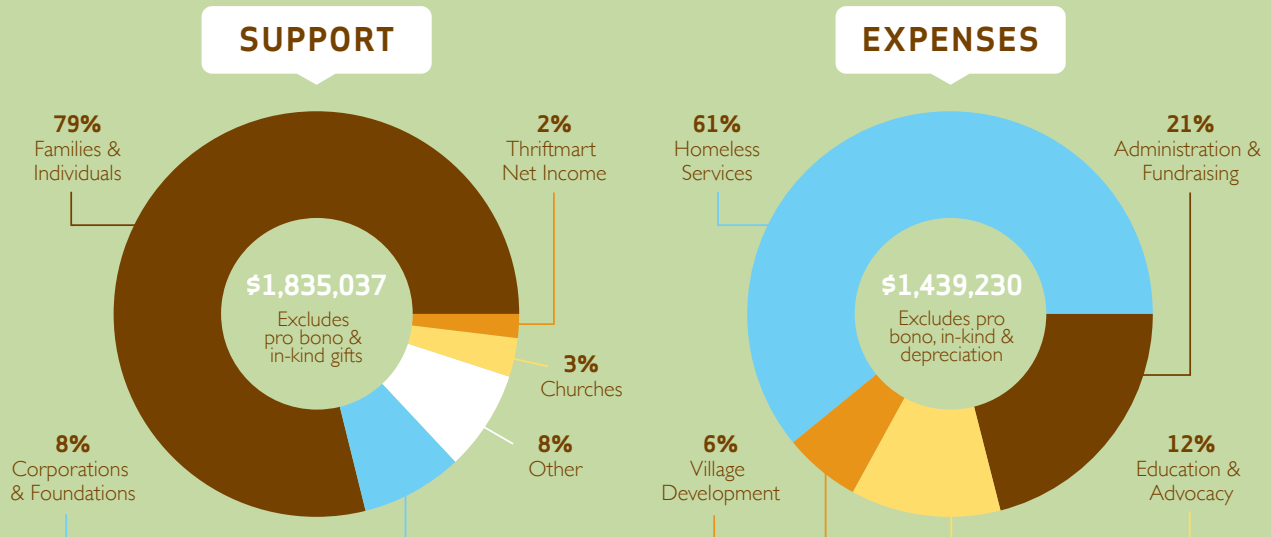
Joppa Village will be a permanent supportive housing community designed for individuals experiencing chronic homelessness; a place of stability, dignity and intentional support.



2025 FINANCES

More than 80% of our financial support comes from people like you.

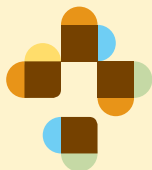
Your giving fuels both urgent care and long-term solutions. None of this would be possible without you!



\$516,498
PRO BONO & IN-KIND GIFTS

Your in-kind gifts include legal and accounting services; marketing and printing; architectural, engineering and construction services; video production; additional staff; and donated food and supplies, etc.

THANK
YOU



THANK YOU FOR MAKING THIS WORK POSSIBLE.

Through your prayers, generosity, volunteering and partnership, lives are being lifted, hope is being restored and a strong foundation has been laid for what comes next. Together, we are lifting people off our streets every week.

“When I first started volunteering, I thought I was simply offering my time to help others. But I quickly realized that what happens at Joppa is much deeper than that.

What touches me most are the small human moments, greeting someone by name, asking how they're doing, or celebrating a milestone like finding housing or a new job. Those simple interactions remind me that what people need most isn't material help. It is dignity, it's compassion and to know someone truly cares.

Every time I leave Joppa, I carry with me the faces and stories of people who have reminded me what hope really looks like.”

— **Kathe Breheny**
Joppa Volunteer & Donor

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@JOPPAOUTREACH



Platinum
Transparency
2026
Candid.

Candid GuideStar Platinum Seal of Transparency
A distinction held by fewer than 1% of U.S. nonprofits.

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