

# The Key Is Uniquely Minnesota

SYSTEMS & SERVICES  
DESIGNED FOR STABILITY



2025 ANNUAL REPORT

# Building on Impact

## From our Board Chair & CEO

As we reflect on 2025, MACV's work comes down to one idea: The Key. Opening doors to housing. Unlocking systems. Igniting momentum. And most importantly, accessing a path to ending Veteran homelessness in Minnesota.

In 2025, Wilder Research released an independent Social Return on Investment study that confirms what Veterans, partners, and communities in every corner of the state already know: investing in MACV works. Using MACV data from 2019 through 2025, the study found that for every dollar invested in MACV, more value is returned to the community than it costs to deliver the work. Under cautious assumptions, MACV generates \$1.26 in social and economic value per dollar invested and up to \$2.59 when broader, well-supported impacts are included.

The Wilder report reinforces a core truth: ending Veteran homelessness requires more than housing placements. It requires prevention, coordinated systems, and long-term support that keeps Veterans housed. It requires hard work. From permanent supportive housing and eviction prevention to employment, legal services, health care navigation, and case management, MACV's work is designed to make homelessness rare, brief, and non-recurring.

We've heard the claim that ending Veteran homelessness is impossible. Minnesota's progress and the data tell a different story. Progress happens when investment is sustained, and solutions are built to last.

We are proud of the role MACV played in 2025, and clear-eyed about what comes next. Ending Veteran homelessness is within reach but only if we keep unlocking systems and services designed for long-term stability.

Thank you for doing your part,



**Trista Martinson**  
MACV Board Chair



**Neal Loidolt**  
MACV Chief Executive Officer



### MISSION

Ending Veteran Homelessness



### VISION

Every Veteran can achieve affordable, dignified, and stable housing.



[MAC-V.ORG](https://MAC-V.ORG)

# A Foundation for Stability

## Strategic Priorities & Values

Minnesota Assistance Council for Veterans (MACV) is the leading statewide nonprofit working to end Veteran homelessness in Minnesota. Founded in 1990, MACV has led a coordinated effort to build a Veteran homelessness response system that meets federally defined benchmarks for the effective end of Veteran homelessness. Minnesota has achieved these benchmarks in nearly every county, reflecting a system in which Veterans experiencing homelessness have timely, effective, and sustainable access to housing stability.

Over the last thirty-five years, MACV has grown into an organization of more than 120 staff serving Veterans and their families in communities across the state, with regional offices in the Twin Cities, Duluth, and Mankato, and staff based in Bemidji, Moorhead, Rochester, and St. Cloud. What has remained constant is MACV's belief that every Veteran in Minnesota, given the right support and resources, can overcome housing instability and live with dignity. MACV exists to ensure Veterans can afford housing, access housing, and engage with the services needed to achieve lasting stability. Our updated strategic priorities were developed through direct input from Veterans and key partner agencies, ensuring our direction reflects real needs, shared expertise, and the communities we serve.



### STRATEGIC PRIORITIES

#### Dynamic Services

- We continually assess the evolving needs of Veterans to effectively address the underlying causes of their homelessness and housing instability.
- We embrace problem-solving that is responsive, Veteran-centered, and built to address complex challenges.

#### Growth of Impact

- Through the power of storytelling and sharing our model, we inspire action, collaboration, and resilience.
- We influence systemic change by promoting best practices, emphasizing data integrity, and pursuing continuous improvement.

#### Workplace Wellbeing

- Creating a workplace philosophy grounded in equity, ensuring opportunities for advancement are accessible to all.
- Ensuring our teams have the tools, knowledge, and support needed to thrive.

#### Community Solidarity

- We build and sustain an inclusive community through strong, accountable relationships with Veterans, community partners, supporters, volunteers, and staff.
- Our work is grounded in shared responsibility, mutual respect, and collective action to promote housing for Veterans in Minnesota.



### VALUES



#### Collaboration

We partner with Veterans and stakeholders to cultivate quality services and support.



#### Stewardship

We promote long-term impact and consistent organizational practices that foster trust between Veterans and the community.



#### Empowerment

We ensure Veterans and team members have the tools to achieve the mission.



### PURPOSE PROVEN

After returning from deployment, many Veterans face anxiety, depression, and the challenge of rebuilding their lives. Army Veteran Stephanie, a medic deployed to Iraq in 2009, found the transition home harder than deployment itself. After job loss and periods of living out of her vehicle or couch surfing, she reached a breaking point. Connecting with MACV helped her access earned benefits and move into stable housing. Having a place of her own gave Stephanie space to heal, regain stability, and begin moving forward, reflecting why housing and support are essential, especially as more women Veterans seek help.



Just having that space to be and not feel like the world is closing in on you. That is the best part of finally having a place.

### STEPHANIE Housed Army Veteran



Watch Stephanie's  
MACV story  
on WCCO CBS  
Minnesota

# Collective Action & Success

## 2025 Impact and Progress

### 2025 MILESTONES

MACV, alongside our dedicated partners, reached landmark milestones in 2025 that reaffirm our commitment to serving Veterans as they rebuild their lives across Minnesota.

#### Historic Milestone as Veteran Village Opened in Eagan

While there is still work ahead to address the statewide shortage of dignified affordable housing, 2025 brought a historic achievement: the groundbreaking and ribbon cutting of MACV's Veteran Village. This was possible through collaboration with **Lennar**, **Housing First Minnesota Foundation**, **Mount Calvary Lutheran Church**, local lawmakers, community leaders, and significant funding support from the **Leonard J. Mikulay Foundation**, **James M. Stanton Foundation**, **Christopher and Sheila Jones Foundation**, and the **Home Depot Foundation**. Veteran Village provides 22 units of trauma-informed, community-centered housing designed to support long-term stability for Veterans, not just a moment of relief. It reflects what's possible when partners stay committed to ending Veteran homelessness and neighbors refuse to look away.



Veteran Village represents a shift in how we think about ending Veteran homelessness. It reflects a shared belief that stability is built through intentional systems designed to last. Eagan shows what's possible when we move beyond temporary fixes and commit to creating places where Veterans can put down roots and belong.

**JON LOVALD**  
MACV Chief Operations Officer

#### Policy and Advocacy

In 2025, MACV's leadership in ending Veteran homelessness continued to influence policy, best practice, and public awareness at both the state and national levels. Our team helped shape conversations at the Minnesota State Capitol during Homeless Day on the Hill and Veterans Day on the Hill, working alongside partners and advocates to advance solutions grounded in data and dignity. MACV leaders also shared Minnesota's proven approaches at the National Coalition for Homeless Veterans Conference, contributing to best practices used by communities across the country. We deepened the general public's understanding of Veteran homelessness and pathways to stability with our annual Home for the Holidays campaign. This statewide campaign received the 2025 Board of Governors Emmy Award for its effectiveness in advancing awareness and action.

#### Community Involvement

Breaking down service silos and barriers to resources are two of MACV's highest priorities in the fight to end Veteran homelessness across Minnesota. Our biannual Salute events play key roles in this work and grew substantially in 2025. In June, our third annual Summer Salute at **CHS Field** connected over 200 Veterans with more than 77 essential services. In December, we partnered with **WCCO CBS Minnesota** and the **Minnesota Twins** to host our ninth annual Winter Salute, welcoming over 200 Veterans and engaging a record number of 80 service providers. Veteran service events held by partner organizations across the state further amplified the efficacy of reaching Veterans where they live and work.

More than 700 volunteers across Minnesota gave their time and energy to show Veterans that their communities see and respect their journeys. From greeting Veterans at the Winter Salute to hosting National Night Out at one of our properties to assembling move-in kits, the individuals and groups who engaged with MACV made lasting differences in Veterans' lives.



### 2025 IMPACT

MACV's comprehensive, collaborative approach achieved significant impact in 2025.

1,022

Veterans prevented from becoming homeless.

736

Veterans placed in housing suited to their needs.

83

Veterans housed in MACV-owned or managed properties.

3,281

Veterans served  
by MACV  
programs

253

Veterans served  
by MACV's  
employment team

1,035

Veterans served  
by MACV's **Vetlaw (legal  
services) program**

## STRENGTHENING SYSTEMS & SERVICES

In 2025, MACV reached more Veterans than ever before, extending impact to every corner of Minnesota. Collectively, our teams served 3,281 Veterans across Minnesota, providing the resources and support needed to achieve housing stability. This work reflects a core Minnesota value: meeting people where they are and acting without delay.

The year marked an intentional focus on strengthening systems and realizing efficiencies after recent growth. In partnership with the **Minnesota Department of Veterans Affairs**, and **U.S. Department of Veterans Affairs**, MACV is the nonprofit co-manager of the Minnesota Homeless Veteran Registry, a by-name list of every Veteran experiencing homelessness in the state. The Registry serves as the backbone of Minnesota's coordinated response and reflects a shared, statewide commitment to accountability and action.

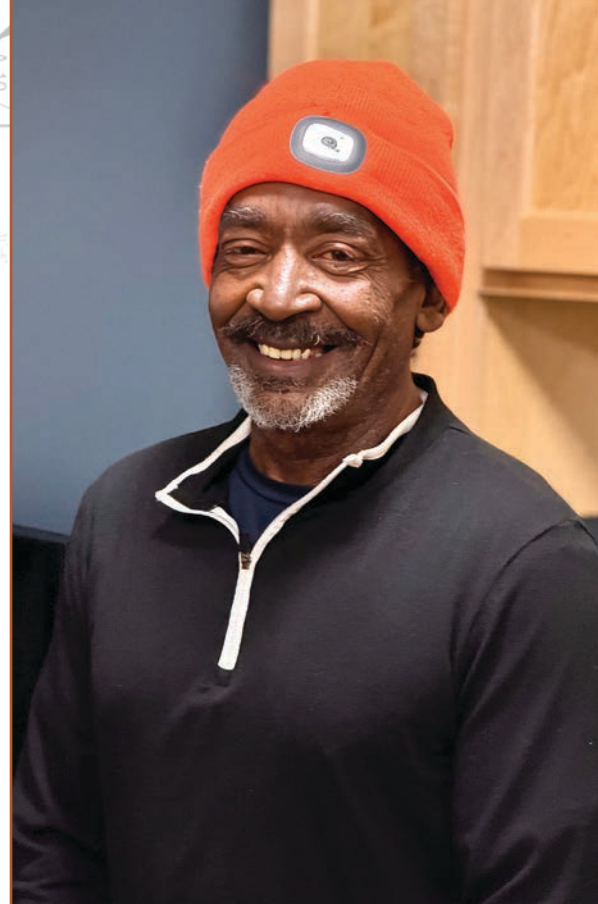
As more Veterans were identified through the Registry, communities responded. Partners convene bi-weekly to develop clear, individualized housing pathways for every Veteran on the list. This consistent, collaborative approach allowed housing plans to move quickly from identification to action, reducing delays and accelerating progress toward stability.

Internally, MACV strengthened systems to ensure strategies were implemented, tracked, and adjusted in real time. At the same time, referral processes were streamlined so that Veterans could move more quickly into housing, employment, legal support, and health care. Together, these efforts reinforced the Registry's role as a practical tool not just for tracking need, but for driving outcomes.

MACV's specialized programs continued to play a critical role in housing outcomes for Veterans. Health Care Navigation, Financial Stability, Justice-Involved Veterans services, Housing Subsidies, and Landlord Engagement each address a specific barrier to housing stability. A game-changing grant from the **Bob Woodruff Foundation** allowed MACV to further evolve transitional housing—a critically important component of Minnesota's statewide response—by shortening stays, accelerating moves to permanent housing, and expanding access for Veterans facing the highest barriers. Additional support from **DAV Charitable Service Trust** strengthened direct financial assistance, helping Veterans stabilize housing before crises escalate.

For some Veterans, permanent supportive housing offers the right foundation. In 2025, MACV opened The Robin in downtown Robbinsdale, adding supportive housing rooted in community connection. Neighbors stepped up and welcomed Veterans with move-in kits, local gift cards, and shared events. We also added our 15th single-family home through Housing for Heroes partners, expanding housing options across the state.

This is the Minnesota approach: coordinated, practical, and grounded in the belief that stability is unlocked together.



## PURPOSE PROVEN

Many Veterans are trained to carry the weight alone. After losing the partner he shared nearly his entire life with, Army Veteran Robert lost his sense of direction and home. Grief followed him across state lines until he had nowhere left to turn. Connecting with MACV gave him stability, dignity, and a path forward. With housing, care, and support to return to work, Robert is rebuilding his life. Now, he has a home and renewed hope for what comes next.



I'm starting a new chapter, so I feel good. I feel really good.

**ROBERT**  
Housed Army Veteran



Watch Robert's  
MACV story  
on WCCO CBS  
Minnesota



# Veterans in Focus

## Key Metrics

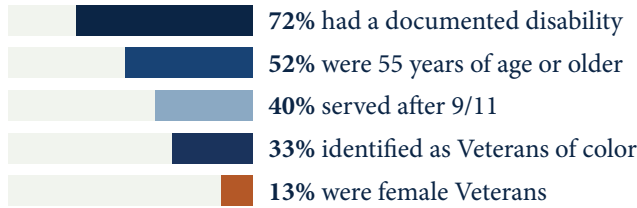
MACV provided services to 3,281 Veterans in 2025. The eligibility criteria for an individual to qualify for MACV services is simple; we serve Veterans living in Minnesota. At MACV, a Veteran is anyone who enlisted for reservist or active duty in any of the military branches, including the National Guard.



## VETERAN DEMOGRAPHICS

**3,281**

Veterans served by MACV in 2025



**54**

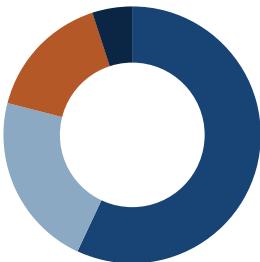
Average age of Veterans served by MACV in 2025

**824**

Veterans served in 2025 had family living with them

The household income of Veterans MACV serves demonstrates the daily financial challenges they face.

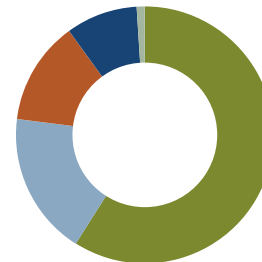
## INCOME DEMOGRAPHICS



Veteran income as a percentage of Area Median Income (AMI):

- Extremely low (30% AMI or less) 57%
- Very low (31-50% AMI) 22%
- Low (51-80% AMI) 15%
- Moderate (81% or more) 5%

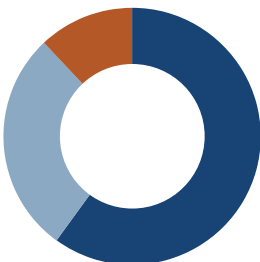
## VETERANS SERVED BY BRANCH



- Army 59%
- Navy 18%
- Marine Corps 13%
- Air Force 9%
- Coast Guard >1%
- Space Force 0%

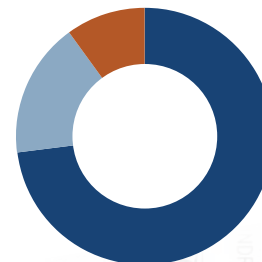
## REGIONAL DATA

### VETERANS SERVED BY REGION



- Metro 60%
- North 28%
- South 12%

### UNITS BY REGION



Housing Units for Veterans:

- Metro 151
- North 36
- South 19

# Investing in Impact

## 2025 Financial Highlights

### STATEMENT OF ACTIVITIES

	2025	2024
<b>OPERATING REVENUE</b>		
Contributions	\$3,098,816	\$3,334,070
Governmental Grants	\$16,854,063	\$15,925,771
Earned Income (Rent and Contract)	\$1,748,556	\$1,221,619
Events Revenue	\$65,337	\$40,074
Other Income	\$118,332	\$126,541
<b>Total Operating Revenue</b>	<b>\$21,885,104</b>	<b>\$20,648,075</b>
<b>OPERATING EXPENSES</b>		
Personnel	\$10,700,204	\$10,272,267
Contracted Services	\$445,008	\$543,180
Direct Financial Assistance	\$6,353,267	\$6,039,401
Facilities	\$1,277,376	\$1,020,354
Office and Operating	\$1,330,827	\$1,077,491
Insurance	\$272,473	\$228,563
Professional Development	\$50,166	\$66,379
Travel	\$210,625	\$208,124
Marketing and Communication	\$119,606	\$132,702
Events	\$147,265	\$126,669
Other Expenses	\$407,249	\$304,633
<b>Total Operating Expenses</b>	<b>\$21,314,066</b>	<b>\$20,019,763</b>
<b>OPERATING SURPLUS</b>	<b>\$571,038</b>	<b>\$628,312</b>

### FINANCIAL POSITION

	2025	2024
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and Cash Equivalents	\$3,256,336	\$5,329,647
Accounts Receivable	\$2,250,288	\$2,127,056
Prepaid Expenses	\$461,023	\$265,964
Donation Brokerage Account	\$50,743	-
Short-Term Investments	\$688,854	\$656,321
Long-Term Investments	\$2,360,990	\$2,129,181
Other Assets	\$16	\$17,692
<b>Total Current Assets</b>	<b>\$9,068,250</b>	<b>\$10,525,861</b>
<b>Property and Equipment</b>		
Construction in Progress	-	\$901,641
Land	\$1,634,098	\$1,170,098
Buildings and Improvements	\$34,157,925	\$26,902,638
Furniture and Equipment	\$676,906	\$616,294
Vehicles	\$336,136	\$347,216
Accumulated Depreciation	\$(5,592,770)	\$(4,749,684)
<b>Total Property and Equipment</b>	<b>\$31,212,295</b>	<b>\$25,188,203</b>
<b>Total Other Assets</b>	<b>\$1,681,431</b>	<b>\$1,840,819</b>
<b>TOTAL ASSETS</b>	<b>\$41,961,976</b>	<b>\$37,554,883</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Liabilities</b>		
Total Current Liabilities	\$1,438,338	\$2,057,952
Long-Term Debt	\$5,699,418	\$3,892,798
Other Liabilities	\$2,078,733	\$2,165,037
<b>Total Liabilities</b>	<b>\$9,216,489</b>	<b>\$8,115,787</b>
<b>Total Net Assets</b>	<b>\$32,745,487</b>	<b>\$29,439,096</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$41,961,976</b>	<b>\$37,554,883</b>



### PURPOSE PROVEN

Some Veterans live with pain so long it feels easier to stay lost than to ask for help. Army Veteran John carried the weight of Cold War service, trauma, and addiction for decades, spending years without stable housing and questioning whether he deserved support at all. When he finally accepted help, MACV stayed with him. Today, John has a home, nearly eight years of sobriety, and a renewed sense of purpose. He now helps other Veterans find the support he once believed was out of reach.



Through the VA, they mentioned MACV. I had heard of it, but I didn't know a thing about it, so away I went. Even when I initially got info, I'm thinking, do I really deserve this? You know, is this for me?

### JOHN

Housed Army Veteran



Watch John's MACV story on WCCO CBS Minnesota



# Uniquely Minnesotan Your Support Builds the Future



As a community-based nonprofit, MACV relies on supporters from all walks of life. Private and public funding from committed partners has built MACV's reach and capacity over the past 30+ years, but the contributions made by thousands of people who simply believe in MACV's mission are just as important.

**Thank you to every donor who supports MACV and the fight to end Veteran homelessness in Minnesota. The progress captured in this annual report is a testament to your dedication and belief in our Veterans.**

## MAJOR DONOR ORGANIZATIONS

Netrio (formerly Success Computer Consulting)  
 James Stanton Foundation  
 Lennar Foundation  
 Home Depot Foundation  
 Leonard J. Mikulay Foundation  
 Bob Woodruff Foundation  
 Christopher and Sheila Jones Foundation  
 The David and Janis Larson Foundation  
 Hugh J. Andersen Foundation  
 Target Foundation  
 Disabled American Veterans (DAV) Charitable Service Trust  
 Minnesota Masonic Charities  
 CenterPoint Energy Foundation  
 McLean/Waugh Charitable Fund  
 Minnesota Veterans 4 Veterans  
 Tee It Up For The Troops  
 Richard M. Schulze Family Foundation  
 Harold F. Griffiths Foundation  
 Saint Paul Foundation  
 Northland Foundation  
 44 North Foundation  
 DAV Chapter No. 0010  
 Order of the Eastern Star Grand Chapter of

Minnesota Blaze Foundation  
 Ecolab Foundation  
 Ordean Foundation  
 Ameriprise Financial  
 DAV of Minnesota Foundation, Inc.  
 Highland Bank  
 Choice Bank  
 Moses G. and Julie M. Smith Foundation  
 Old National Bankcorp Foundation  
 William O. & Natalie C. Lund Charitable Foundation  
 MidCountry Bank  
 Tennant Foundation  
 Blue Team Alpha  
 El Dorado Bar  
 Fredrikson & Byron Foundation  
 VFW Post 6690  
 Xcel Energy Foundation  
 API Group, Inc.  
 C.H. Robinson Foundation  
 Securian Foundation  
 Synchrony Foundation  
 Prudential  
 Lou Campbell Productions

Hector Foundation  
 Bob and Kathie Goodale Legacy Foundation  
 3M Foundation  
 Mayo Clinic Community Engagement  
 VFW Auxiliary Post 5462  
 Standard Heating  
 Principal Minnesota  
 Target Corporation  
 VFW Post 4210  
 American Legion Post 0580  
 MEI Total Elevator Solutions  
 Uponor  
 Jerome J and Ursula Choromanski Family Foundation  
 DAV Auxiliary Chapter 0010  
 Shoot for the Troops  
 Jaguar Land Rover North America LLC  
 MinnWest Bank  
 Power of 100 Lake Minnetonka Chapter  
 Grapevine Giving Foundation  
 Echo Chill  
 Contract Interiors Inc.  
 DAV Chapter No. 0007  
 Stinson LLP  
 Edina Realty Foundation

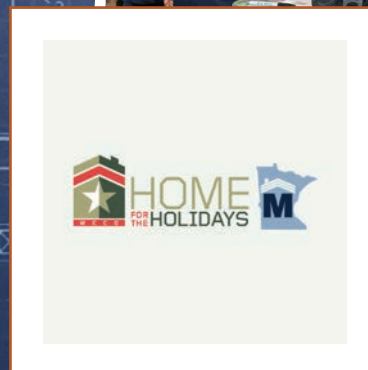
RBA Cares Fund of The Minneapolis Foundation  
 Thrivent Financial  
 James G. Lindell 1991 Irrevocable Charitable Trust  
 Software Diversified Services  
 DAV Chapter No. 0032  
 Elks Lodge No 44 of the Benevolent Minnesota Adult & Teen Challenge  
 Bolton & Menk  
 Vietnam Vets Legacy Vets Motorcycle Club  
 Benna Auto Center LLC  
 Stripe Online Giving  
 American Legion Post 0523  
 Lions Forest Lake Club  
 VFW Post 0230  
 VFW Post 5555  
 Walker Family Foundation  
 VFW Post 1914  
 Peace Lutheran Church  
 American Legion Post 0002  
 American Legion Auxiliary Post No. 0049

## GOVERNMENT PARTNERS

Minnesota Department of Veterans Affairs (MDVA)  
 U.S. Department of Labor  
 U.S. Department of Housing and Urban Development  
 U.S. Department of Veterans Affairs  
 Minnesota National Guard  
 City of Minneapolis Health Department  
 City of Duluth  
 Minnesota Department of Employment and Economic Development  
 County and Tribal Veteran Services Officers

## VETERAN SERVICE ORGANIZATIONS

Disabled Veterans National Foundation  
 Minnesota Veterans of Foreign Wars (VFW)  
 Minnesota VFW Auxiliary  
 Minnesota America Legion & Auxiliary  
 Amvets Chapter 1  
 National Society Children of the American Revolution (NSCAR)  
 Marine Corps League  
 Association of the United States Army  
 Minnesota Beyond the Yellow Ribbon  
 Blue Star Mothers of America (BSMA)  
 VietNam Vets/Legacy Vets Motorcycle Club



**1,171 Donors**  
and \$1,020,390 in donations



**475 Donors**  
and \$311,748 in donations