

# 2024 ANNUAL REPORT



**NORTHPOINT**  
Health & Wellness Center

## 2024 COMMUNITY BOARD

### BOARD LEADERSHIP

**Leticia Selmon**, Chair  
**Jeff Washburne**, Vice Chair  
**Rafaela Salido**, Secretary  
**Anthony Newby**,  
Treasurer (*until 11/2024*)  
**Karen Washington**,  
Treasurer (*starting 12/2024*)

### BOARD MEMBERS

Commissioner  
**Irene Fernando**  
**Judith Ferreyra Garcia**  
**Dr. David Hamlar**  
**Seakh Menheer**  
**Tina Nguyen**  
**Josh Resnik**  
**Rev. Alanna Tyler**  
**Todd Western**



## A MESSAGE FROM OUR

# CEO & BOARD CHAIR

As we reflect on 2024, we recognize some extraordinary changes in our nation, our community, and at NorthPoint Health & Wellness Center. With the completion of our new campus, NorthPoint is able to offer medical, dental, behavioral health and human services under one roof for the first time in our organization's history. With the changing of leadership roles, we carry forward the tradition of honoring our history and creating our future. Through all this, we remain an anchor institution and trusted partner in the heart of North Minneapolis. We are honored and excited to share with you some of our achievements for 2024 in this annual report.

NorthPoint is part of a nationwide movement dedicated to making communities healthier. This year we partnered with government officials to promote education and awareness around topics ranging from financial wellness to breast health. We continued to deepen our work to make food more accessible in the community. And our entire staff has united in our effort to make sure our new, bright, welcoming campus meets the needs of our community.

This year and beyond, we are committed to radical hospitality, and we want every guest who enters our doors to feel empowered and valued as a partner in their health and wellness journey. Our shared mission to empower individuals and families in our community to live healthy and full lives is unwavering, and all that is possible thanks to your support. Because of you, we continue to make health happen in North Minneapolis.

***Thank you for partnering with us to create a healthier community!***



*Kimberly Spates*

**Kimberly Spates**  
Chief Executive Officer



*Leticia Selmon*

**Leticia Selmon**  
Community Board Chair



# OUR MISSION, VISION, AND VALUES

## MISSION

NorthPoint is partnering to create a healthier community.

## VISION

NorthPoint Health & Wellness Center sets a standard of excellence in providing culturally responsive, integrated, holistic primary health and social services that strengthens our community and the lives of the people we serve.

We are leaders and partners in a shared vision of a healthy, environmentally safe, and economically stable, self-reliant community.

## VALUES

### • DIVERSITY / INCLUSION

We meet each other's cultural needs and embrace our cultural differences and create an environment honoring each other's dignity and contributions.

### • COMPASSION

We create a caring environment that encourages healing, growth, and well-being, and delivers accessible and responsive health care and human services.

### • STEWARDSHIP

We earn the enduring goodwill of our clients, our patients and their families, and we are accountable and hold ourselves to high standards.

### • INNOVATION

We support the rapid diffusion of new ideas and new technology, and deliver an integrated holistic approach to health and human services.

### • INTEGRITY

We treat each other fairly, and behave ethically.



## OUR WORK

*At NorthPoint, we're making health happen.*

NorthPoint partners to create a healthier community by providing health and human services from all angles. As a federally qualified health center, we integrate health care with programming that empowers guests to work toward their goals by addressing the social factors that determine health and wellness.

Your involvement is an investment in the health and wellness of the North Minneapolis community. Community support of our general operating costs helps us implement this work toward community healing. It helps us make health happen!

*We serve the community in four key areas:*

### • MEDICAL

Providing whole-person care through a full-service clinic for people of all ages.

### • DENTAL

Making healthy smiles happen through routine, urgent, and specialty dental services.

### • BEHAVIORAL HEALTH

Supporting your goals for health and wellness through individual and group therapy, chemical health support, and psychiatric care.

### • HUMAN SERVICES

Reaching out to the neighborhood through support programs and community resources.



“Language is not just data. It comes with a lot of background, context, institutions.”

— José Salinas-Valdivia

#### PROGRAM SPOTLIGHT:

## LANGUAGE ACCESS

**Yesica Gonzalez de Evans was interpreting for a Spanish-speaking NorthPoint guest during a behavioral health visit when the guest mentioned a fence. The guest talked about jumping over that fence, and what that journey was like. When Yesica noticed the behavioral health provider’s responses were not matching the guest’s concerns, she shared her own personal experience with him.**

“I could tell the provider thought the guest was talking about a metaphorical fence,” says Yesica. “But I knew it was a literal fence they had to jump over to cross into the country, so I shared my own personal story to help the provider understand.”

NorthPoint’s team of in-house interpreters don’t just convey information from one language to another—they make NorthPoint a place where guests from all over the world can feel understood, prioritized, and treated as a whole person. We provide interpreter services for medical, dental, or behavioral health visits in over 80 languages, including Spanish and Hmong. More than 40% of NorthPoint guests receive services in a language other than English with the help of our interpreters.

One interpreter is José Salinas-Valdivia, who also provides Spanish translations for written materials like flyers and signs. José describes language access as a four-part effort: transferring information, clarifying what’s going on, bridging cultures, and advocating for the guest.

“Language is not just data,” says José. “It comes with a lot of background, context, institutions.”

The COVID-19 pandemic made it clearer than ever how important language is. As information constantly

changed, it became more confusing even for native English speakers. Yesica saw a lack of resources in other languages, and the resources that did exist often weren’t written in a way that people from other cultures could easily understand. People in the community turned to NorthPoint for help.

“During and after the pandemic, the word-of-mouth about NorthPoint has continued to grow,” says Yesica. “Guests with limited English proficiency know that at NorthPoint, they will be able to find someone that speaks their language and they’ll be able to get their needs met.”

Both Yesica and José entered the profession of language access to give back to the community. Yesica says she has been interpreting most of her life without even realizing it. At NorthPoint, she’s able to contribute to a comfortable environment where guests can feel safe to be vulnerable about their healthcare needs.

For José, knowing he’s the person who made someone’s healthcare more accessible makes him a part of something bigger.

“Behind every great aspect of human history, behind every achievement, there was a translator or interpreter,” says José. “We have that impact on a local level at NorthPoint.”





## A SPECIAL THANK-YOU:

# OUR CAMPUS EXPANSION

**In 2024 we celebrated the completion of our newly expanded facility at 2220 Plymouth Ave N in Minneapolis. We set out to meet our rapidly growing community's needs by integrating health and human services under one roof. This expanded space enhances our efforts to address all aspects of our community's health and well-being.**

This expansion project not only provides new space for NorthPoint guests, but has extended its reach into the community, providing major economic development opportunities and working across multiple sectors including public, private, health, housing, food and transportation.

We want to thank our dedicated design, construction and planning team, including:

- AECOM
- Hennepin County Facility Services
- JE Dunn
- KMS Construction
- Minority Contractors Association
- Studio Elsewhere
- Tri Construction
- NorthPoint staff

We are especially grateful for the contributions of our passionate funders and supporters, including:

- Cargill Foundation
- Delta Dental
- General Mills
- Helmsley
- Hennepin County
- Hennepin Health
- IGRB Foundation
- JE Dunn
- Mississippi Watershed Management Organization
- NorthPoint donors
- NorthPoint volunteers

We also want to extend a special thank-you to the consultants for our Stronger Together capital expansion campaign:

- Mohammed Agoubi
- Kevin Armstrong
- Dorothy Bridges
- Dr. Julia Joseph-Di Caprio
- April Estes
- Dr. David Hamlar
- Quincy Lewis
- Peter McLaughlin
- Kareem Murphy
- Kim Nelson
- George Roberts
- Robert Ryan
- Sandy Vargas
- Dr. Barbara Butts Williams
- Michael Yang

Finally, and most importantly, we could not have accomplished this milestone without the input, collaboration, donations, volunteer time, patience, and love of our entire community. This facility is made with you, by you, and for you.

No great achievement is gained without partnership. NorthPoint has partnered with our supporters for this historic campus expansion to create a healthier community.

BY THE NUMBERS:

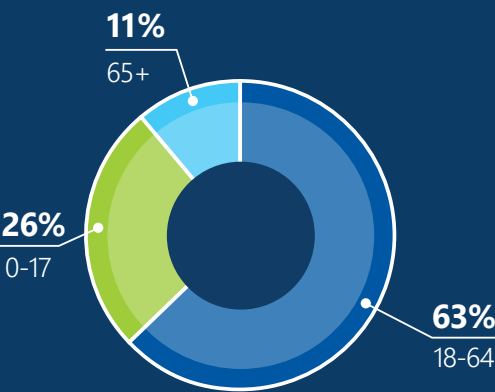
HEALTH SERVICES

NorthPoint is administered through a partnership between Hennepin County and a community board of directors comprised of people who live and work in the community.

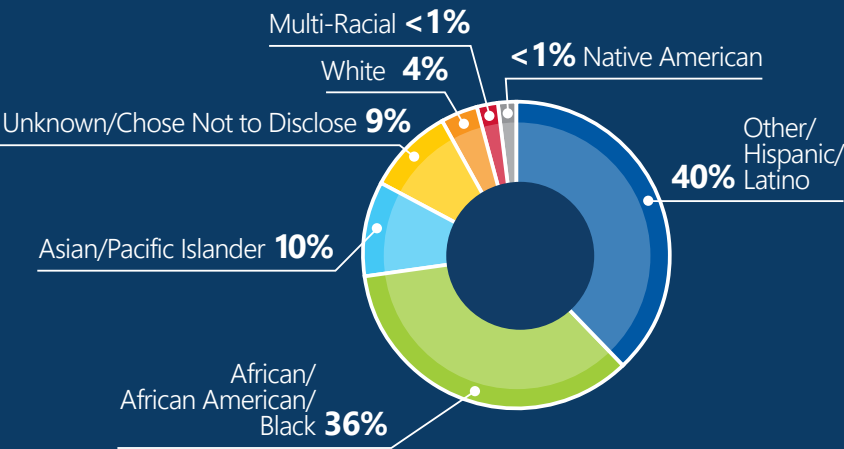
Hennepin County provides financial infrastructure and support for NorthPoint’s health services.

In 2024, our health services (medical, dental, behavioral health) reached **24,622** members of our diverse community:

NORTHPOINT TOTAL AGE BREAKDOWN



NORTHPOINT TOTAL RACE/ETHNICITY BREAKDOWN

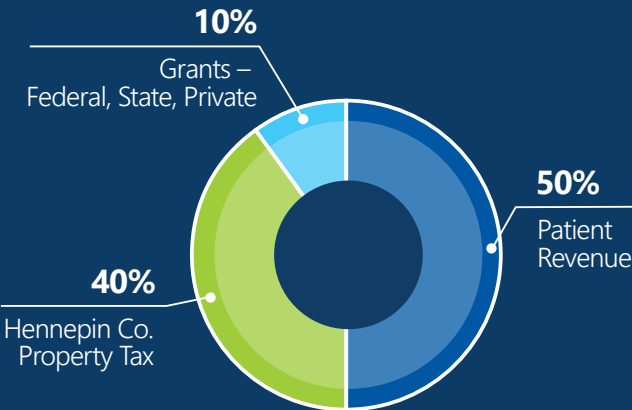


INVESTMENT IN THE COMMUNITY

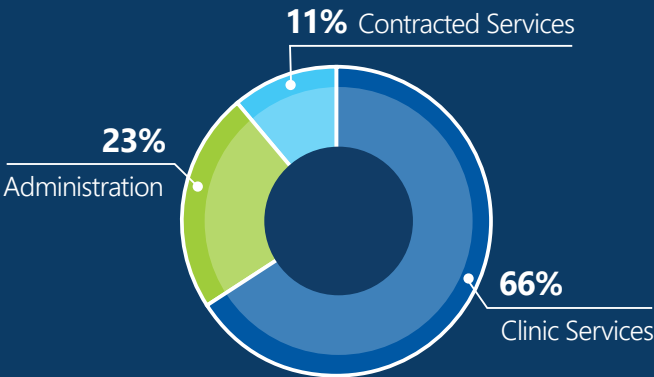
Here are some financial highlights for NorthPoint’s health services, managed by Hennepin County, for the year ending December 31, 2024:

| REVENUE                          | AMOUNT (%)      |
|----------------------------------|-----------------|
| Patient Revenue                  | 25,761,692 (50) |
| Hennepin County Property Tax     | 20,495,308 (40) |
| Grants – Federal, State, Private | 5,040,604 (10)  |
| TOTAL REVENUE                    | \$ 51,297,604   |
| EXPENSES                         | AMOUNT (%)      |
| Clinic Services                  | 34,128,464 (66) |
| Administration                   | 11,706,679 (23) |
| Contracted Services              | 5,462,461 (11)  |
| TOTAL EXPENSES                   | \$ 51,297,604   |

HEALTH SERVICES REVENUE BREAKDOWN



HEALTH SERVICES EXPENSES BREAKDOWN



## BY THE NUMBERS:

# HUMAN SERVICES

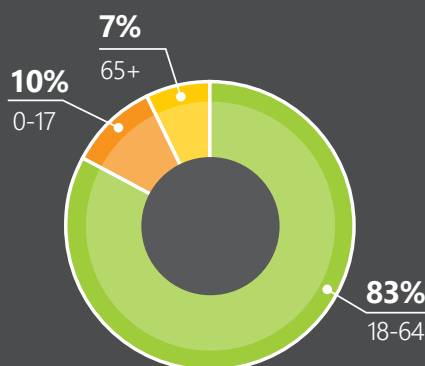
NorthPoint is administered through a partnership between Hennepin County and a community board of directors comprised of people who live and work in the community.

NorthPoint's human services are delivered through our 501(c)(3) nonprofit agency, NorthPoint Health & Wellness Center, Inc.

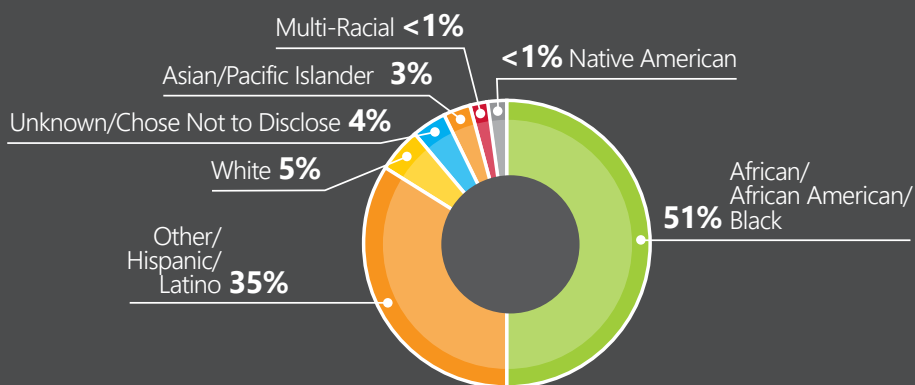
In 2024, our human services reached **100,000** members of our diverse community among all programs, including the Food Shelf and Free Fresh Food Fridays.

**3,027** individuals received one-on-one support for health initiatives, housing and financial wellness, career development, MNsure and SNAP enrollment, and/or additional adult and youth resources. Of those individuals:

### HUMAN SERVICES TOTAL AGE BREAKDOWN



### HUMAN SERVICES TOTAL RACE/ETHNICITY BREAKDOWN



## INVESTMENT IN THE COMMUNITY

Here are some financial highlights for NorthPoint Health & Wellness Center, Inc., for the year ending December 31, 2024:

| REVENUE                             | AMOUNT (%)     |
|-------------------------------------|----------------|
| Government Grants                   | 6,933,617 (60) |
| Fundraising & Private Contributions | 4,475,588 (39) |
| Other                               | 57,918 (<1)    |

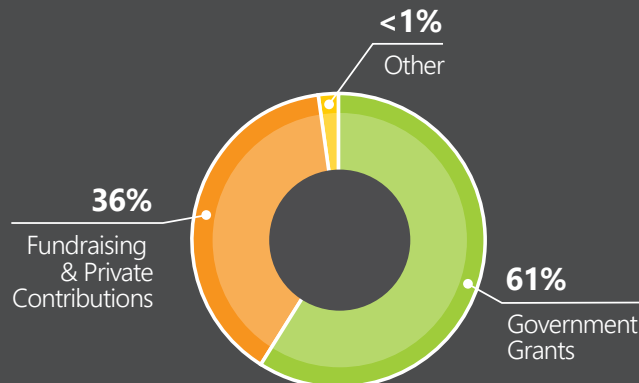
**TOTAL REVENUE \$ 11,467,123**

| EXPENSES         | AMOUNT (%)      |
|------------------|-----------------|
| Program Services | 10,337,555 (87) |
| Administration   | 1,273,620 (11)  |
| Fundraising      | 255,956 (2)     |

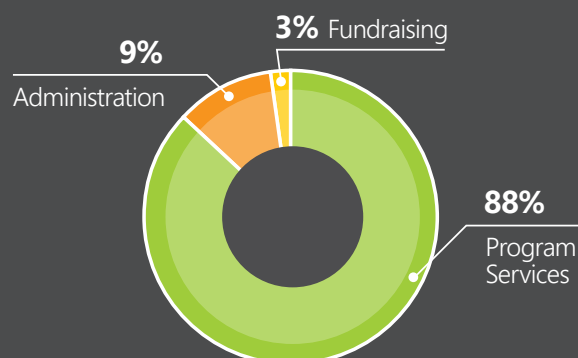
**TOTAL EXPENSES \$ 11,867,131**

| NET ASSETS                        | AMOUNT (%) |
|-----------------------------------|------------|
| Change in Net Assets for the Year | -400,008   |
| Net Assets, 01/01/2024            | 5,882,295  |
| Net Assets, 12/31/2024            | 5,482,287  |

### HUMAN SERVICES REVENUE BREAKDOWN



### HUMAN SERVICES EXPENSES BREAKDOWN



**NORTH POINT**  
Health & Wellness Center

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