



Emma Norton's e-news

November 2025

Dear *{{Informal Name}}*,

As we enter into the season of gratitude, we have so much to be grateful for at Emma Norton. The last month has been full of uncertainty for many, but you, our community, have stepped up in so many ways. From warm coats to grocery gift cards, every act of kindness helps our clients feel supported and seen, which is especially important in times like these.

As we look forward to the end of the year, there are still plenty of opportunities to get involved through giving, celebration, and volunteering. Read on to learn more about the amazing work our community has done in the last month, and how you can help us finish the year strong!

With warmth and gratitude,

The Emma Norton Team

Give to the Max on Thursday, November 20!



Give to the Max Day is almost here! Every dollar you give enables us to provide and expand supportive housing and services for individuals and families healing from homelessness. During Give to the Max Day, the impact of your giving **is doubled thanks to a \$10,000 matching grant from the Hubbard Broadcasting Foundation!**

To help us maximize our chances of winning a prize from GiveMN, we have two power giving hours planned—the first from 6 AM to 7 AM, and the second from 6 PM to 7 PM.

Remember, every donation counts as an entry for grant prizes from GiveMN, so donating multiple times throughout the day can make a big difference—last year we won our first hourly drawing for a \$1000 grant prize with a \$10 donation made around 5 AM!

Schedule your gift early at givemn.org/emmanorton and/or mark your calendar for November 20 to join tens of thousands of Minnesotans celebrating this special day of giving!

Thank You Partners: Bingo, Coat Drive, and Food Support!



We have so much gratitude to share this month! Thank you to the **Hamline Church Youth Group** who hosted bingo on November 2 and **Chapter BL, PEO International** who hosted bingo on November 6. Both of your groups brought a lot of fun to the community! Thank you also to the **Path of Grace youth group** that came to Emma's Place on November 5 to learn about Emma Norton, and help prepare the grounds for the coming cold weather, and to **St. Peder's Lutheran Church** for their delicious Friendsgiving Potluck at Restoring Waters on November 16.

A big thank you to everyone who helped make the **2025 Coat and Winter Gear Drive** such a success! We had the winter gear giveaway at Restoring Waters on October 23 and Emma's Place on October 29, just in time for the cold weather. A special thanks to **Ballard Spahr** for providing new kids coats, **UW Faith chapters** across Minnesota, and many other individuals for your donations! Due to limited storage space and the generosity of our community, we've ended up with more winter gear than we can hold onto. We'll be sharing the extra with our friends at Neighborhood House!

Finally, we want to share our deep and heartfelt gratitude to everyone who stepped up with direct gifts and grocery gift cards when we sent out the call for food support —*together we raised over \$20,000 for food and transportation for our clients*. We were blown away by people's generosity and have been able to distribute gift cards to clients to alleviate the stress of the delayed SNAP disbursement thanks to this giving.

Get Ready for Orange Friday on November 28



2025 is our sixth year of celebrating “**Orange Friday**,” a special ENS initiative to use Black Friday sales for charitable giving! Every year we identify a few items that are being frequently requested across our programs and ask our supporters to consider adding some of these items to their holiday shopping lists. By taking advantage of Black Friday discounts, you can make your dollar go further in supporting our clients!

We’ll be sharing a full list nearer to Thanksgiving, but for now we wanted to give you some of the top items so you can start looking out for deals:

- Microwaves
- Coffee makers
- Razors/beard trimmers
- Vacuums
- Queen size bedding (mattress covers, sheets, etc.)

As we continue to expand our programs, support through Orange Friday giving is especially impactful as we move in more new clients! *Orange Friday donations can be mailed directly to Emma Norton, 2265 Hillcrest Ave., St. Paul, MN 55116.*

Legacy Luncheon Highlights



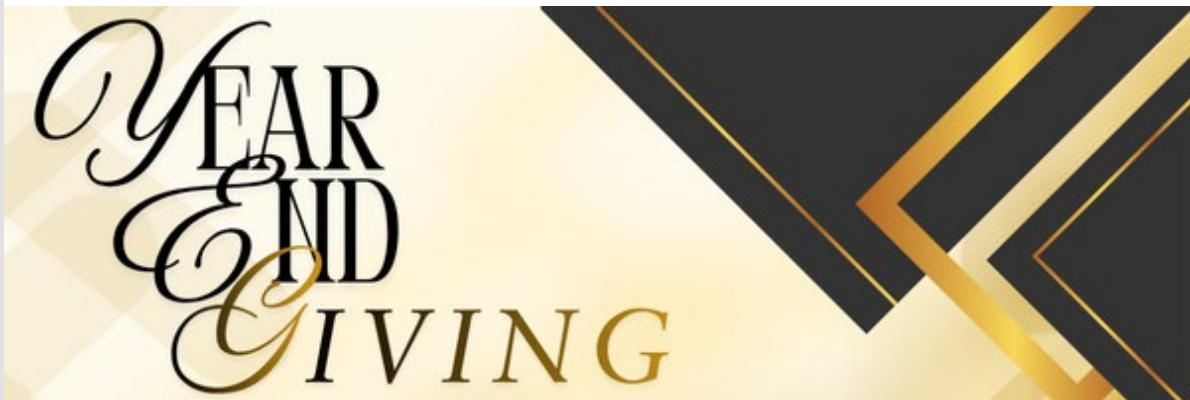
Earlier this month a group of donors and partners gathered at Restoring Waters for the annual Legacy Luncheon, an opportunity to learn more about ENS and planned giving. It was an inspiring gathering, in no small part thanks to former Board President Hildy Bowbeer, who gave a speech about her relationship with Emma Norton Services.

“What keeps me giving to Emma Norton, and singing its praises to others, is that in

addition to a worthy mission and great intentions, Emma Norton delivers on its mission with passion, operational excellence, and forward-thinking, creative energy,” shared Hildy. “I’m so proud to have had even a tiny part in contributing to this future.” Watch a video of Hildy’s speech [here](#).

We are so grateful to community members like Hildy who plan to include Emma Norton in their estate plans, ensuring that their support continues for generations. Interested in leaving a legacy gift for Emma Norton? Learn more [here](#) or contact Advancement Director Shawna Nelsen-Wills at snelsen@emmanorton.org.

Year-End Giving—Take Advantage of a \$10,000+ Board Match!



As 2025 winds down, your support matters more than ever. There is so much uncertainty in funding and services at all levels of government, so private and philanthropic donations are vital for our operations and programs. This has been a year of incredible growth for our organization, and every contribution helps us keep that momentum going.

We’re excited to share that your year-end gifts **will be doubled thanks to a \$10,000 match from our Board of Directors!** Go to www.emmanorton.org/donate to give online, or mail your contribution to 2265 Hillcrest Ave, St. Paul, MN 55116. Your generous end-of-year giving helps us step confidently into the new year and navigate the potential bumpy road ahead.

Do you need to make an IRA distribution, interested in donating stocks, or want to make a gift in honor or memory of someone? Please contact Shawna Nelsen-Wills at snelsen@emmanorton.org or 651-251-2632 to discuss a special gift as the year comes to a close. Thank you for your generosity!

2025 Fall Newsletter – Mental Health Support Across Programs

FALL 2025



The Journey Home

Providing transformational housing for individuals and families on their journey of recovery

INSIDE THIS ISSUE

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FEATURE STORY

Collaborative Care Throughout Emma Norton



One of the most impactful expansions in recent years at Emma Norton is in-house and on-site clinical support. Case managers can now include meetings with a Licensed Clinical Social Worker as part of the intake process.

Our Fall 2025 Newsletter is here! It should be arriving in your mailboxes this week, but if you can't wait, you can read a PDF on our website. This edition explores how peer supports, case managers, our Clinical Director, and more staff work together to create holistic, trauma-informed care across all our programs.

Read the full fall newsletter here, and use this link to share it with your network:

<https://emmanorton.org/wp-content/uploads/2025/11/ENS-Fall-newsletter-2025.pdf>

Share the good E-News!

We love our many supporters and volunteers, but don't keep us to yourselves. Please share this E-news with your friends and family, like us on social media (see below), and let others know about the great work we are doing to help end homelessness and help women and families thrive!

Make a [donation today](#) to help us continue to provide safe, stable homes for women and families on their journey of recovery.



Emma Norton

The Journey Home Begins Here