



JustDane

ANNUAL REPORT 2025

Envisioning a community where everyone has a chance to succeed



June 12, 2026

Dear Friends,

In 2025 we continued our commitment to our community through the addition of another project under our fiscal sponsorship services. We expanded the ServSafe classes in the Dane County Jail to include classes for women in the jail. We expanded our Reentry Simulations in the State and, in 2025 conducted a record 13 simulations. The Journey Home, Circles of Support and Peer initiatives were busy throughout the year. Responding to the growing number of elderly individuals returning home after 40+ years of incarceration, we created a new Journey Home Senior Resource Specialist position to work specifically with older adults to better meet the unique concerns and challenges they face upon release from prison. All of our reentry initiatives increased their impact last year as services continued to grow.

Healing House continued to provide healing and care for unhoused families with a member needing recuperation from illness, surgery or childbirth. In October we were notified that we were selected to receive a WI Partnership Program Grant to expand services AND study the impact of medical recuperative shelter on health outcomes. With our academic partners at the UW Sandra Rosenblum School of Social Work, we will be evaluating the program and adding additional supportive services. The grant officially begins April 1, 2026, and is a three-year grant.

We continued our advocacy work, focused on continued support for the social safety net in our State, County and City. We focused on helping community members understand the issues and connect the dots between what might, on the surface, appear to be unrelated issues. For example, we have been working diligently to increase public awareness that the fastest growing age demographic in our prison system is people aged 55 and older. How are we, as a community building sufficient supports for an increasing geriatric reentry population – a population with greater health needs, with fewer employment opportunities, and with greater barriers to housing, etc. This is part of our role, to help our community prepare to meet the needs of older individuals returning home. That's just one example of the work we've been doing. We also successfully worked with other non-profits to oppose a proposed 4% cut in County funding to safety net services.

Our work is made possible through your generosity. Our volunteers make our work possible through mentorship, Circles of Support, and Board and committee membership. You make it possible to support individuals who have been historically and intentionally marginalized. Your donations of money, goods, and time make this work possible. While we are incredibly grateful for the support of the United Way of Dane County, the City of Madison, and Dane County Human Services, none of those contracts fully fund the programs and initiatives of JustDane. The majority of our budget relies on our individual, congregational and foundation support. It truly is a community effort.

I hope you find this report both informational and inspirational as you read about the work that you make possible. We are incredibly grateful for your support and are looking forward to our next 50 years.

With gratitude,

Linda Ketcham
Executive Director

Healing House

In 2025, 35% percent of our guests were infants under 1 year old. Additionally, 13 pregnant women experiencing difficult pregnancies found rest and the opportunity to get stronger to improve birth outcomes. Many of our tiniest guests were newborns, who were discharged to Healing House directly from the NICU, along with their parents. While the average length of stay at Healing House is around one month, we have had families with us for just over three months, based on their need for recuperative shelter. In 2025 we saw a continued trend of larger families in need of medical recuperative shelter, as homelessness increases. Throughout 2025, our partner, The Road Home, continued to coordinate meal deliveries for Healing House guests and provide housing case management for our guests.

In 2025 Healing House served 25 families.

Just Bakery

Just Bakery offers industry specific training, life skills training, case management and employment placement and retention support for individuals who have significant barriers to employment. This includes individuals who are justice-involved, who are unhoused, who don't have a high school diploma or equivalency, or who may be facing substance abuse and/or mental health challenges. Using a nationally recognized curriculum, our students can also earn up to 12 college credits at Madison College and automatic admission into their culinary program. Just Bakery offers employment training AND a pathway to college.

In 2025, we continued to provide ServSafe classes in the Dane County Jail, to offer individuals who are not deemed eligible for jail diversion, the opportunity to participate in a training program. In 2025 we added classes for women in the jail. These classes offer the students a nationally recognized certificate in the food industry and increases their marketability and earning potential, post release. It is the only training program currently in the jail that offers a nationally recognized, industry specific employment credential.

In 2025 Just Bakery provided training, case management, and job placement and retention support for 97 individuals.

Journey Home

The Journey Home is a reentry initiative that focuses on connecting individuals newly released from prison with Residency, Employment, Support, Education and Treatment (RESET). Initiative components include: Circles of Support, case management, employment soft skills training, weekly Phoenix Initiative peer-led support groups, and Parenting Inside Out Cohorts—all of which were provided in 2025. We expanded our community outreach through a collaboration with the Allied Wellness Center, as our Circles of Support Coordinator John Givens now co-facilitates the Black Men's Group at the Center. The Journey Home Senior Resource Specialist started in September 2025, working with individuals who are newly released and who are age 60 and older.

In 2025, 584 individuals participated in the Journey Home Initiative (Circles of Support, employment training, case management, Phoenix Initiative Support Group, Parenting Inside Out classes, pre-release prison in-reach and Community Service Fairs). The two-year return to prison rate for Journey Home participants was 6.08 % in 2025.

Peer Support

Peer Support relies heavily on one-to-one, face-to-face interactions between a Peer Specialist and the Peer. The ability to build and maintain peer relationships has been more challenging since the onset of the pandemic. Peer Specialists are individuals who have lived experience with mental health challenges and/or substance abuse, who

walk side by side others experiencing similar challenges. The pandemic has challenged recovery for people. It exacerbated anxiety, isolation, fear, and depression and added new trauma, as people tried to connect with supports. Case management is the other part of the Peer Support program. Different from Peer Support (which is about walking side by side as a support), case management works to connect people with other community supports such as housing, employment, health care, etc. Utilizing our toll-free reentry phone number at the jail, individuals are able to reach out to us without having to use their own funds, allowing easier access to connect with the Peer support program, since outside program staff have still not been able to return to the jail. JustDane's Peer Support initiative is a collaboration with Centro Hispano, with both agencies providing case management and peer support and ensuring that services include bilingual and bicultural supports for criminal-legal system impacted members of the Latinx community in Dane County. Additionally, as part of the collaboration, the program has expanded the number of bilingual and bicultural Peer Support Specialists and Trainers through Centro's efforts to expand access to the trainings.

In 2025, 152 individuals participated in the Peer Support Program and 18 individuals completed the Peer Support Specialist training through Centro Hispano.

JustDane Micro-Loan Funds

People involved in our reentry programs can access micro-loans to help meet immediate needs and to build credit. Since 2007, loans have been made to assist with educational needs, clothing for a new job, fees to reinstate a license or vehicle tags, assistance with first month's rent or security deposit, and with materials to begin a business.

In 2025, 3 micro-loans were made to individuals in the programs to assist with work related expenses.

Mentoring Connections and Drive to Succeed

Mentoring Connections continues to match children ages 4-17 who are impacted by parental incarceration with community-based mentors. During the pandemic volunteer recruitment and matches proved difficult but we are seeing a rebound in volunteer interest and new matches being made on a regular basis.

Our collaboration with Operation Fresh Start, Drive to Succeed, had to be launched virtually in 2020, and without the first program component: meeting with the youth while they were still incarcerated.

In 2025, 49 youth and young adults received mentoring support through Mentoring Connections and Drive to Succeed.

Reentry Simulations™ and Just Workplace™

Reentry Simulations™ © are the creation of JustDane which has been providing them within the community and country since 1999. The Simulation is an opportunity for community members to gain a glimpse into the challenges individuals face their first 28 days out of prison. Over the past 25 years we have provided simulations across the country, state and within Dane County. In 2025 we were contracted by Employ Milwaukee to conduct two simulations, one for employers and one for policy makers. Along with the Simulation for Employ Milwaukee, we conduct two lunch and learn sessions on creating a Just Workplace™. Participants learn about trauma informed workplace practices and take a self-assessment focused on how trauma informed their workplace is. The sessions also focus on inclusive employment recruitment, screening and interviewing practices, and a review of principles of equity and inclusion. They then review their own organizational practices and policies. Employer panelists offer insights into their own journey to creating a more inclusive workplace.

In 2025 we conducted 13 Reentry Simulations and two Just Workplace Lunch and Learns.

Returning Citizens Education Fund

Thanks to a generous gift of \$15,000 in 2017, an educational assistance fund was established through Madison Community Foundation to assist a reentry or Just Bakery program participant with educational funds toward a degree or certificate program. In 2021, we made our fourth award to a Just Bakery graduate who is enrolled in Madison College's culinary program. In 2025, an award was made for a program participant pursuing a degree at Madison College. That student is still working on their degree and has, thus far, been a nearly straight A student after 2 semesters.

Bail Fund

JustDane operates a small bail fund in collaboration with the Public Defender's Office and the Dane County Jail Reentry Social Workers. Initial funding was from the Hoover Family Foundation. Over the past four years requests for bail assistance have dramatically increased and JustDane has provided additional funding to the program through unrestricted grant funds to help individuals return to their lives while they await their court cases to go through the process. Requests come through the jail staff or Public Defender's office and are capped at \$500 per person. Since 2020 we have assisted 100 people in paying their bail.

Incubator

JustDane serves as the fiscal agent and incubator for a number of projects in our community:

Allied Partners Allied Partners is comprised of faith communities and people of faith who come together monthly to support projects and services in the Allied Drive Neighborhood. Allied Partners support the Allied Wellness Center, the Allied Food Pantry located in the Boys and Girls Club, an eviction prevention fund, the Allied Neighborhood Association and a special projects fund. The Dane County Joining Forces for Families (JFF) Social Worker and JustDane staff work collaboratively on the Eviction Prevention Fund. JFF works with families in need of housing assistance, and JustDane disburses the payments requested by JFF.

Allied-Dunn's Marsh Neighborhood Association This neighborhood association works to strengthen the Allied Drive neighborhood through community organizing, special projects such as the Allied Drive Festival, community meals, and a mobile food pantry during the summer months.

Bleed Shamelessly

Bleed Shamelessly is a youth-run, grassroots, Madison-based community organization dedicated to achieving menstrual equity and reproductive justice in Wisconsin. Created in 2018 by a 15-year-old high school sophomore, Bleed Shamelessly has expanded to a team of over ten people, and over thirty volunteers. Bleed Shamelessly has lobbied for an end to the tampon tax in Wisconsin and ensure that menstrual products are free in public restrooms in Dane County; hosted the 2019 Rally for Menstrual Equity; provided menstrual product dispensers in all middle and high schools in Madison; supplied over 5,000 menstrual product kits to people in Southern Wisconsin during the COVID-19 pandemic; lobbied for and achieved \$200,000 in the Madison Metropolitan School District 2021-22 budget for menstrual products; and much more. Bleed Shamelessly is dedicated to promoting grassroots, communal, and coalition-based advocacy, where historically marginalized people control the narrative

Urban Dippers

A program offering free swimming lessons to youth and parents in the community with a focus on families who have been marginalized and are not always able to access organized swim lessons through community organizations.

Advocacy Work

In addition to the programs described above, JustDane worked on the following public policy issues in 2024:

Housing and homelessness

JustDane is an active member of the Homeless Issues Consortium, and our Executive Director is the Co-Chair of the City-County Homeless Issues Committee.

As we have every December 21st since 2009, we joined with partners and congregational partners, including First Congregational UCC and First United Methodist, to hold the *Longest Night Homeless Persons Memorial Service*. In 2025 we remembered 47 individuals.

Eviction Prevention

In 2025 we added another Eviction Prevention fund to administer through First Baptist Church. This is in addition to two other eviction prevention funds, one through Allied Partners (see page 7) and the other through First Unitarian Society. The effort is a collaboration of area churches, Dane County Joining Forces for Families and JustDane.

City and County Budget

JustDane continues to advocate for budgets that reflect our values as a community, budgets that protect and preserve the safety net, and that treat all our neighbors with respect and dignity and care for and about our neighbors who are struggling.

Dane County Creation of Community Justice Court.

In 2024 JustDane staff served on the Dane County Criminal Justice Council Subcommittee on Community Justice Court. The Committee researched Community Courts across the US, touring several, and made recommendations to the Dane County Board and Executive regarding the creation of a new Community Court in Dane County. In 2025 we continued to monitor the implementation progress of the Community Court and will continue those efforts well into the future.

In 2025, JustDane was represented by Staff and Board on the following Boards and Committees:

The United Way of Dane County Building Economic Stability Community Solution Team
The United Way HIRE Initiative Employers Council
The United Way Community Engagement and Inclusion Committee
Dane County Employment and Training Network
LaSup
Peer Support Network
Recovery Coalition of Dane County
City/County Homeless Issues Committee
United Way Community Voices Speaker's Bureau
Dane County Homeless Services Consortium
Dane County Homeless Services Consortium Board
Affordable Action Housing Alliance
Dane County Employment & Training Network Council
Dane County Jail Reentry Workgroup
Allied-Dunn's Marsh Neighborhood Association
Allied Partners

JustDane 2025 Administrative Staff

Linda Ketcham, Executive Director
Kathy Eckenrod, Development Director
Jessica Sherman , Healing House Manager
Jean Alt, Office Manager
Dani Crutcher, Volunteer & Community Engagement Manager
Jaclyn Eitrem, Just Bakery Manager
Shanita Lawrence, Peer Support Manager
John Givens, Circles of Support Coordinator
Jaylin Stueber, Just Connections Coordinator
Sheridan Heckel, Journey Home Coordinator

JustDane 2025-2026 Board of Directors

Ryan Estrella, Co-President
Devonte Windham, Co-President
Ashley Utz, Vice-President
Stephanie Hilton, Co-Secretary
Julie Horst, Co-Secretary
Mark Koch, Treasurer
Qiana Holmes
Brian Britt
Craig Sussek
Timeka Rumph
Dan Burnett
Aida LeFlore
Natalie Crain
Jack Idlas

JustDane, Inc.
Statement of Financial Activities Comparative

	Total
Jan - Dec 2025	
INCOME	
Contribution Income	1,048,054
United Way	321,789
Public Grants	866,608
Grant-Release from Restriction	360,417
Program Income	208,738
Miscellaneous Income	5447
Total Income	2,811,053
GROSS PROFIT	2,811,053
EXPENSES	
Personnel	1,469,839
Professional Expense	150,659
Occupancy	137,506
Program Expenses	505,048
Administrative and Office	194,343
Travel and Meetings	18,414
Total Expenses	2,475,808
NET OPERATING INCOME	335,244
OTHER INCOME	
Interest and Portfolio Income	36,641
Other Miscellaneous Income	4,444
In Kind Goods and Services	34,318
Restricted Grant Income	557,000
Total Other Income	642,403
OTHER EXPENSES	
Miscellaneous-In-Kind	54,318
Offset to Release from Restriction	477,372
Total Other Expenses	534,108
NET OTHER INCOME	108,295
NET INCOME	\$ 443,540

Numbers4Nonprofits, CPA

A copy of our 2024 audit is available upon request. Our 2025 audit will be available upon completion by Johnson.Block CPA's..

A copy of our Annual Report is available on our website or upon request via email or U.S. Postal Service. Individuals may also pick a copy up at our office upon request.

Investors in Justice:

JustDane solicits contributions through our community events, through our Just Dialogue newsletter, direct solicitations to local businesses and through our Annual Appeal letter. Additionally, JustDane holds two Endowment Funds through Madison Community Foundation.

We are grateful to every person, family, and organization here that has entrusted us to be good stewards of their gifts. Their financial support is vital. Their presence as a partner who shares our vision is at the heart of this important work. All funds donated are used in the provision of JustDane's initiatives in our community.

We wish to express our sincere gratitude to the over 150 volunteers who contributed their time to make the programs described in this report possible. We are dependent on both the donated time and talents of our supporters/volunteers and the financial contributions of individuals, congregations and businesses in our community.

At the request of many of our individual contributors, we do not list individual donors by name in any publication.

Supporting Congregations

Advent Lutheran	Lakeview Lutheran	South Central Synod –
Arbor Covenant	Church	ELCA
Beth Israel Center	Madison Church of Christ	St. Andrews Episcopal
Bethany United Methodist	Madison Christian	St. Dunstan's Episcopal
Bethel Lutheran Church	Community	Church
Blackhawk Evangelical	Madison Monthly Meeting	St. John's Lutheran
Free Church	of the Religious Society	Church
Christ the Solid Rock	of Friends (Quakers)	St. Stephen's Evangelical
Baptist Church	Memorial United Church	Lutheran Church
Christ Presbyterian Church	of Christ	Sun Prairie United
Church Women United	McFarland Lutheran	Methodist Church
Common Grace Church	Church	Temple Beth El
Community of Hope UCC	Messiah Lutheran ELCA	The Well Ministries
Congregation Shaarei	Middleton Community	Trinity Lutheran Church
Shamayim	United Church of Christ	Unity of Madison
Covenant Presbyterian	Mt. Zion Baptist Church	Westminster Presbyterian
Dale Heights Presbyterian	Oakwood Village Prairie	Church
Door Creek Church	Ridge Spiritual Life	Wisconsin Council of
First Baptist Church	Committee	Churches
First Congregational UCC	Orchard Ridge UCC	Women of St. John's
First Unitarian Society	Our Lady Queen of Peace	
First United Methodist	Parish	
Church	Plymouth UCC	
Good Shepherd Lutheran	Prairie Unitarian	
Church	Universalist Society	
Heartland Church	Sherman Ave. United	
Lake Edge Lutheran	Methodist Church	

Foundations and Civic Groups

Alliant Energy Foundation
Alpha Delta Kappa Delta Chapter
American Family Insurance Dream Foundation
American Family Insurance Steve Stricker Foundation
Barzilai Foundation
Haley B Bear Foundation
The Capital Times; The Kids Fund
Steven & Alexandra Cohen Foundation
Endres Manufacturing Company Foundation
Green Bay Packers Foundation
Jewish Federation of Metropolitan Chicago
The Kroger Co. Foundation
100+ Women Who Care
The Lau and Bea Christensen Charitable Foundation
Madison Community Foundation
Madison South Rotary Foundation
Oakwood Foundation
Otto Bremer Trust
PRL Keystone Foundation
The Oscar Rennebohm Foundation
The R.J. Mullen Sr. & Family Foundation
Robert Craig Films Foundation
Roots and Wings Foundation
SOLIX Wisconsin USF
Vogel Foundation
TruStage Foundation
100 Men of Dane County

Other Funders

United Way of Dane County
Dane County Human Services
City of Madison Office of Community Services
FEMA: Emergency Goods & Shelter National Board Program
Wisconsin Department of Health Services
Public Health Madison & Dane County



Businesses

Aldi
Ascendium Education Solutions
American Family Insurance
American Girl
Bishop's Bay Country Club
Bread & Justice
Cambridge Market Café
Chummy
Compeer Financial
Edgewood High School
Employee Milwaukee
EPIC
Exact Sciences
Fleetworthy Solutions, Inc.
Foodshare Employment and Training
Food Fight Restaurants
Freedom, Inc.
Goodman's Jewelers
Harbor Athletic Club
Kerry, Inc.
Little Luxuries of Madison
The Madison Brain Center
Madison Children's Museum
Madison College
Madison Mallards
Madison Night Mares
Dan Miller Real Estate
Numbers4Nonprofits
Our Community Ltd.
Park Bank
The Rainbow Project, Inc.
Ramaker & Associates
The Road Home
Second Harvest Foodbank of Southern WI
State Bar of WI
Target, Madison East
Tenant Resource Center
TruStage
Willy Street Co-op
UW Credit Union
UW Neonatology
UW School
UW School of Psychology
UW School of
Woodman's