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to find our page!



# Alpha

GRAND RAPIDS

## 2019 Annual Report





## CELEBRATING 35 YEARS!

Looking back on 2019, I am amazed by how God has blessed Alpha Grand Rapids. From 1985 through today, His provision has allowed Alpha Grand Rapids to touch thousands of lives and empower people to make positive choices that have rippled across generations.

2019 was a milestone year that marked our 35th year of operation in Grand Rapids. What an accomplishment! The joys of that celebration were quickly replaced with the uncertainties surrounding COVID-19. Like everyone else, we entered a season of chaos as we addressed how to safely meet client needs, function effectively while at times working remotely, and plan realistically in the face of financial insecurity.

We are not newcomers to crisis situations. When we meet with young women and men consumed with the stress and fear of an unplanned pregnancy, we encourage them to think beyond that moment, take a deep breath, and keep moving forward one step at a time. Alpha Grand Rapids will continue to move forward with deep-rooted faith in God and profound thankfulness for the hundreds of people who come together to donate, volunteer, and pray for the life-saving work we do together. With your support, we look forward to another 35 years of promoting abundant life in West Michigan!

With joy and hope,

Colleen Geisel | Executive Director

Motivated by the love of Christ, Alpha Grand Rapids promotes abundant life by providing holistic services to women and men affected by unplanned pregnancy.

- 1985** Alpha Women's Center opened its doors on Michigan Street in downtown Grand Rapids. In the first year of operation, 71 women received services.
- 1990-2000s** Six satellite centers were opened in rural areas outside of Grand Rapids. By 2009, each of these centers became independent, and five still function today.
- 2010** A new, 17,000-square-foot facility was acquired and the organization relocated to 1725 Division Ave. South, where we still reside today. Since 2010, programs have been able to expand due to the available space. These programs include educational classes (Pregnancy Education, Parenting, English as a Second Language, Spanish Support Group, and GED Completion), a hair salon that provides free haircuts to families in our programs, and the Single Moms Support Group.
- 2015** The building adjacent to Alpha's parking lot came up for sale and, thanks to the generosity of several local churches, we were able to purchase it and move forward with a vision of serving men. The Men's Center will be one of the first standalone buildings in the U.S. that provides holistic services to fathers in need of education, material resources, and emotional support.
- 2017** Alpha Women's Center of Grand Rapids rebranded to become Alpha Grand Rapids, encompassing Alpha Women's Center and Alpha Men's Center.
- 2019** In our 35th year of operation, 1,099 families received services through 6,565 visits. Thanks to the support of our community, AGR continues to promote abundant life for people in need of help and hope!



Medical Services



Support Services



Educational Services



Material Resources



# MEDICAL SERVICES

Walk-in pregnancy tests administered by trained personnel  
Limited ultrasounds facilitated by a certified sonographer  
STI testing conducted by medical professionals



"I made the best decision of my life."

Rosalinda\* fled from Mexico after her life was threatened by drug cartels. Fearing for her life, Rosalinda left her boyfriend and took her two young children with her to the U.S., where she was deemed a refugee. Later, Rosalinda met Sam\* and they began dating.

Sam treated Rosalinda and her children very well, but his family judged Rosalinda for having children already. They pressured Sam to leave her, even after finding out that they were expecting a child together. Fearing that Sam might end their relationship, Rosalinda considered having an abortion... but Sam told her he wanted to keep the baby. Unsure of what to do, Rosalinda called Alpha Grand Rapids (AGR). Realizing Rosalinda's vulnerability, our staff scheduled an appointment for that same day.

At AGR, Sam held Rosalinda's hand through the entire appointment and was overjoyed when an ultrasound revealed the baby's tiny body and beating heart. Rosalinda did not show as much emotion, but she ended up agreeing with Sam to continue the pregnancy. Both Rosalinda and Sam signed up for the Step Up Program and began meeting one-on-one with trained volunteers, receiving information and encouragement each time they came for an appointment. By participating in this program, they earned Alpha Bucks for items like a car seat, clothing, and other baby supplies.

Rosalinda feels that she is in a much better place now. "Before Alpha, I was desperate," she says. "I didn't know what to do and I felt alone. Now I know that I always have people to talk to and I have a lot of support."

*\*Name changed to protect confidentiality*



**30**

STD Tests



**163**

Pregnancy Tests



**76**

Ultrasounds



**92.5%**

Continued the Pregnancy

"I didn't picture my life being like this. I didn't know what to do," Kayvonna says when she reflects on where she was before she came to Alpha Grand Rapids (AGR). After bouncing between apartments for several years with her young daughter, she made the decision to move back in with the aunt who raised her. However, Kayvonna's lifelong struggle with anxiety was intensified because so many people were living in the same house.

As her mental health suffered, Kayvonna realized she had to make a change. Immediately, she moved into a shelter so she and her daughter could have their own space. For one year, they stayed in the shelter while Kayvonna worked to save enough money to move into a nice apartment.

Kayvonna began attending community college to pursue her dream of becoming a social worker. She also earned her CNA and started a job in the medical field to gain experience working with people. During all of this, Kayvonna became pregnant with her second child and found herself feeling overwhelmed. That's when she heard about AGR and became interested in the Single Moms Support Group. "Right when I came in, I just knew this would be a good place for me," Kayvonna says.

Single Moms Support Group provided Kayvonna with education, access to resources, and, most of all, a community. Kayvonna gained confidence as a person and as a mother. She credits AGR with helping her identify her strengths and giving her the drive to keep improving herself. "If you don't have guidance, you will get lost," Kayvonna says. "Alpha provides people with that guidance so that no one gets lost."



**3,123**  
Mentoring  
Visits



**411**  
SMSG Visits



**285**  
SMSG  
Childcare Visits



**184**  
Haircuts

One-on-One Mentoring  
Single Moms Support Group  
Haircuts



"Alpha helped me understand that I'm not alone."



# EDUCATIONAL SERVICES

- Pregnancy Education
- Parenting Classes
- GED Completion Program
- English as a Second Language
- Spanish Support Group

Neyra had been through so much before she came to Alpha Grand Rapids (AGR). At the young age of 12, she suffered a stroke that left her with a learning disability and ongoing depression. At age 15, she dropped out of high school after getting pregnant with an older boyfriend. She married her boyfriend, and they had three children in four years. Neyra felt isolated during this time and turned to prescription medication and alcohol to cope. Eventually Neyra and her husband ended their relationship. Her dad stepped in and took the kids while Neyra got clean and started working.

Later, Neyra began dating again and established a stable relationship. After several years together, she and her boyfriend got pregnant. Neyra heard about AGR and started meeting with a mentor through the Step Up Program, where she opened up about everything she had experienced. When her mentor found out that Neyra had a goal of getting her GED, she referred her to the GED Completion Program at AGR.

In addition to meeting with her mentor, Neyra started working towards her GED. "Everyone in the class was really nice," Neyra says. "The teaching was easy to understand and we took time to encourage each other. I wasn't used to just sitting and talking with people about life, but I enjoyed it."

Neyra was able to pass all four of the GED tests and graduated from the program in the summer of 2019. Before coming to AGR she had struggled to find adequate work, but after earning her GED she was able to find a fulfilling job to support her family. "I have so much more confidence in myself and my abilities now," Neyra says.



**1,374** Educational Services Visits



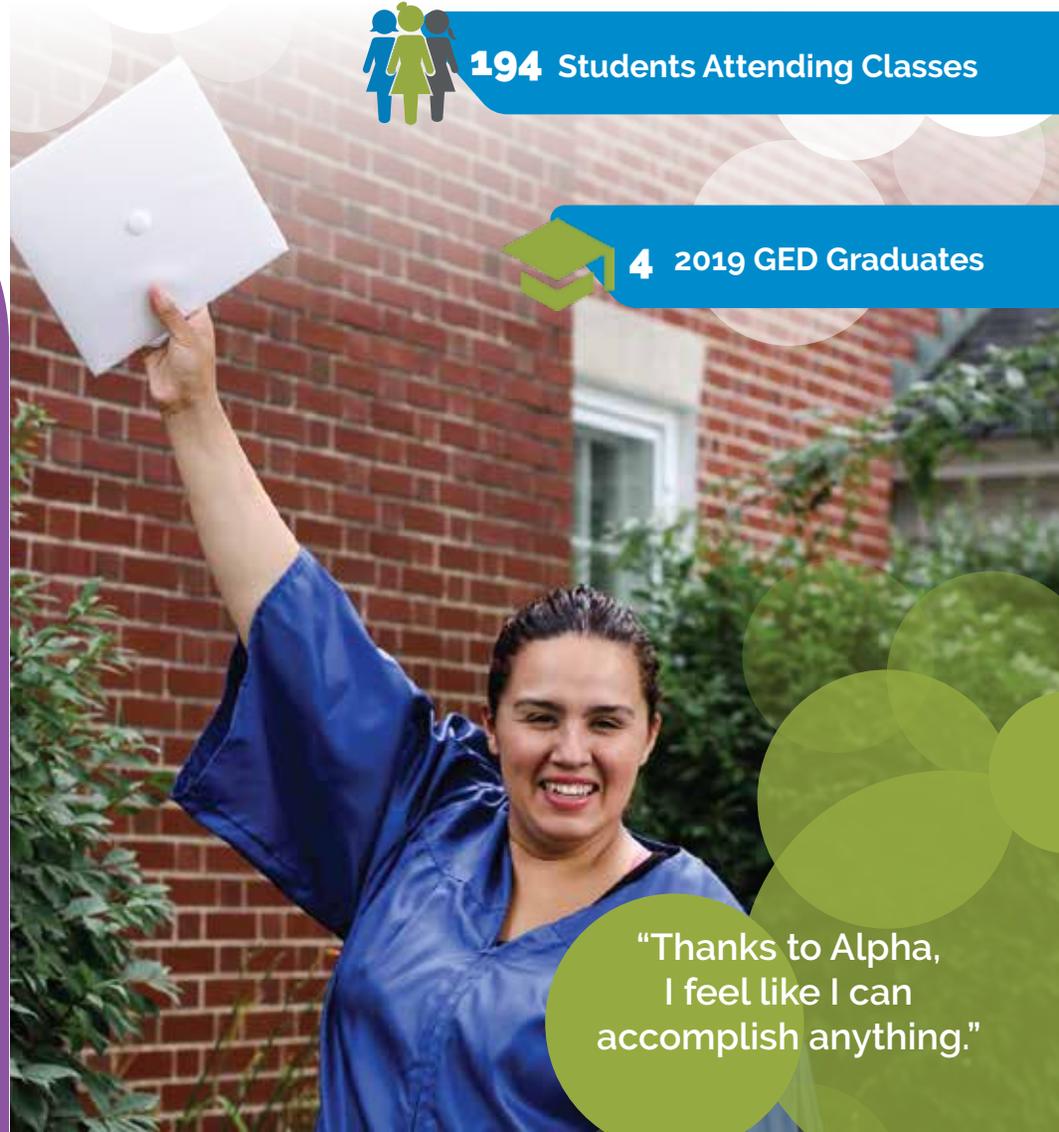
**538** Educational Services Childcare Visits



**194** Students Attending Classes



**4** 2019 GED Graduates



"Thanks to Alpha,  
I feel like I can  
accomplish anything."



“Alpha is an answer to prayer.”

In 2019, the community generously donated 155,664 items worth \$423,167

## WE DISTRIBUTED:



**1,027**  
Cans  
of Formula



**2,652**  
Baby Food Jars



**39,113**  
Articles  
of Clothing



**97,080**  
Diapers

## MATERIAL RESOURCES



- Diapers, baby food, and formula
- Infant and children's clothing up to size 6
- Maternity clothing
- New car seats and pack 'n plays
- Winter coats, boots, hats, and gloves

When Lucia\* was pregnant, a co-worker encouraged her to reach out to Alpha Grand Rapids (AGR) for support. Lucia researched our website with her husband, Manuel\*, and both were eager to learn more. They contacted us through our website and soon received a call from a staff member who explained more about our programs.

Lucia and Manuel came to AGR to meet with a staff member and sign up for ongoing support. Unfortunately, our Spanish-speaking volunteers were already full. Lucia did not feel capable of meeting with a volunteer who only spoke English, so she opted to wait until a Spanish-speaking volunteer had an opening. Manuel wanted to improve his English skills anyways, so he was able to start the Step Up Program right away. Within a few months, a Spanish-speaking mentor had an opening and Lucia was able to start the program too.

“Alpha helps us in every way,” Lucia says about their experience at AGR. “It’s such a blessing to receive items from the store, get spiritual support from the volunteers we meet with, and we’ve both learned a lot.”

Material resources have been hugely helpful for Manuel and Lucia, especially once their daughter was born. Diapers, clothing, hygiene supplies, and other items have all helped ease financial stresses and make sure that their daughter has everything she needs. Lucia and Manuel both agree that their lives have changed drastically because of AGR, and they look forward to continuing in our programs!

*\*Names changed to protect confidentiality*



# MEN'S CENTER

- Options counseling for those in a crisis pregnancy
- Coaching
- Job and Career Support
- GED Completion Program
- English as a Second Language
- Fatherhood Support Group
- Parenting Class

## 2019 Milestones

-  External and internal framing of the building was completed, as well as the roof
-  6 new coaches completed Volunteer Training
-  GED Completion offered for men in the Women's Center building

**Total of 84 men served throughout the year at 354 visits**

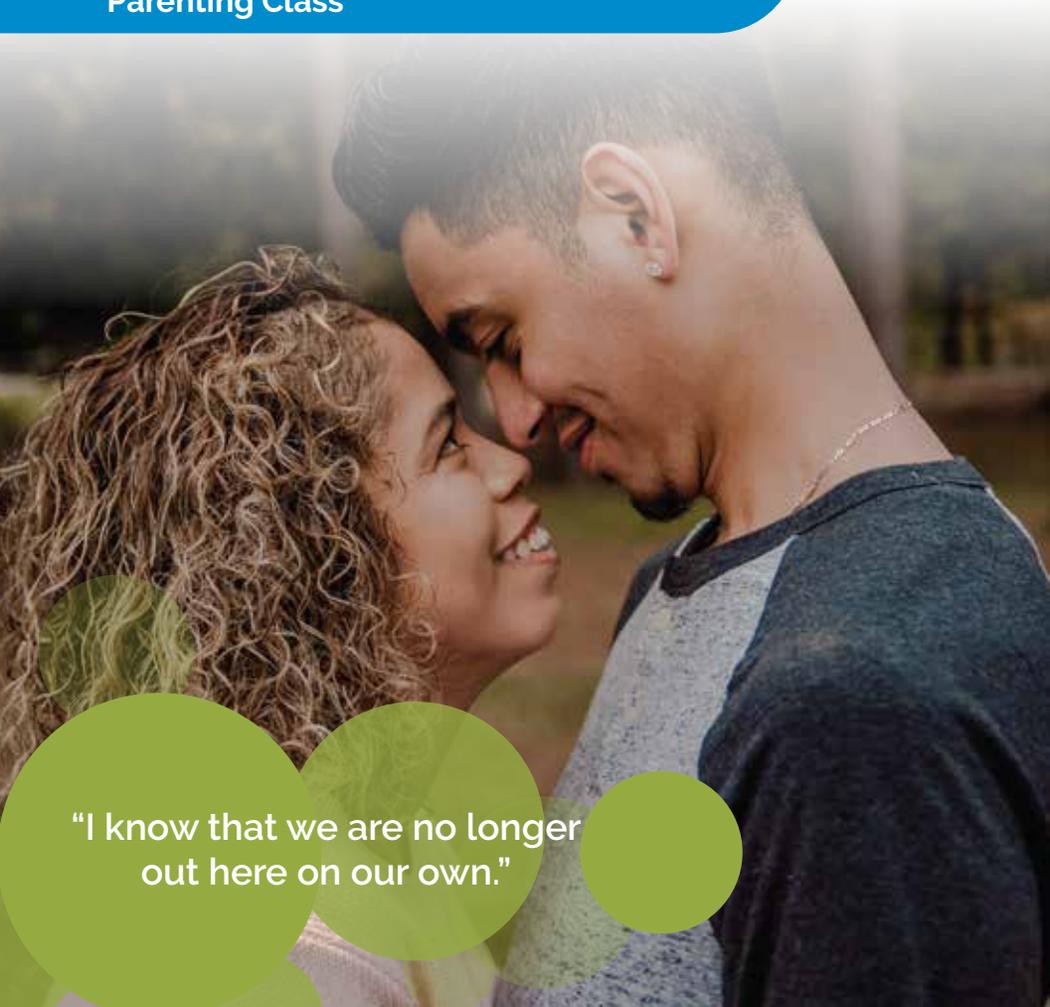
When Leo\* and his girlfriend thought they might be pregnant, Leo felt very worried. He was living in a motel at the time and had recently lost his job, so the thought of supporting a family was overwhelming. Leo's girlfriend came to Alpha Grand Rapids (AGR) for a pregnancy test, which was positive. Despite their challenging circumstances, Leo and his girlfriend chose to continue the pregnancy and committed to parenting together.

After his son was born, Leo decided he wanted some additional support like what his girlfriend was receiving at AGR. He reached back out to Stacey, our Men's Center Director, and met with him several times to talk about some of the struggles he was experiencing. He then transitioned into meeting with a trained volunteer through the Step Up Program and began coming in monthly for coaching appointments.

"At first I felt a little uncomfortable coming to Alpha," Leo says. "Usually I'm the person that's giving advice or trying to help people, but with Alpha I was on the receiving end. It was hard on my pride, but I was treated with such care and respect that I quickly became much more comfortable."

In the year since he started coming to AGR, Leo says he has grown in many ways. He is now working two jobs, and he and his girlfriend are happily engaged. "I have learned how to trust people but also to trust God," Leo says. "In the past when things would get tough, I would get really tense, and it would affect my relationship, but Alpha has provided us with support and resources. I feel much more confident in myself as a father and soon-to-be husband. I can't wait for the Men's Center to open so I can get even more involved!"

*\*Name changed to protect confidentiality*



"I know that we are no longer out here on our own."

# 2019 FINANCIALS

Audited statements by James H. Quist, CPA, PLC are available by request.

Assets  
**\$1,902,415**

Liabilities  
**\$256,064**

Net Assests  
**\$1,646,351**

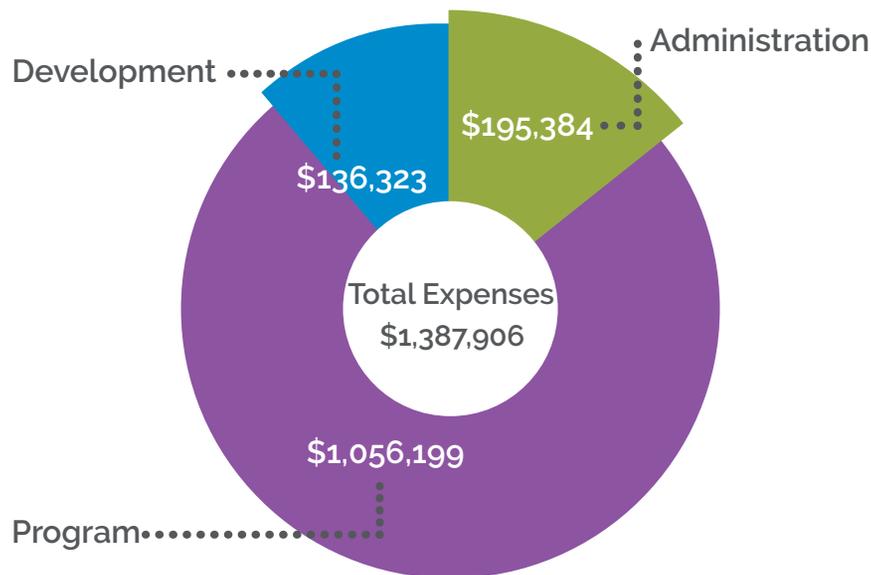
## INCOME

In-kind  
**\$539,356**

Cash  
**\$956,268**

Total Revenue  
**\$1,495,624**

## EXPENSES



## INCOME SOURCES

**54%** Individuals

**13%** Churches

**22%** Foundations

**11%** Businesses

**16,392**  
Volunteer hours  
valued at  
**\$404,730**

## 2020 BUDGET

In-kind  
**\$520,000**

Cash  
**\$970,000**

Total Need  
**\$1,490,000**

# GET INVOLVED IN AGR

Promote abundant life in your own unique way! Every contribution makes a difference for individuals and families in our community.

## LEARN

Take a tour of our facilities  
Invite a speaker to your church or small group

## PRAY

Come on-site monthly to pray  
Join our Prayer Partner team to receive weekly prayer updates via email

## ENGAGE

Volunteer in one of 15 unique roles including:

- Mentor
- Cook
- Security
- Classroom Teacher
- Inventory Volunteer
- Childcare Helper

Mark your calendar now for our 2020 events!  
Annual Banquet: October 8 at Frederik Meijer Gardens  
#GivingTuesday: December 1  
Christmas Open House: December 10

[www.alphagrandrapids.org](http://www.alphagrandrapids.org) | 616.742.0242  
[communications@alphagrandrapids.org](mailto:communications@alphagrandrapids.org)

## INVEST

Join the Partner for Life team through monthly giving  
Give a one-time gift via mail or online  
Donate new or gently used items:  
Diapers & wipes (72-100 count package)  
Formula (Enfamil yellow can)  
Maternity clothing & children's clothing up to size 6  
Infant & children's necessities  
Winter items in any size

For more details, visit [www.alphagrandrapids.org/donate](http://www.alphagrandrapids.org/donate)

## CAPITAL CAMPAIGN

Alpha Men's Center  
New Building: \$845,000  
Furnishings/IT: \$147,000  
Two Years of Program/Operating Costs: \$156,000

Alpha Women's Center  
Retire Mortgage: \$264,000  
Property Improvements: \$88,000

**Capital Campaign Total: \$1,500,000 (revised)**

Just over \$1M of the \$1.5M need has been committed to the AGR Capital Campaign. While men's programming is flourishing in the women's center, we are running out of space. We look forward to Alpha Men's Center opening later this year! In addition to your regular gift to support operational expenses, we would welcome a second "Move In" gift or pledge towards the Capital Campaign to support the fathers who will be better served by AGR in the future.



Alpha Grand Rapids is a 501c3 nonprofit organization.  
All financial and in-kind donations are tax-deductible.

# 2019 CORPORATE SPONSORS

Thank you for supporting Alpha Grand Rapids!

## WALK FOR LIFE

### Gold Sponsors

Chapel Pointe  
Stoney Creek Fisheries & Equipment Co.  
West Michigan Uniform

### Silver Sponsors

DLS Servicing Consultants  
DVS  
Godwin Plumbing  
Grand Connection  
Harvest Health Foods  
Luurtsma Sales  
Pioneer Construction  
Right Touch Painting  
Two Men & A Truck

### Bronze Sponsors

Culver CPA Group  
Pylman Power, Inc.  
Soak Irrigation

## BANQUET

### Champion of Life

Buist Electric  
Ritchie Marketing

### Guardian of Life

Dutch Treat Foods  
Right Touch Painting  
Stevens Design & Fabrication

Stoney Creek Fisheries & Equipment Co.

### Defender of Life

Applied Imaging  
Culver CPA Group  
Grand Connection  
Godwin Plumbing  
Luurtsma Sales  
Pioneer Construction  
Potjer Financial Resources  
Premier Granite and Stone LLC  
Red Wagon Advisors  
SCS  
Two Men & A Truck  
VanderKodde Construction Co.  
WAM

## BOARD OF DIRECTORS

BOARD + STAFF 

**Wade Wyant, Board Chairperson**  
Founder, Red Wagon Advisors

**Christina Thelen, Board Vice-Chairperson**  
Owner, Grand Connection

**Jerry Niewick, Board Treasurer**  
Owner, JHN Insurance Services

**Julie Horning, Board Secretary**  
Territorial Manager,  
Olympus Corp. of the Americas

**Luke VanKlompberg MD**  
Physician, Holland Hospital

**Curtis Thompspon**  
Adult Ministries Pastor,  
Kentwood Community Church

**Jane Hennip**  
Executive Director,  
StoryPoint Senior Living

**Colleen Geisel, Non-voting member**  
Executive Director, AGR

## STAFF



**Stacey Baker**  
Men's Center Director



**Kalie Bunce**  
Marketing Director



**April DeMull**  
Finance Manager



**Colleen Geisel**  
Executive Director



**Monique Gibson**  
Educational Services  
Manager



**Annika Gilkes**  
Administrative  
Partner



**Ruth Gillesse**  
Director of Client  
Services



**Lupita Groth**  
Client Services  
Assistant



**Lauren Herlein**  
Community  
Engagement Manager



**Nancy Kropiewnicki**  
Development  
Director



**Nicki Mollien**  
Material Resource  
Coordinator



**Megan Pearson**  
Marketing  
Coordinator



**Lori Potter**  
Sonographer



**Stephanie Sheler**  
Women's Center  
Director



**Carrie Shoesmith**  
Single Moms Support  
Group Coordinator



**Donna Wood**  
Nurse