

**2020
ANNUAL
REPORT**

A message from Colleen



Over the past year, God's provision has been so incredibly evident at Alpha Grand Rapids. When the COVID-19 pandemic first began wreaking havoc in our world, fear and uncertainty surrounded us. However, I was proud to see how the AGR team responded. Our staff and volunteers reached a new level of creativity and agility as they continued meeting the needs of our community. With the support of donors like you, thousands of essential resources were distributed and some programs shifted to a virtual space. Encouragement, education, and the hope of Christ were still shared with each and every mom or dad that interacted with us.

Though we are not quite beyond the effects of the pandemic, we are looking forward to what comes next, specifically the opening of Alpha Men's Center! Our Grand Opening Celebration will take place in May. To join the celebration, go to www.alphagrandrapids.org/events for details. This beautiful building will provide an innovative space for fathers to receive the resources and support they need – and YOU made that possible!

Thank you for praying and giving towards this project. We are still in an active capital campaign with approximately \$250,000 (17%) of the campaign left to go. Please consider partnering with us to complete this campaign, allowing us to be debt free in 2022!

Thank you for promoting abundant life through Alpha Grand Rapids. Your faithful support has blessed our community for decades and is bringing us into a new era of strengthening entire families.

With joy and hope,

Colleen Geisel
President | Alpha Grand Rapids

Our Mission

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

What We Provide



**MEDICAL
SERVICES**



**SUPPORT
SERVICES**



**EDUCATIONAL
SERVICES**



**MATERIAL
RESOURCES**

Kelly's Story

Kelly* experienced many challenges in her life before she came to Alpha Grand Rapids (AGR). She had been placed into foster care after being abused by family members. As an adult, abusive relationships seemed normal to her because it was all she had known. She suffered through two complicated pregnancies and difficult births. Eventually, Kelly started dating a man who treated her well and cared about her children. She was happy in their relationship, but when she realized she was pregnant she was terrified that it would mean more health issues. An abortion seemed preferable to going through that again. She came to AGR to meet with our sonographer and share her concerns, and after seeing the ultrasound she chose to continue the pregnancy no matter what happened. Kelly chose to attend the Pregnancy Education Class, and meanwhile her boyfriend began meeting regularly with a coach to learn more about parenting. During the pregnancy, Kelly did experience complications including heart issues and gestational diabetes. Despite this, she was able to keep a positive attitude. She and her boyfriend are expecting their baby to be born any day, and they can't wait to meet this child!

**name changed to protect confidentiality*





Medical Services

WHAT WE PROVIDE

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



154

MEDICAL SERVICES PROVIDED



88%

CONTINUED PREGNANCIES



\$489

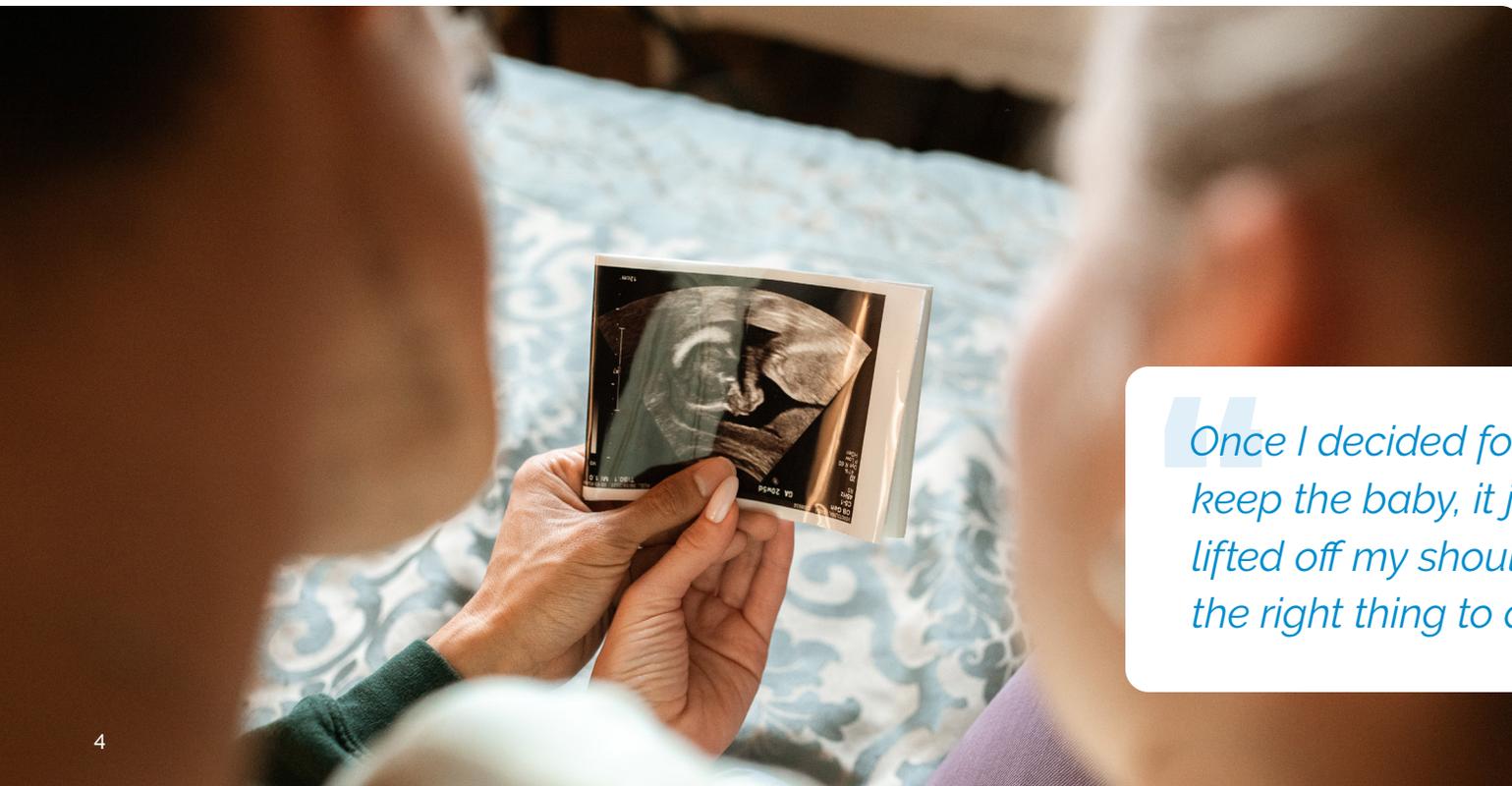
COST PER MEDICAL VISIT

Leah's Story

When Leah* found out she was pregnant, she was determined to get an abortion. It was her second pregnancy in less than two years, and her first child had been born with multiple health issues requiring surgeries and hospitalizations that left Leah traumatized and financially overwhelmed. She made an appointment with Planned Parenthood to learn more about getting an abortion, but also reached out to Alpha Grand Rapids (AGR) for information. An appointment was quickly made for an ultrasound, and Leah was able to meet with our sonographer to talk about all of her fears related to having another child. Lori, our sonographer, had several meetings and phone conversations with Leah, and ultimately Leah chose to continue with the pregnancy. She went on to give birth to a completely healthy child! Throughout the pregnancy and beyond, Leah received emotional support and material items from AGR. Diapers, clothing, and other necessities took some financial stress off of her shoulders and ensured that her children had what they needed. More importantly, she was able to gain more confidence as

a mother and found a way to enjoy motherhood rather than seeing it as a burden. Now, Leah says she can't imagine her life without either of her children.

**name changed to protect confidentiality*



“Once I decided for sure that I was going to keep the baby, it just felt like a weight was lifted off my shoulders. I just knew it was the right thing to do.”



Support Services

WHAT WE PROVIDE

- One-on-One Mentoring
- Single Moms Support Group
- Haircuts



1,507

SUPPORT SERVICES PROVIDED



1,956

COVID RESOURCE VISITS



\$32

COST PER STEP UP VISIT

Martina's Story

Martina* and her husband, Greg*, chose life for their unborn baby after coming to Alpha Grand Rapids (AGR) for an ultrasound. Greg was excited about becoming a father, but Martina had been more on the fence about the pregnancy because of past trauma. Also, Greg's family was against their relationship, which added to her insecurities. Both of them joined the Step Up Program to learn more about parenting and how to have a healthy relationship. Greg enjoyed meeting with a coach and watching parenting videos, and Martina was able to process her mixed feelings about the pregnancy with the help of her mentor. When Martina had to be induced early due to health issues, AGR provided them with a car seat and pack 'n play for the baby. Staff and volunteers have commented on how happy Martina seems when she comes to AGR for appointments, and it is a joy to see this beautiful family thriving despite the difficulties they have been through.

**name changed to protect confidentiality*



“Every time I meet with my mentor I cry because it's like... she just cares so much. They all care. I never met anyone like the people here at Alpha.”



Educational Services

WHAT WE PROVIDE

- Pregnancy Education
- Parenting Classes
- GED Completion
- English as a Second Language



837

EDUCATIONAL SERVICES VISITS



135

UNIQUE STUDENTS



\$809

COST PER STUDENT

Victoria's Story

When Victoria* and her husband found out they were expecting a third child, they were overwhelmed at the thought of providing for their family. As immigrants from Central America, they had both been working full-time jobs while their older children attended school. A new baby meant that Victoria would need to quit her job. That's when she heard about Alpha Grand Rapids (AGR) and decided to join the English as a Second Language Class. Despite being a very shy person, she faithfully attended the class and soon worked her way into the advanced group. Most of these students were more proficient in English than she was, but she continued to work hard and pushed herself to speak up when she needed extra help. In addition to learning English, she earned Alpha Bucks to shop in the store and was able to save up for larger items including a crib and a car seat for the new baby. After her daughter was born, Victoria would bring her to childcare while attending class. Our staff and volunteers love interacting with both Victoria and her beautiful baby!

**name changed to protect confidentiality*



Alpha helped me become more confident as a mother and as a person. They made me feel like I wasn't alone.



Material Resources

WHAT WE PROVIDE

- Diapers, wipes, and formula
- Infant & children's clothing up to size 6
- Maternity clothing
- New car seats & pack 'n plays
- Winter items



96,012

DIAPERS



1,363

CANS OF FORMULA



51,595

ARTICLES OF CLOTHING



\$81

WORTH OF ITEMS GIVEN AT EACH VISIT

Covid-19 & Alpha Grand Rapids

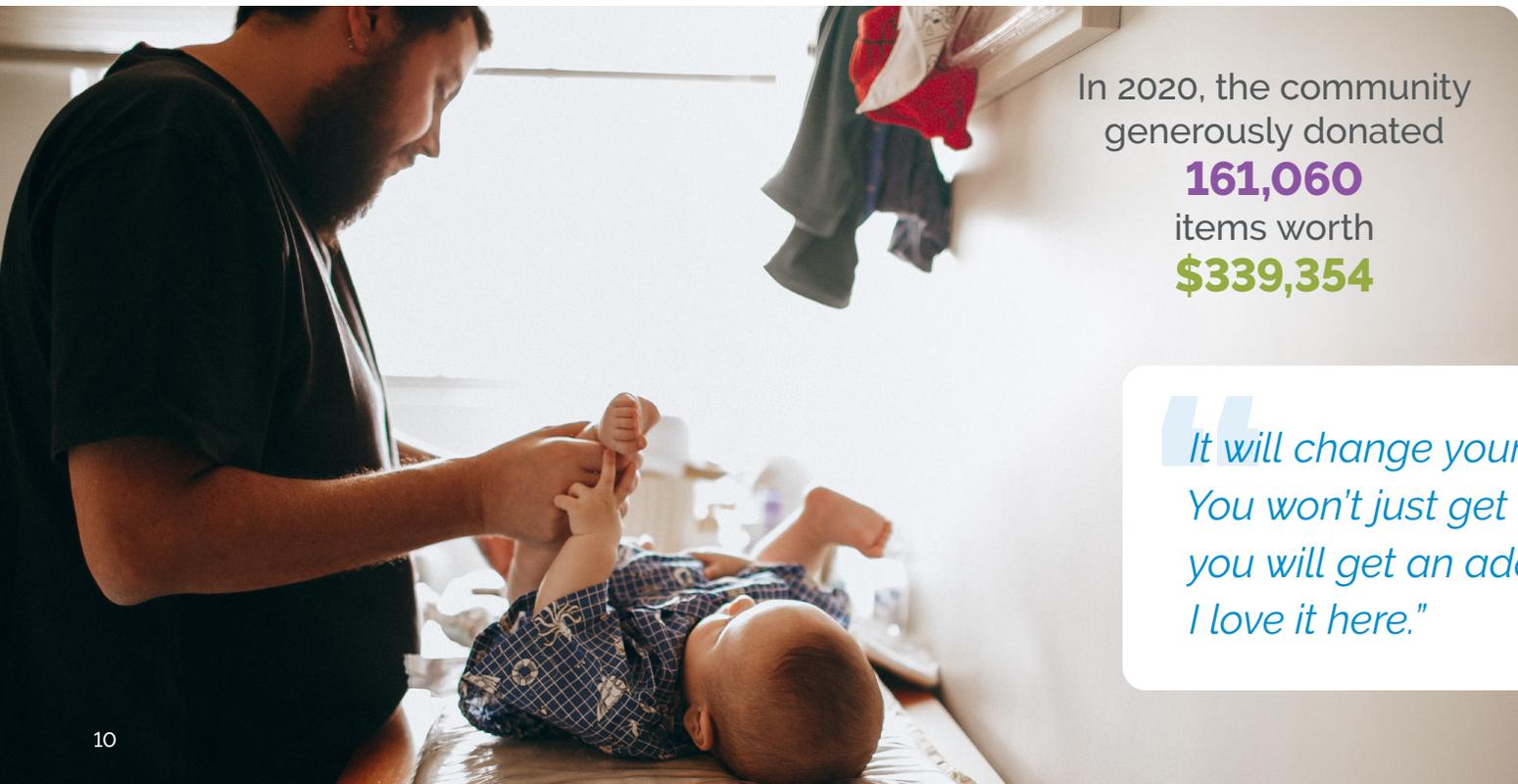
When COVID-19 led to the "Stay Home, Stay Safe" order in Michigan, all of the programs at Alpha Grand Rapids (AGR) had to quickly adjust. Group classes and one-on-one services either paused temporarily or shifted to a virtual setting. In addition to meeting emotional and educational needs virtually, our team recognized that material resources were an essential need – especially as certain items became difficult to find in stores and bus transportation became more limited. The staff moved quickly to establish a safe way to distribute the crucial items of diapers, wipes, and formula to clients in our programs. These distributions continued from the start of lockdown until in-person services were able to resume. Most families were able to come to our building to pick up items through our contactless handoff system. However, many clients were either sick, had been exposed, or were terrified of leaving their home. In these cases, staff members and volunteers went above and beyond to actually deliver items directly to clients and leave them at their door. There were multiple times that clients shared that AGR was

giving them hope in what felt like a hopeless season. Thanks to the incredible support of the community, thousands of essential items have been safely distributed to parents during the pandemic.

In 2020, the community generously donated

161,060
items worth
\$339,354

“It will change your life forever. You won't just get diapers and supplies... you will get an adopted family as well. I love it here.”





Men's Center

WHAT WE PROVIDE

- Crisis Pregnancy Support
- STI Testing
- Parenting Classes
- Pregnancy Education
- One-on-One Coaching
- GED Completion
- English as a Second Language

COMING SOON

- Fatherhood Support Group
- Job & Career Support



365

MALE VISITS



57

MEN SERVED



\$15,000

COST PER PROGRAM

Samuel & Aisha's Story

Samuel* and Aisha* had been dating for a short time when they found out they were going to have a baby. They moved in together before their son was born. Although their relationship was stable, they found themselves struggling financially and feeling overwhelmed by the responsibilities of parenting. Aisha heard about Alpha Grand Rapids (AGR) from a friend and started attending several programs. Samuel signed up for the Step Up Program and started meeting with a coach. Within a few sessions, the coach started talking to Samuel about what goals he would like to achieve. Samuel shared that he wanted to get married, go to college, and get a degree so that he could get a better job and buy a home. Thrilled by these goals, the coach helped Samuel make a plan for how to tackle each of them. Within a year, Samuel and Aisha got married. After learning how to manage finances, they started saving up for a house with the help of a budget. Samuel also enrolled in college. It was incredible to see him work so hard to work towards each of these goals! Now, Samuel is close to completing a college degree and he and Aisha are expecting their

second child. He has continued to be a loving husband and father in addition to bettering himself as a person. It has been a privilege for AGR to have a part in his story!

**name changed to protect confidentiality*

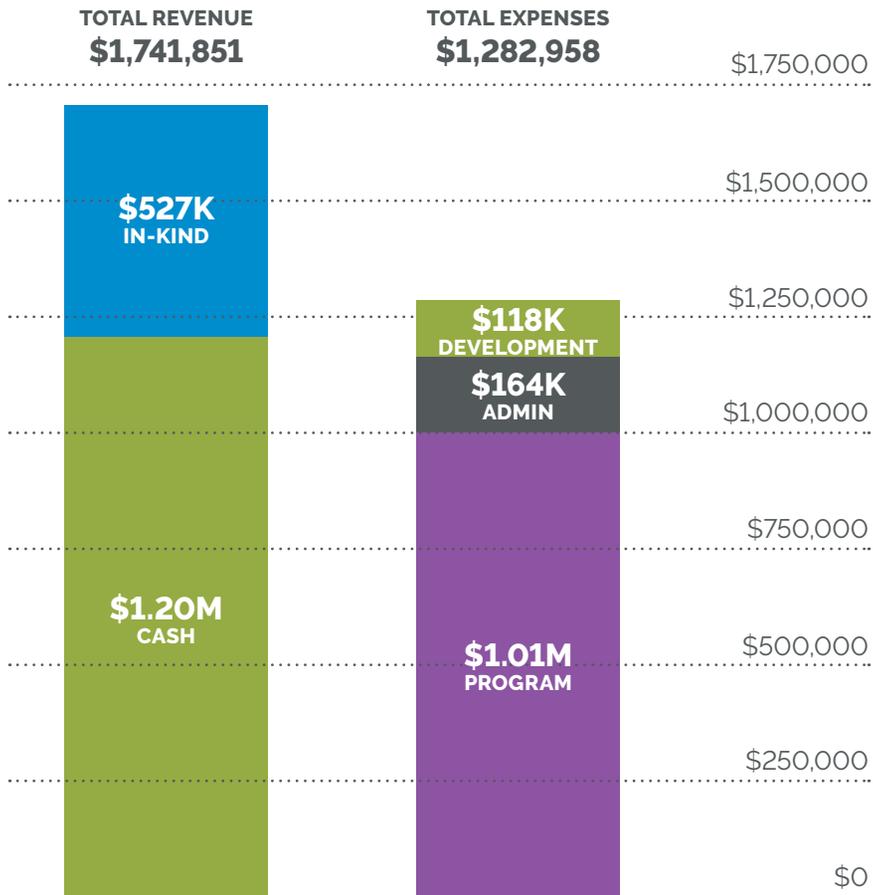


“We used to feel like we were not going to make it. But after Alpha we feel optimistic because we really have seen results. We feel at peace now.”

2020 Financials

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

Income & Expenses



2020 INCOME

2020 EXPENSES

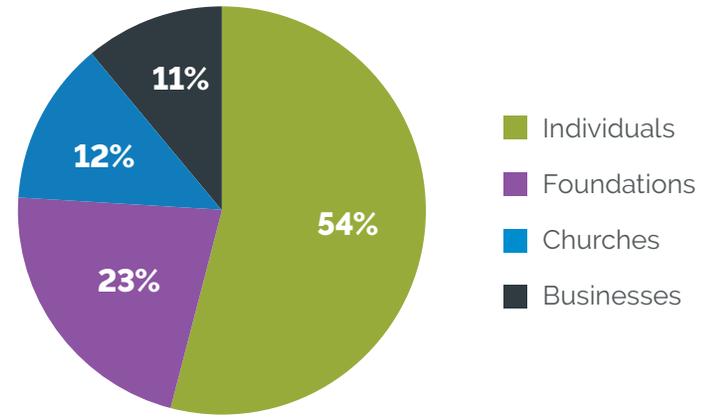
\$2.49M
ASSETS

\$262K
LIABILITIES

\$2.23M
NET ASSETS

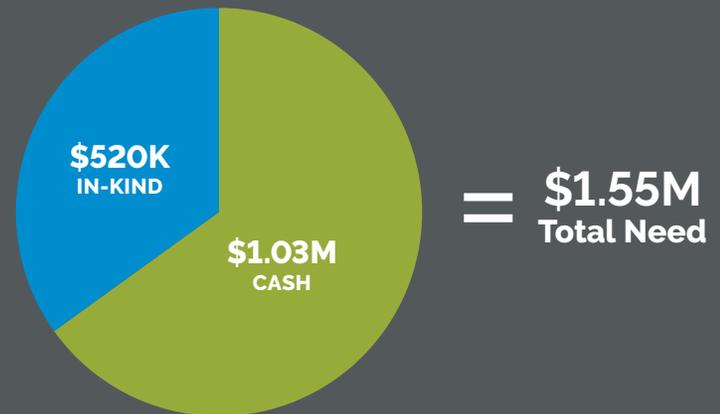


Income Sources



In 2020, volunteers donated **6,930 hours** of their time to Alpha Grand Rapids, valued at **\$226,335**

2021 Budget



Get Involved

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
 - email communications@alphagrandrapids.org to sign up

ENGAGE

Volunteer in one of 15 unique roles including:

- Mentor/Coach
- Classroom Teacher
- Childcare Helper
- Cook
- Inventory Volunteer

MARK YOUR CALENDAR NOW FOR OUR 2021 EVENTS!

- Men's Center Grand Opening: May 26
- Annual Banquet: October 14 at Frederik Meijer Gardens
- #GivingTuesday: November 30
- Christmas Open House: December 9

Please note that event dates and details are subject to change due to COVID-19.

www.alphagrandrapids.org | 616.742.0242
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

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

Thank you for your support of Alpha Men's Center!

While the building is nearing completion, we are still in an active capital campaign. We look forward to becoming debt-free in 2022!



2020 CORPORATE SPONSORS

Thank you for your support!

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DVS
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Manager



Lori Potter
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Vice President of Client
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Single Moms Support Group
Coordinator



Brad Smith
Development Director



Donna Wood
Nurse



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