


Alpha
GRAND RAPIDS



**PROMOTING
ABUNDANT
LIFE**

2022 ANNUAL REPORT



a message from our **PRESIDENT**

I'll be honest: I didn't think anything could top the chaos of 2020... but 2022 proved me wrong! The political upheaval around the abortion issue, both at the national and state level, weighed heavily on our team. Threats and vandalism against pregnancy centers (though none specific to Alpha Grand Rapids, praise God!) brought security concerns to a new level. Uncertainty prevailed on the legality of abortion in Michigan—causing women who were reaching out to us to feel more fearful than ever. Overall, there was a general feeling of uneasiness throughout the entire year.

Through it all, I have been so thankful for the incredible staff and volunteers at Alpha Grand Rapids. The women and men who show up here every day

care deeply about serving others and are committed to true excellence in their roles. What a blessing that we get to do this work together!

In addition to being thankful for my team, I want you to know that I am also very thankful for you! Thank you for being a part of **promoting abundant life** in our community. As you continue reading through this Annual Report, know that every milestone, every story, and every accomplishment would not have been possible without you!

With joy and hope,

Colleen Geisel
President | Alpha Grand Rapids

total VISITS:
7,095

- WOMEN: 5,203
- MEN: 1,219
- CHILDREN: 673

families
SERVED:
1,280

2022 MILESTONES



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**

WHAT WE PROVIDE

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



medical SERVICES

Jade & Luke's Story

Jade* and her boyfriend, Luke*, were homeless when Jade started to suspect she was pregnant. She found Alpha Grand Rapids (AGR) online and scheduled an appointment, where the pregnancy test came back positive.

Jade shared with the AGR medical staff that she had previously had an abortion and was considering it again due to her circumstances. AGR staff used emergency funds to secure temporary housing for the couple, giving them time to think without being stressed about where to stay.

Jade and Luke started coming to AGR regularly, and within a few visits they decided that they were going to continue the pregnancy. They both leaned on AGR for support, attending Pregnancy Education classes and joining the Step Up Program to meet one-on-one with trained volunteers. Months later, they welcomed their daughter into the world!

Jade and Luke have remained connected to AGR as they continue to navigate parenting in difficult circumstances. Things are not perfect, but they are both working hard to make changes that will bring stability to their lives and allow them to be the best parents possible.

**name changed to protect confidentiality*



383

MEDICAL SERVICES
PROVIDED



98%*

CONTINUED
PREGNANCIES

**Percentage represents
data for known outcomes*



\$395

COST PER
MEDICAL VISIT



"The ultrasound really helped us. If it wasn't for Alpha, I don't know what we would've done. But after we saw the ultrasound, we were like 'we're gonna have this child!'"

WHAT WE PROVIDE

- One-on-One Mentoring
- Parenting Support Groups
- Haircuts



support SERVICES

Louisa's Story

Louisa* and her husband were happily married with several children, but when they found out Louisa was unexpectedly pregnant, they felt overwhelmed. Things got worse when doctors noticed markers for developmental and physical disabilities in their unborn child. Louisa's husband started drinking to deal with the stress, leaving Louisa feeling isolated. She heard about Alpha Grand Rapids (AGR) and reached out to connect with a mentor.

As Louisa became comfortable with her mentor, she shared that her lifelong faith in God was deeply shaken. When her son was born, Louisa struggled even more as he was indeed diagnosed with developmental disabilities and went through several surgeries to address physical issues. Meanwhile, her husband continued using alcohol to cope.

Louisa's mentor consistently prayed with her and gave Louisa a safe space to say whatever was on her mind. Months later, Louisa's husband received Christ and found the strength to stop abusing alcohol. He and Louisa began praying together, asking God to bring her through her anger. Between her husband and her mentor, Louisa found her way back to God. While there are still ongoing struggles with her son, Louisa has felt much more capable of meeting those challenges with a spirit of peace and acceptance.

**name changed to protect confidentiality*



4,965

SUPPORT SERVICES
PROVIDED



554

MOMS IN STEP UP
MENTORING



\$54

COST PER
STEP UP VISIT



"I first met with my mentor when I was pregnant, and as soon as I started talking to her it felt like a breath of fresh air. All those scary and overwhelming feelings just kind of went out the door."

WHAT WE PROVIDE

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



educational SERVICES

Kylie's Story

Kylie* hadn't been married long when she realized she was pregnant. Feeling overwhelmed, Kylie reached out to Alpha Grand Rapids. She connected with a mentor and attended the Pregnancy Education class to learn about how to have a healthy pregnancy. "I felt welcomed from the first time I came," Kylie remembers.

After giving birth, Kylie struggled with postpartum anxiety, especially at the thought of being away from her daughter. Kylie stopped attending church because she felt judged for bringing her baby into the service. Her mentor continued supporting her, and over time the anxiety began to lessen. With her mentor's encouragement, Kylie went back to church. She also decided to pursue another goal: getting her GED.

When Kylie joined the GED Completion Program, she was amazed at the community it gave her. The fact that the program included childcare, a meal, and an emphasis on prayer made it that much more meaningful. "Having daycare provided means that I can actually come to class, and I feel motivated because I know someone is taking care of my daughter so that I can learn," Kylie shares. Kylie has passed three of the four required tests and has just one left to go before she receives her GED!

**name changed to protect confidentiality*



1,747
EDUCATIONAL
SERVICES PROVIDED



197
UNIQUE
STUDENTS



\$1,180
COST PER
STUDENT



"The Pregnancy Education Class was way more beneficial and educational than other classes I've done. Everyone was open with their struggles and I got a lot of great advice!"

WHAT WE PROVIDE

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



material RESOURCES

Felix's Story

A few months after his daughter was born, Felix* heard about Alpha Grand Rapids. He came to the Men's Center and got connected to a coach. They began meeting regularly, and Felix was quick to open up about his life. He loved being a father and was committed to his girlfriend, but he also found himself stressed by the financial burden of caring for a family. Earning material resources like diapers, formula, and clothing for his daughter helped ease that burden.

When a massive formula recall and shortage happened in early 2022, Felix and his girlfriend experienced even greater stress. "We went from store to store and every shelf was empty. Nobody had the formula we needed," Felix remembers. His daughter was just a few months old, so formula was a necessity. "I was getting really desperate, but then I thought of Alpha," Felix says. "I called, and right away they said I could come in and get formula. Any time we needed more, you guys always had it on your shelves. I can't tell you how much that meant to me."

**name changed to protect confidentiality*

In 2022, the community
generously donated

277,822
items worth
\$442,611



191,796
DIAPERS



1,522
CANS OF
FORMULA



45,886
ARTICLES
OF CLOTHING



\$81
WORTH OF
ITEMS GIVEN AT
EACH VISIT



"Sometimes you feel ashamed that you have to ask for help, but here you don't feel like that. Alpha is the best place in Grand Rapids to come when you need support."

WHAT WE PROVIDE

- Crisis Pregnancy Counseling
- STI Testing
- Pregnancy Education
- Parenting Classes
- One-on-one Coaching
- Fatherhood Group
- GED Completion
- English as a Second Language
- Job & Career Support



men's CENTER

Sam's Story

When Sam* found out his wife was pregnant, he wasn't happy. He had grown up without a father figure and he didn't feel equipped to raise a child. As the pregnancy progressed, his depression and fear led to heavy drinking.

After months of downward spiraling, Sam heard about Alpha Men's Center. He connected with a coach in the Step Up Program and joined the Fatherhood Group. He faithfully attended both programs and opened up about how he was struggling. For the first time in his life, Sam found himself surrounded by men who listened, provided encouragement, and gave practical advice. Sam decided that he needed to walk away from his alcohol addiction and join a recovery program.

When his daughter was born, Sam's whole world changed. He felt so much love for his daughter and a renewed connection with his wife over their shared joy. Sam found himself feeling re-energized in many ways: he started working harder at his job and earned a promotion, and he started expressing interest in learning more about God.

Now, Sam is in a completely different place. He and his wife recently bought their first home. They have also started attending church regularly. Sam is deeply invested in learning how to be a great dad and husband, and his love for his family is evident to everyone who interacts with him.

**name changed to protect confidentiality*



1,062
MALE VISITS



216
MEN SERVED



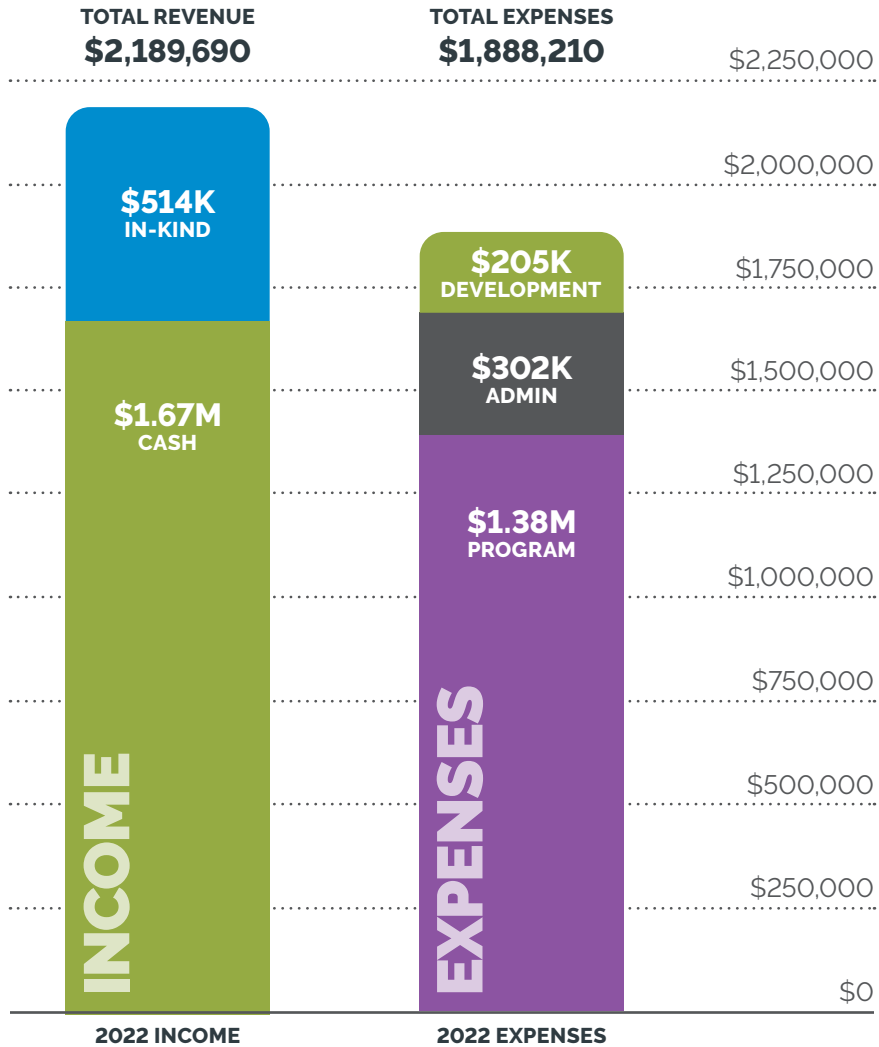
\$15,000
COST PER PROGRAM



"When I tell other guys about the Men's Center, I tell them it's a place to come release your frustrations, learn about how to be a good dad, and bond with other guys. I'm glad this place exists."

2022 FINANCIALS

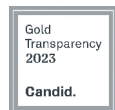
Audited statements by James H. Quist, CPA, PLC are available by request.



\$3.1M
ASSETS

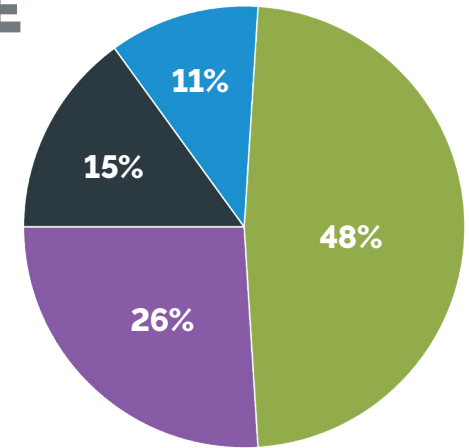
\$75K
LIABILITIES

\$3.02M
NET ASSETS



2022 INCOME SOURCES

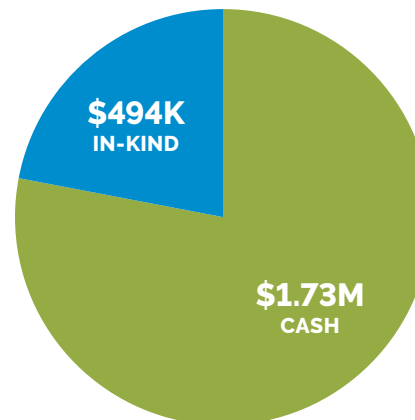
- Individuals
- Foundations
- Businesses
- Churches



In 2022, 179 volunteers donated
13,010 HOURS
of their time to
Alpha Grand Rapids

VALUED AT
\$414,250

2023 BUDGET



= \$2.22M
TOTAL NEED

Get Involved

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

LEARN

- Join us for a free, one-hour **All Access** event for a virtual tour of our campus
- Invite a speaker to your church or small group

For more details scan the code on the next page to easily visit alphagrandrapids.org/events



PRAY

- Come on-site monthly to pray
- Join our Prayer Partner team to receive weekly prayer updates via email – send an **email** to 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 2023 EVENTS!

- Annual Banquet: October 5 at Amway Grand Plaza (*new location this year!*)
- #GivingTuesday: November 28
- Christmas Open House: December 7

For more details scan the code on the next page to easily visit alphagrandrapids.org/get-involved

INVEST

- Join the Partner for Life team through monthly giving
- Give a one-time gift via mail or online
- Leave a legacy by designating a future gift to AGR in your will. We partner with GiftWise to provide you with the tools to create a will for free online!
- Donate new or gently used items:
 - Diapers & wipes (72-100 count package)
 - Formula (Similac Advanced, 12.4oz blue can)
 - Maternity clothing & children's clothing up to size 6
 - Infant & children's necessities
 - Winter items in any size

For more details scan the code below to easily visit alphagrandrapids.org/donate

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



ALL ACCESS EVENT

VOLUNTEER

DONATE



2022 CORPORATE SPONSORS

Thank you for your support!

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Presenting Sponsors

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Ritchie Marketing Inc.

Gold Sponsors

Craftology
DVS
DLS Servicing Consultants, LLC

Silver Sponsors

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Great Lakes Railing
Harvest Health Foods
Pioneer Construction
Stoney Creek Fisheries & Equipment

Bronze Sponsors

Culver CPA Group
Godwin Plumbing
Grand Connection
Megawall
Premier Granite and Stone, LLC
Right Touch Painting
Sage Direct
West Michigan Janitorial

COMEDY NIGHT

Presenting Sponsor

DLS Servicing Consultants, LLC

Silver Sponsors

Megawall
Stoney Creek Fisheries & Equipment, Inc.

Bronze Sponsors

Harvest Health Foods
National Nail
Premier Granite and Stone, LLC
Poolcat
Right Touch Painting
West Michigan Janitorial

corporate
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Kellogg Company

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Regional Executive Director,
StoryPoint Senior Living

Rachel Koldenhoven
Manager, Rehab Services –
Corewell Health

Amanda Lambert
President/Owner,
Poolcat Products & Service

Matt Williams
Post Commander
(Grand Rapids Post),
Michigan State Police

board of
DIRECTORS

2022 TOP TEN SUPPORTING CHURCHES

Represents financial giving only. Thank you to all of our church partners that pray, donate, send volunteers, and more!

- Ada Bible Church
- Calvary Church
- Chapel Pointe Church
- First Byron Christian Reformed Church
- Grand Rapids First
- Hillcrest Christian Reformed Church
- Jamestown Baptist Church
- Magnify Church
- Messiah Christian Reformed Church
- Trinity Christian Reformed Church

supporting
CHURCHES



Back Row L to R: Kyle Baxter, Matt Haviland, April DeMull, Valerie Probst, Tammie Sandlin, Brad Smith. Middle Row L to R: Lauren Herlein, Emily Nelson, Jennifer Coleman, Lupita Groth, Aubree Domsic, Dana Frye, Kalie Bunce, Daniel Montejo. Front Row L to R: Kelly Hayden, Carrie Shoosmith, Katy Sheets, Liz Castellanos, Colleen Geisel. Not pictured: Merly Ortiz, Lori Potter, and Lindsay Spielmaker.

STAFF MEMBERS

Kyle Baxter
Vice President of Business Operations

Kalie Bunce
Marketing Director

Liz Castellanos
Client Services Associate

Jennifer Coleman
Client Services Assistant

April DeMull
Finance & HR Manager

Aubree Domsic
Material Resources Coordinator

Dana Frye, RDMS
Sonographer/Childcare Associate

Colleen Geisel
President

Lupita Groth
Support Services Manager

Matt Haviland
Men's Center Director

Kelly Hayden
Events & Communications Coordinator

Lauren Herlein
Community Engagement Manager

Daniel Montejo
Men's Center Office Coordinator

Emily Nelson
Educational Services Associate

Lori Potter, RDMS
Sonographer (Independant Contractor)

Valerie Probst
Vice President of Client Services

Merly Ortiz
Client Services Assistant

Tammie Sandlin
Marketing Coordinator

Katy Sheets
Development Coordinator

Carrie Shoosmith
Educational Services Manager

Brad Smith
Development Director

Lindsay Spielmaker, BSN, RN
Nurse Manager

staff
MEMBERS



1725 Division Avenue S
Grand Rapids, MI 49507



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by searching "alphagrandrapids"

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