

{ ANNUAL REPORT 2024



nonjudgmental,
compassionate care




Alpha
GRAND RAPIDS

A MESSAGE FROM OUR PRESIDENT

Dear Friend,

Last year (2024), I was so thankful to celebrate my 10th anniversary at Alpha Grand Rapids (AGR). This year (2025), we are celebrating AGR's 40th anniversary! How incredible to know that countless women, men, and children have been impacted by AGR's services over the course of these four decades. Thousands of individuals and families have experienced nonjudgmental, compassionate care when walking through our doors. Each person comes in with their own share of past traumas and current challenges. Not every visit ends positively. Some have chosen abortion, some have gotten stuck in destructive cycles, and some have made progress for a while only to fall back into old habits. The work we do at AGR is hard!

But, even on the hardest days, God's presence is so clear in this space. People continue courageously reaching out for help, willing to share their stories and put in the work to make changes. The staff at AGR is the most dedicated, professional,



caring group of people. Our volunteers are unimaginably kind and deeply invested in serving and loving people well. Donors have given sacrificially since 1985 to ensure that programs can run, staff members can get paid, buildings can get built, and growth can continue. It takes all of us, doesn't it?

Thank you for celebrating 40 years with us this year and thank you for promoting abundant life with us in the days and years ahead.

With joy and hope,

Colleen

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

Alpha
GRAND RAPIDS



2024 MILESTONES

TOTAL VISITS:
8,387

FAMILIES SERVED:
1,412

- WOMEN: 5,824
- MEN: 1,681
- CHILDREN: 882



83%*

CONTINUED
PREGNANCIES

**Percentage represents
data for known outcomes*



906

MEDICAL SERVICES
PROVIDED



\$354

COST PER
MEDICAL VISIT



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



“I THOUGHT MY LIFE WAS OVER

when I got pregnant at 16 ... but Alpha never left my side. I don't have any regrets about keeping my son.”

Cece's Story

Cece* was a high school student when she realized she might be pregnant. Her boyfriend, Michael*, was also a young teen and the two had only been dating for a short time. Cece didn't know how he would react if she was pregnant, and she was also terrified of what her parents would say. She found Alpha Grand Rapids (AGR) online and reached out for help.

When the pregnancy test came back positive, Cece broke down in tears. Our sonographer sat with her as she processed the news. After talking a while, the sonographer asked Cece if she wanted an ultrasound. As she watched her baby's heart beating on the screen, Cece said she knew she couldn't go through with an abortion—she just didn't know what was going to happen if she continued the pregnancy. Our sonographer helped her think through how to tell her parents and Michael while also providing information about the ways AGR could support both Cece and Michael throughout the pregnancy and beyond.

Michael was overwhelmed at the idea of becoming a teen dad, but he reassured Cece that he wanted to stay with her. Her parents were also shocked, but they committed to supporting both teens and the baby as much as they could. Cece still wasn't sure what the future held, but she felt immense relief at knowing she wasn't alone.

**name changed to protect confidentiality*

Due to a Google Ad campaign designed to reach more abortion-minded women, medical visits have increased by 142%! Please consider a gift of \$354 to give moms like Cece the support needed to choose life.





5,564
SUPPORT SERVICES
PROVIDED



785
FIRST-TIME VISITS



\$54
COST PER
STEP UP VISIT



SUPPORT SERVICES

WHAT WE PROVIDE

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



“EVERY TIME I MEET WITH MY MENTOR, SHE ENCOURAGES ME.

I come in feeling sad, or mad, or overwhelmed, and I always leave feeling happy and like I can keep moving forward.”

Victoria's Story

Victoria* didn't have an appointment the first time she came to Alpha Grand Rapids (AGR), but she had heard that AGR was a safe place for parents who were struggling. Luckily, one of our mentors had a cancellation, so a staff member connected the two and they sat down to talk.

With her one-month-old baby in her arms, Victoria tearfully explained that she was feeling disconnected from her husband and frustrated with her toddler. She felt alone in trying to juggle it all and didn't know where to turn. The mentor validated Victoria's feelings, shared parenting resources, and helped Victoria think through how to tell her husband about her feelings. At the end of their appointment, Victoria said she couldn't believe how much better she was feeling— and she was eager to come back again!

Month after month, Victoria faithfully attended her appointments. She and her mentor watched videos about parenting, explored curriculum about how to have a healthy marriage, discussed self-care strategies, and started a Bible study. Over time, Victoria felt herself adapting to life with two kids and she and her husband grew closer as they worked on communication. Life wasn't perfect, but Victoria started feeling more joyful and content.

“I would tell any parent to come to Alpha,” says Victoria. “I don't know how things would have gone if I hadn't come here. I really think my mentor changed my life!”

**name changed to protect confidentiality*




1,917
EDUCATIONAL
SERVICES PROVIDED


147
UNIQUE
STUDENTS


\$2,361
COST PER
STUDENT



EDUCATIONAL SERVICES

WHAT WE PROVIDE

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



“Being able to talk to and learn from other parents who have similar struggles as us ... **IT MAKES US FEEL LIKE WE'RE NOT ALONE.** The [Parenting Class] taught us so much about how to be better parents.”

Shawna & George's Story

Shawna* and George* had been dating for a few years and were thinking about getting married. Neither of them wanted to have children. However, after feeling sick for a few weeks, Shawna took a pregnancy test and it came back positive. She and George talked about it, and both thought an abortion was the best choice. But, while researching abortion information, Shawna came across Alpha Grand Rapids (AGR) online and decided to schedule an appointment.

The couple attended the medical appointment together and decided they wanted to have an ultrasound. As they looked at the image of the baby on the ultrasound and heard the heartbeat, Shawna said she didn't think she could go through with an abortion. George wasn't happy initially, but he also respected Shawna's decision. Before leaving that day, he and Shawna learned about AGR's Pregnancy Education Class and decided to join.

Over the four sessions of Pregnancy Education, Shawna and George felt themselves becoming less apprehensive and more excited about becoming parents. The information, supportive atmosphere, and access to resources helped them feel more equipped and less stressed. When their daughter was born months later, Shawna and George fell in love immediately! Adjusting to parenthood wasn't easy, but the love they had for their daughter and each other gave them the motivation to keep adjusting and growing.

**name changed to protect confidentiality*



205,308
DIAPERS

1,234
CANS OF
FORMULA

57,921
ARTICLES
OF CLOTHING



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



\$81
WORTH OF
ITEMS GIVEN AT
EACH VISIT



Traci's Story

Traci* had gotten pregnant shortly after graduating from high school. Her mom supported her through the pregnancy and was ok with Traci and the baby living with her, but it was difficult financially. Shortly after giving birth, Traci started looking for a job. During that time, a friend told Traci about Alpha Grand Rapids (AGR), and she decided to join the Step Up Mentoring program.

By attending appointments, Traci was able to earn diapers, clothing, and other baby necessities. She loved looking through the rows of baby clothes to choose outfits for her daughter, and going home with bags full of items helped reassure her that she was doing something to provide for her daughter.

Eventually, Traci found a job at a cleaning company. She was able to work third shift so that her mom could be home at night with the baby. It was exhausting, but Traci is a hard worker. She continues to attend appointments with her mentor and earn items from the AGR store, and she hopes to move up to a managerial role at the cleaning company soon!

**name changed to protect confidentiality*

“Getting diapers and clothes and everything else from the store gives me another way to provide for my daughter. She's everything to me, and **I JUST WANT TO DO WHATEVER I CAN TO TAKE CARE OF HER.**”

In 2024, the community generously donated 282,709 items worth \$518,144!




1,681
MALE VISITS


348
MEN SERVED


\$21,125
COST PER PROGRAM



MEN'S CENTER

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



“I know I can always go to [my coach] about anything I'm struggling with or working on. **I'VE GROWN SO MUCH** by coming to the Men's Center.”

Taylor's Story

Taylor* heard about Alpha Men's Center after his girlfriend joined programs at Alpha Women's Center and had a great experience. As young parents to a newborn, Taylor knew he and his girlfriend both could use extra support. He decided to join the Step Up Program and started meeting one-on-one with a coach.

It didn't take long for Taylor to feel comfortable opening up to his coach. He shared about how he had grown up with a limited relationship with his biological dad but had a great relationship with his step-dad and was very close with his mom. The coach was impressed by how driven and mature Taylor was and gave him a lot of encouragement. The two had ongoing conversations about faith, parenting, relationships, and work.

Over time, Taylor's coach was thrilled to witness Taylor propose to his girlfriend, get married, find a new and better-paying job, and buy a house. At the same time, the coach also provided support as Taylor walked through difficult things like the death of his mom, challenges at work, and other stressors.

Today, Taylor and his wife have two beautiful children. They continue to attend appointments at AGR and have built great relationships with the volunteers that meet with them. What a joy to see this young family thrive!

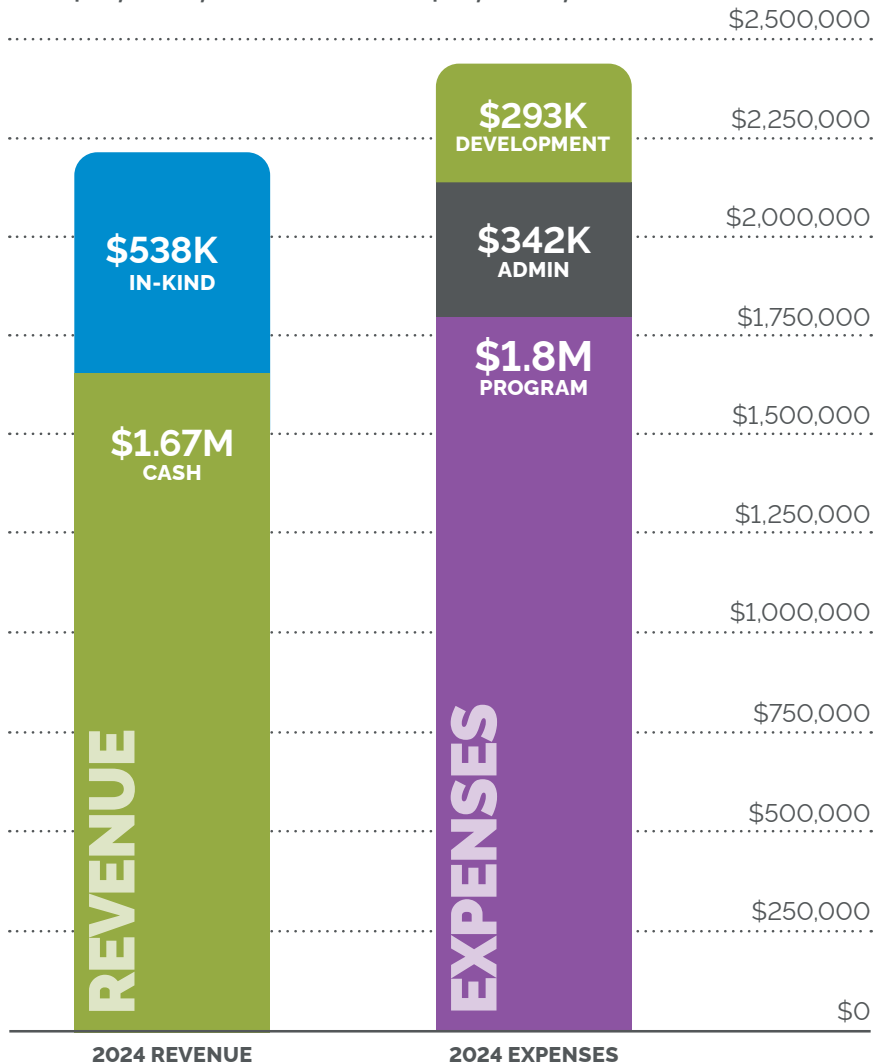
**name changed to protect confidentiality*

2024 FINANCIALS

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

OPERATIONAL REVENUE
\$2,207,354

OPERATIONAL EXPENSES
\$2,440,750



\$5.35M
ASSETS

\$56K
LIABILITIES

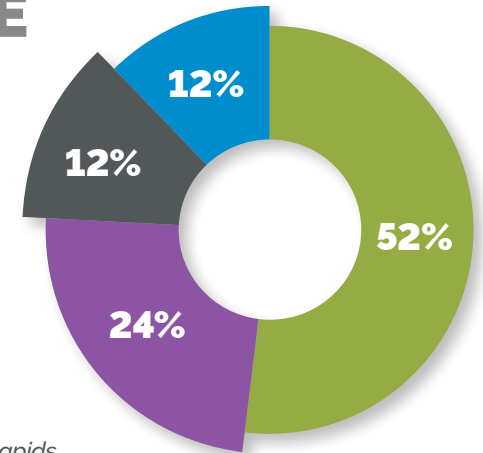
\$5.29M
NET ASSETS

*Form 990 reflects an additional \$2.54M in cash and pledges towards a long-term growth project.



2024 INCOME SOURCES

- Individuals
- Foundations
- Businesses
- Churches



Thanks to our donors, Alpha Grand Rapids is a debt-free organization!

In **2024**, 233 volunteers donated
17,118 HOURS

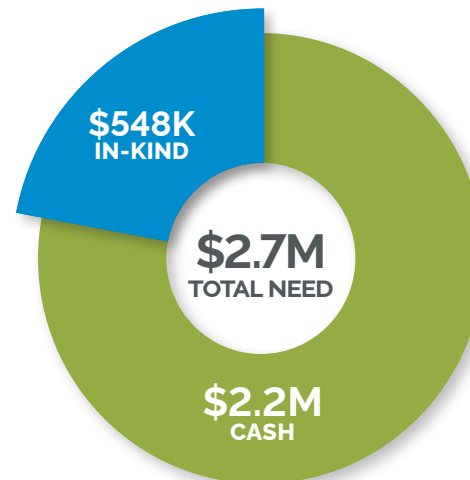


of their time to
Alpha Grand Rapids



VALUED AT
\$558,810

2025 BUDGET



Scan the code to visit
alphagrandrapids.org/donate
to promote abundant life
through Alpha Grand Rapids
in 2025.

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

Scan the code on the next page to visit alphagrandrapids.org/events

PRAY

- Come on-site monthly to pray
- Receive weekly prayer updates via email—sign up at communications@alphagrandrapids.org

ENGAGE

• Volunteer in one of 15 unique roles including: Mentor/Coach, Classroom Teacher, Childcare Helper, Cook, or Inventory Volunteer.

- PARTICIPATE IN ONE OR ALL OF OUR 2025 EVENTS!
 - Annual Banquet: **October 15** at Amway Grand Plaza
 - #GivingTuesday: **December 2**

Scan the code on the next page to visit alphagrandrapids.org/get-involved

INVEST

- Join the **Partner for Life** team through monthly giving
- Give a one-time gift, online or via mail
- Donate new or gently used items like: diapers, formula, & wipes (full list of accepted items on our website!)
- Leave a legacy by designating a future gift to AGR in your will.

Scan the code on the next page to visit alphagrandrapids.org/donate

Get Involved

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



"This expectant couple completed our Pregnancy Education Class in 2024, earning a new pack 'n play in the process!"



EVENTS



VOLUNTEER



DONATE

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



2024 CORPORATE SPONSORS

Thank you for your support!

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Ritchie Marketing Inc.

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Harvest Health Foods
MatchFrame Creative

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Bronze Sponsors

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DLS Servicing Consultants, LLC
EV Construction
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Mathison | Mathison Architects
Premier Granite & Stone
Straight Line Fence, LLC
West Michigan Janitorial

COMEDY NIGHT

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DLS Servicing Consultants, LLC
Ritchie Marketing Inc.

Silver Sponsors

Bolhouse, LLC
City Innovations
Pioneer Construction
West Michigan Janitorial

Bronze Sponsors

Applied Innovation
Great Lakes Railing

corporate
SPONSORS



Back Row L to R: Amanda Lambert, Jeff Courter, Matt Williams, Curtis Thompson (term completed), Front Row L to R: Dianna Cutts, Yelena Davis, Colleen Geisel, Julie Horning (term completed), Rachel Koldenhoven. Not pictured: Arne Fahlen

BOARD OF DIRECTORS

Matt Williams

Board Chair | Post Commander
(Grand Rapids Post),
Michigan State Police

Amanda Lambert

Board Vice Chair | President/Owner,
Poolcat Products & Service

Dianna Cutts

Board Treasurer | Associate Director
of Finance, Kellogg Company

Rachel Koldenhoven

Board Secretary | Manager, Rehab
Services - Corewell Health

Jeff Courter

Executive Vice President,
Kalkomey

Yelena Davis

OB/GYN Physician,
Corewell Health

Arne Fahlen

Director of Bakery,
Arne's Bakery

board of
DIRECTORS

2024 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

Cascade Fellowship Christian
Reformed Church

Chapel Pointe

Cornerstone United
Reformed Church

First Byron Christian
Reformed Church

Grand Rapids First

Hillcrest CRC

Magnify Church

Messiah Christian
Reformed Church

supporting
CHURCHES

STAFF MEMBERS

Kari Alvaro

Educational Services Manager

Kalie Bunce

Marketing Director

Fernanda Calzada-Muñoz

Events & Communications Coordinator

Liz Castellanos

Client Services Associate

Jennifer Coleman

Client Services Assistant

Paul Curtis

Vice President of Business Operations

April DeMull

Finance & HR Manager

Aubree Domsic

Material Resources Manager

Hannah Fitzsimmons, RDMS

Sonographer

Dana Frye, RDMS

Sonographer

Colleen Geisel

President

Monique Gibson

Educational Services Assistant

Lupita Groth

Support Services Manager

Matt Haviland

Men's Center Director

Laura Helman

Community Engagement Manager

Lauren Herlein

Community Engagement Coordinator

Michelle Hoezee, LLMSW

Women's Center Director

Anna Kirk

Executive Administrator

Jen McDonald

Childcare Associate

Emily Nelson

Educational Services Associate

Krista Palmieri

Development Coordinator

Everno Porter

Facilities Assistant

Valerie Probst

Vice President of Client Services

Marilyn Rosario

Client Services Assistant

Tammie Sandlin

Marketing Coordinator

Brad Smith

Development Director

Lindsay Spielmaker, BSN, RN

Nurse Manager

Megan Thomas

Material Resources Coordinator

Charles Walker

Key Relationship Specialist

Katya Wyant

Men's Center Office Coordinator

staff
MEMBERS





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