

A man with blonde hair, a nose ring, and various tattoos (including a cross earring and a tattoo that says 'Chris') is kissing a baby on the cheek. The baby is wearing a white shirt and has its hand near its mouth. The background is a blurred outdoor setting with trees and a building.

**COMPASSIONATE
CARE THAT
EMPOWERS
FAMILIES
TO THRIVE**


Alpha
GRAND RAPIDS
promoting abundant life

**{ ANNUAL
REPORT
2025 }**

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



2025 MILESTONES:



TOTAL
VISITS:
7,276

FAMILIES
SERVED:
1,146

- WOMEN: 5,088
- MEN: 1,477
- CHILDREN: 711

A MESSAGE FROM OUR PRESIDENT

Alpha
GRAND RAPIDS

Dear Friend,

Wow, 2025 was quite the year! As we celebrated 40 years of Alpha Grand Rapids (AGR), we also stepped boldly into a new chapter. In addition to serving women, men, and children through our programs, we began a full renovation of Alpha Women's Center, a milestone that reflects who we've always been: a ministry willing to grow, innovate, and reimagine what nonjudgmental, compassionate care can look like.

It's such an exciting time ... and ... it's hard. Right now, in 2026, our programs are divided into two locations. Our team is stretched thin and navigating new challenges constantly. With this in mind, we chose the theme "Worth It" for this year. Are we in a difficult season? Absolutely! Will it be worth it once we are back together on one campus and our space can serve women and families better than ever? YES! Really, the "worth it" concept has played out every day at AGR for the last 40 years. "Is it worth it for me to have this child despite all the difficulties I'm going through?" "Is it worth it for me to open up to someone and share about everything I've been through?"

"Is it worth the effort of attending this appointment, this class, this program?" Yes, yes, and yes.

This year, my gratitude for you runs deeper than ever. With every step forward, every life touched, YOUR support is what makes it possible. As we look ahead, our goal is to sustain our growing programs while fully funding our \$5.6 million capital campaign. It's a big vision, but we trust that God is guiding each step. Thank you for being part of this journey. We couldn't do it without you, and I'm so glad we don't have to.

With joy and hope,

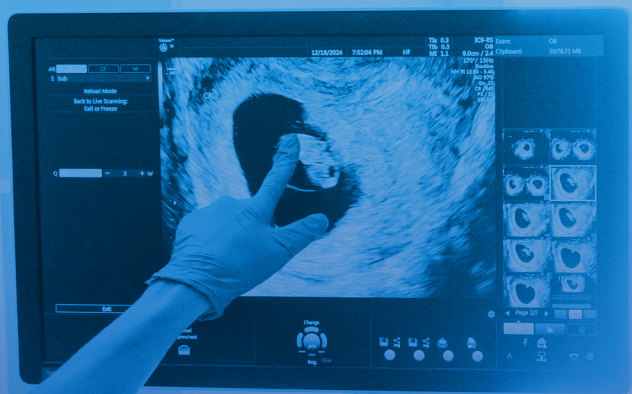
Colleen

Colleen Geisel
President,
Alpha Grand Rapids



“When I first came to Alpha, I felt scared and overwhelmed ... but **AS SOON AS I WALKED THROUGH THE DOORS, I KNEW I WASN'T ALONE.**

They helped me realize that I could handle having another child, and I have no regrets!”



Jessica's Story

When Jessica* came to Alpha Grand Rapids (AGR) for a medical visit, her greatest fear was finding out she was pregnant again. When her pregnancy test came back positive, Jessica said she had to get an abortion. She already had a young child, and she wasn't sure that her boyfriend would be ready for another baby.

Hannah, our sonographer, acknowledged the hard situation Jessica was in and validated her struggle. She continued asking questions and truly listening to everything Jessica shared as she kept coming back to the feeling of having to have an abortion. Hannah offered to give Jessica an ultrasound, encouraging her to think more about what she wanted. Jessica agreed to the ultrasound, and immediately everything changed when she heard the heartbeat and saw her baby on the screen. “I love being a mom,” she told Hannah. “I want to keep this baby.” Jessica left her appointment feeling encouraged, supported, and confident in her decision. She told her boyfriend about the pregnancy, and he responded much better than she expected. They were able to make some changes that strengthened their relationship and family dynamics, including both getting plugged into programs at AGR. Now they can't imagine their lives without their two beautiful children.

**name changed to protect confidentiality*



78%*

**CONTINUED
PREGNANCIES**

**Percentage represents
data for known outcomes*



646

**MEDICAL SERVICES
PROVIDED**



\$516

**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



Jasmine's Story

Jasmine moved to Grand Rapids a few years ago with her two young sons, ready to start rebuilding her life after experiencing years of trauma. Then, she found out she was pregnant. Jasmine had experienced past medical issues and had been told she couldn't get pregnant again, so by the time she realized that she was pregnant she was close to halfway through her pregnancy.

Jasmine wasn't sure she could take on a third child, so she spent a few months considering adoption. She came to Alpha regularly to process her emotions and get support and resources that helped her provide for her two boys. Eventually, Jasmine realized she wanted to parent her third baby as well. "I know I made the right decision," she says. "That's my girl."

Jasmine joined the Single Moms Support Group and has attended faithfully. "Alpha helped me in every way," says Jasmine. "It gave me a healthy community for the first time in my life. It gave me a place to share my thoughts, process my experiences, and learn new ways of thinking and acting. I'm not so angry anymore. I'm more focused on the good than the bad. It just changed everything for me. I've never experienced a place like Alpha. Alpha is different because everyone here truly cares. You just can't help but want to be better a better person when you're here."

"I thank God for my mentor! She is an amazing person, and I can open up completely and share anything with her.
SHE BELIEVES IN ME WHEN I DON'T BELIEVE IN MYSELF."



258

FIRST-TIME VISITS



\$74

COST PER
STEP UP VISIT



4,712

SUPPORT SERVICES
PROVIDED

SUPPORT SERVICES

WHAT WE PROVIDE

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



“When I was in a really bad spot, Alpha was waiting with open arms. **I FEEL LIKE ALPHA LIFTED ME UP AND REMINDED ME THAT I’M NOT DEFINED MY MISTAKES** ... and there's still hope for the future.”

Alice's Story

When Alice's* children were placed in foster care, Alice knew it was a wake-up call. She was motivated to start making changes, including attending the Parenting Class at AGR.

“I felt so guilty when my kids went into foster care,” Alice says. “It felt like this was something that would define me for the rest of my life... but then I found Alpha. Being here helped me accept my situation but realize that the most important thing is to keep moving forward.”

Through the Parenting Class, Alice learned how to process her emotions in a healthy way and developed a new understanding of what it means to be a good parent. “I love my mom, but there are things that I missed out on in my childhood that I needed in order to be a successful parent,” Alice says. “Alpha helped fill in those gaps of what I was missing.”

Alice is continuing to work towards regaining custody of her children, and we are thankful to be part of that journey. “I’ve learned that we all need and deserve support,” Alice says. “We all make mistakes, but there is always an opportunity to grow. My goal is to be better every day and keep pressing forward. I want to be the kind of mom and person that my kids will be proud of.”

**name changed to protect confidentiality*



1,918

EDUCATIONAL
SERVICES PROVIDED



204

UNIQUE
STUDENTS



\$1,790

COST PER
STUDENT

EDUCATIONAL SERVICES

WHAT WE PROVIDE

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



Cecily's Story

Cecily* is a hardworking, dedicated mom to her children—but she also struggles to open up to people and comes across as “tough.” Recently, Cecily was meeting with a new mentor. Lupita, AGR's Support Services Manager, connected with the mentor before the appointment to let her know that Cecily might seem closed off, but Lupita encouraged the mentor to not let that deter her from getting to know Cecily.

During their time together, the mentor learned about Cecily's life and the difficulties she was navigating. Cecily spoke about all the things she did to care for others, but after a while the mentor gently suggested that maybe Cecily needed to also think about taking care of herself. Cecily was surprised by that and shared that she didn't really have anyone else in her life who thought about her feelings. Her entire demeanor changed as she realized that she was sitting with someone who truly cared about her.

While shopping in the store, Cecily was hoping to find a double stroller. There wasn't one in the store, but a staff member went into the inventory area and was able to find one. Cecily was shocked and told her mentor: “I feel like I got so many things that I needed today!” We love seeing moms and dads experience support in many ways while they are at AGR!

**name changed to protect confidentiality*

In 2024, the community generously
donated **282,709** items
worth **\$510,110!**



184,800
DIAPERS



\$83

WORTH OF
ITEMS GIVEN AT
EACH VISIT



1,090

CANS OF
FORMULA



58,507

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



John's Story

"My dad wasn't able to be there for me growing up," John says. "He had anger issues and substance abuse issues, so I have more memories of fear and violence than anything else. I had some positive relationships with my grandparents, but I really just wanted to have a dad."

The instability from his childhood followed John into adulthood. He and his ex-girlfriend were homeless and living in a hotel when their son was born, which is when John heard about Alpha Men's Center. He joined the Fatherhood Group and started attending regularly.

"It's been challenging for me to figure out how to navigate fatherhood and do things differently than my dad did," John says. "That's where Alpha has helped me so much." Interacting with other dads every week in the Fatherhood Group has brought a consistent routine and a supportive community to John's life. "Alpha provides such a wide range of support and helps in so many ways," he says. "Alpha helped me find a job. I was able to attend Parenting Classes here when my son was a baby and I found those really helpful. I've been able to earn material items like diapers, which makes a huge difference... Being part of Alpha has just done so much for me."

"ALPHA HAS BEEN A ROCK FOR ME. IT MADE ME A BETTER DAD AND A BETTER MAN. It's given me a community of men I can talk to and trust. It opened my eyes to God and helped me become a believer. I don't think you can even imagine the changes that are happening because of this place."



1,477
MALE VISITS



295
MEN SERVED



\$21,200
COST PER PROGRAM

MEN'S CENTER

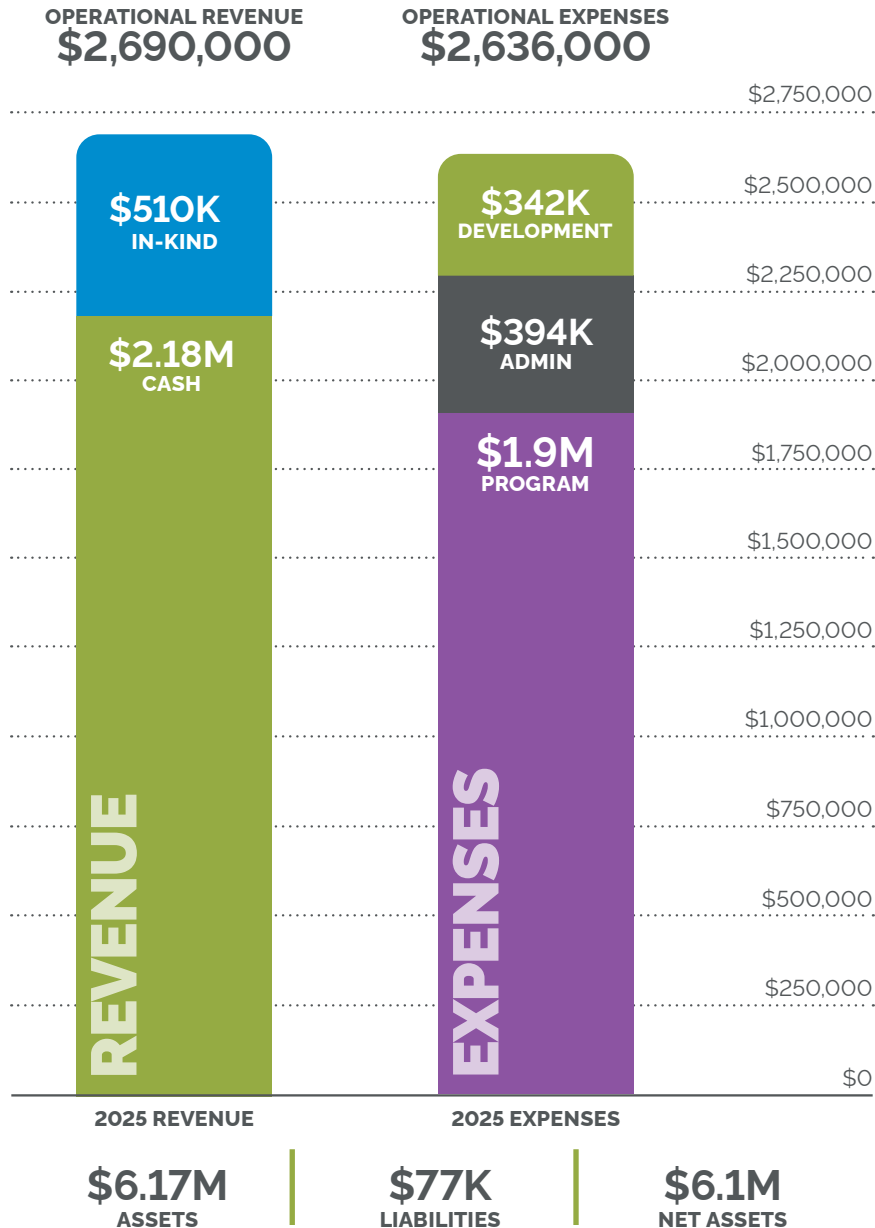
WHAT WE PROVIDE

- 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



2025 FINANCIALS

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

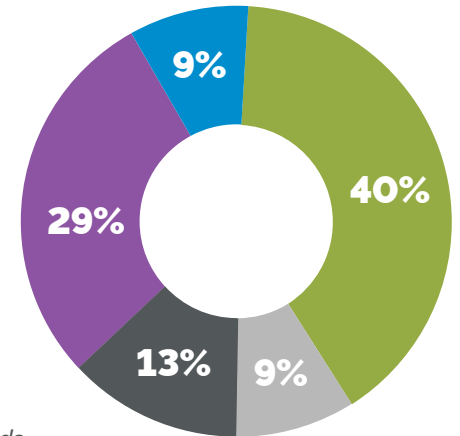


Form 990 reflects an additional \$940,468 to the Capital Campaign.



2025 INCOME SOURCES

- Individuals
- Foundations
- Businesses
- Churches
- Other



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

In **2025**, 207* volunteers donated

13,208 HOURS



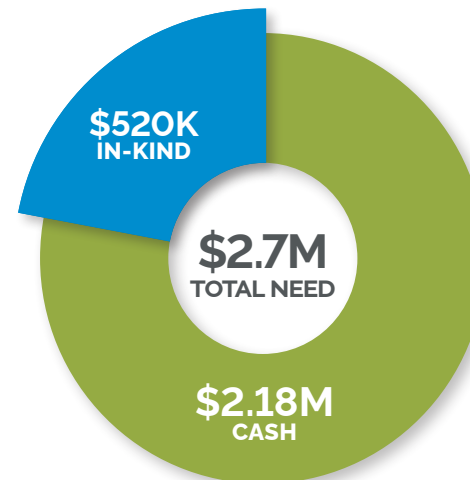
of their time to
Alpha Grand Rapids



VALUED AT
\$459,470

*41 new volunteers

2026 BUDGET



Scan the code to visit
alphaGrandRapids.org/donate

to promote abundant life
through Alpha Grand Rapids
in 2026.



**RESHAPE
RENEW
REIMAGINE**

Elevating the Standard in
Pregnancy Care

Alpha
GRAND RAPIDS

WHAT WE HAVE:

- Programs that provide nonjudgmental, compassionate care
- Staff and volunteers that love well
- A strongly supportive donor base
- The largest square-foot pregnancy care center campus in the U.S.
- A community that deserves our support!

WHAT WE NEED:

An updated and expanded space that matches
the high-quality services we provide!

RENOVATION PRIORITIES:

- **Medical Expansion:** Enhance privacy and comfort while growing capacity to 1,200 patients annually
- **Accessibility:** Add a side entrance and relocate childcare to the main floor
- **Security:** Improve visibility, replace exterior doors, and upgrade safety features
- **Long-term Growth:** Expand classrooms (25%), increase mentoring space (60%), and double store size

GOAL: \$5.6M | RAISED-TO-DATE*: \$4.1M

For more details, visit:
alphagrandrapids.org/capitalcampaign



Alpha
WOMEN'S CENTER



* Reflects funds raised as of May 2026

GET INVOLVED

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



EVENTS



VOLUNTEER



DONATE

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



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Thank you for your support!

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COMEDY NIGHT

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board of
DIRECTORS



2025 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
- Magnify Church
- Grand Rapids First
- Cascade Fellowship CRC
- Jamestown Baptist Church
- Hillcrest CRC
- The Cross Fellowship
- Walker United Reformed Church
- Seymour CRC

supporting
CHURCHES



staff
MEMBERS



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