
2021

Community Impact
Report



RESILIENCE DEFINED

The capacity of a person to maintain their core purpose and integrity in the face of dramatically changed or challenging circumstances.





VISION

Maggie's Place welcomes pregnant and parenting women and their children into a safe and loving community, providing life-changing programs and ongoing services to help them to become self-sufficient.



2021 BOARD OF DIRECTORS

Gerry Stenson,
Board Chair

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Vice Chair & Treasurer

Lynn Gallett,
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Jim Powell

Ingrid Plumb

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Laura Magruder, M.Ed.
Maggie's Place,
Chief Executive Officer

FROM THE CHAIR

The continuing reality of the COVID-19 pandemic made 2021 another very challenging year for Maggie's Place, as we tried to operate in a safe and healthy manner while providing much needed shelter, services, training, and love to our moms and their babies. Both our moms and our staff showed great flexibility and resiliency in caring for themselves, their infants, and each other.

One of the very truly positive developments during 2021 was that more entities and individuals recognized the value of the services and support that Maggie's Place provides to pregnant women and their babies, who are clearly a vulnerable group, especially in the face of the life challenges brought on by the pandemic. As a result, funding from multiple sources, including public entities, public and private foundations, corporations, and private individuals increased noticeably in 2021, which will enable Maggie's Place to increase its physical, programmatic, and staff capacity, and in turn, help the organization further its mission, in the face of increasing demand, of helping homeless, pregnant women and their babies.

So, it is with a great amount of humility and gratitude, that I, on behalf of the Board of Directors, say thank you to all who support Maggie's Place and our work.

GERRY STENSON
BOARD CHAIR



FROM THE CEO

2021 was a year of reopening the Family Success Center and welcoming families back for social events. We started off small with Valentine's Day arts and crafts. In May we celebrated Mother's Day, new moms and moms who lived in a Maggie's Place home over the past 20 years gathered to celebrate all the wonders and blessings of motherhood. We closed the year with Thanksgiving and Christmas celebrations, focusing on gratitude and joy.

LoveRocks is not just a hashtag, it embodies what a Maggie's Place mom is. She is a woman who has chosen to believe in herself, believe that she is worthy of love and kindness and that she can be an amazing mother. Our families are resilient, they have overcome the barriers placed before them, they refuse to give up even when they're exhausted, they inspire each other to keep on going.

Thank you to everyone who supported Maggie's Place. Your gifts and acts of kindness lifted our families and our staff.

With a grateful heart,

LAURA MAGRUDER, M.ED.
CHIEF EXECUTIVE OFFICER



FINANCIAL

SERVICE TO OUR MOMS, BABIES & FAMILIES

The powerful community of Maggie's Place continues to thrive because of the unwavering generosity in support of our work from individuals, businesses, foundations, grant funders, volunteers, churches, groups and organizations.

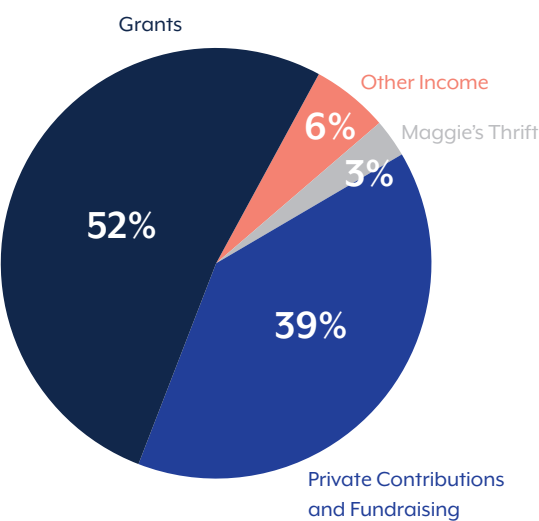
The diverse funding we received in 2021 not only allowed Maggie's Place to deliver impeccable services, resources and uplifting experiences to our moms, babies and families - it also continues to pave the path forward towards continued long term sustainability for our organization.



On behalf of more than 1,100 moms and 700 babies who have called Maggie's Place home – We are so grateful!

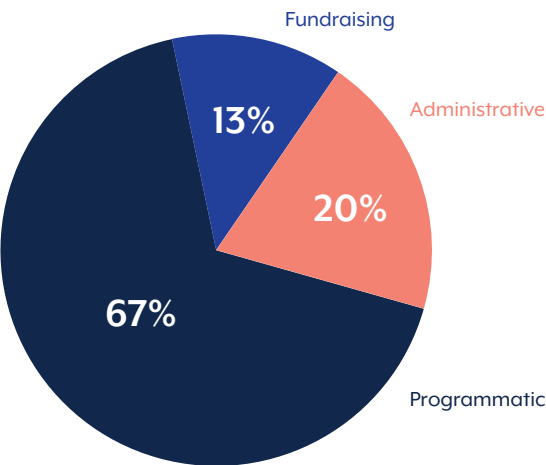
Maggie's Place believes that accountability and transparency are key to effective programming and organizational health. We place priority on integrity in our finances and programmatic activity, and implement the best nonprofit business practices under the supervision of our Board of Directors. A copy of our most recent 990 can be found on our website.

REVENUE \$5,368,628.36



EXPENSES \$3,140,043.87

Financials are unaudited.



2021 IMPACT NUMBERS



74

Mothers housed within the homes of Maggie's Place



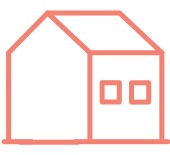
23,779

Bed nights of safe shelter were provided



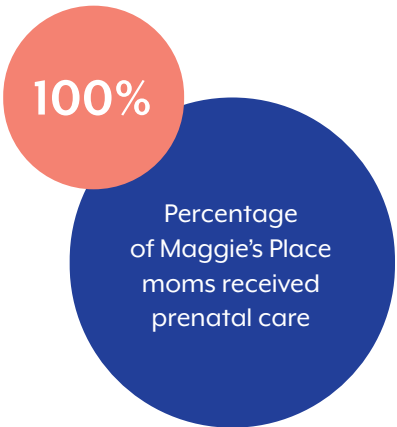
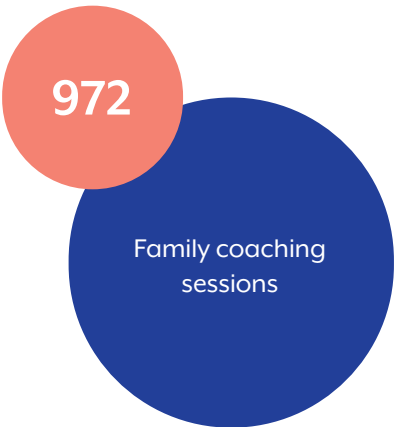
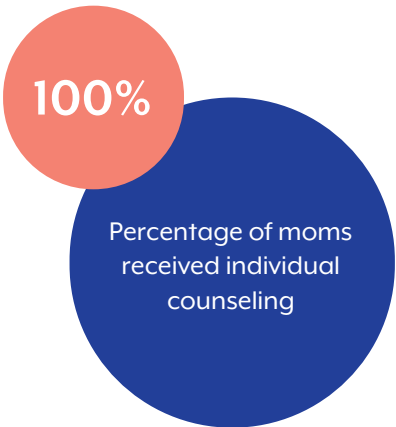
23

Babies born into safe and loving environments



52

In-kind donations from organizations and individuals



1,122 moms have lived in a Maggie's Place home since our founding in 2000

FAMILY SUCCESS CENTER

The Maggie's Place Family Success Center (FSC) serves as the homebase for Maggie's Place moms, children and families. Through support services, donation distribution and social connections, both moms currently living in a home and those who have transitioned out (and their babies and families) participate in a variety of events, activities and programs on site.

IN 2021 THE FAMILY SUCCESS CENTER HOSTED:

- 9 social connection events with more than 430 moms and more than 660 children in attendance.
- An on-site Covid Vaccination Clinic for staff and moms through our partnership with Touchstone Health Services.
- Distributed 58 car seats in partnership with the East Valley Women's League through car seat safety training.

WITH A FOCUS ON MENTAL, EMOTIONAL, PHYSICAL AND SPIRITUAL WELL BEING FOR ALL MAGGIE'S PLACE MOMS, THE FSC HELD:

252 support group sessions for moms including:

- Thursday Night Support Group
- Breastfeeding Support Group
- Grief Processing
- SMART Recovery
- Moms on Staff Support Group
- Women's Health Innovations Maternal Mental Health Support
- 247 substance abuse counseling sessions
- 60 mothers participated in SMART recovery
- 353 seeking safety sessions provided by AmeriCorps members





“I have had the pleasure of having Peer Support through Maggie’s Place while at Gerard. I would sometimes find myself overwhelmed and I would call, text, or message my peer support person. She has been great to lend an ear when I needed someone to talk to and also gave me great excellent advice and encouragement. I am very thankful for this program.”

STRENGTH IN CONNECTION PEER SUPPORT

2021 was the founding year of the Peer Support Program at Maggie’s Place. These staff members are women who have formerly lived in a Maggie’s Place home and truly understand the experiences, both challenging and rewarding, from living in community at Maggie’s Place. Their roles now, as a Peer Support for current and alumni moms, allows them to give structured natural support through weekly check-ins.

IN 2021 PEER SUPPORT STAFF MEMBERS:

- Held 231 peer support meetings in person and on the phone.
- Supported 35 participants.
- Provided consistent guidance based on their own previous experiences living in a Maggie’s Place home.
- Referred moms to groups and resources available to them.

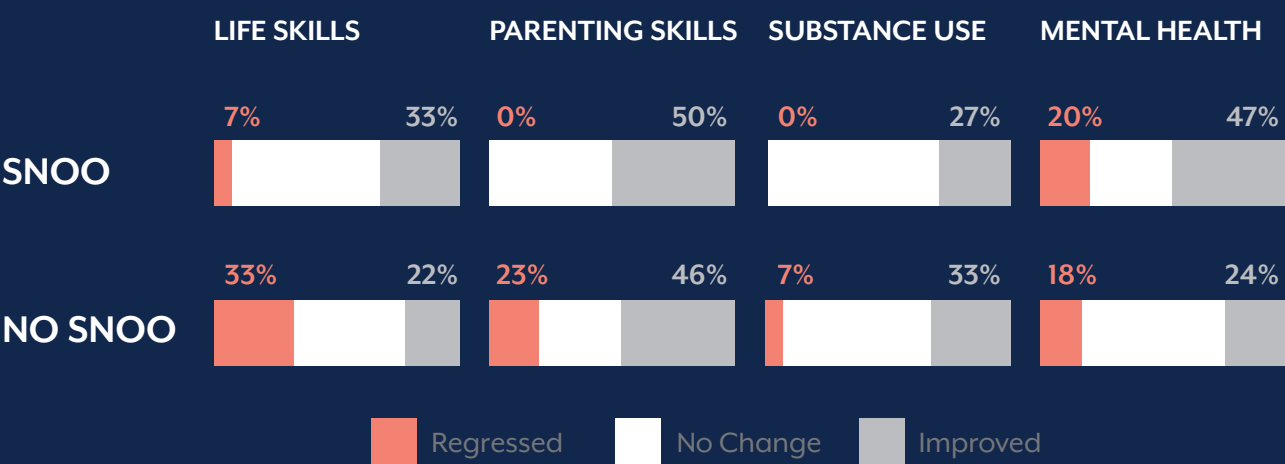
INFANT WELL BEING

SNOO Smart Sleeper Pilot Program

A Sleep Intervention to Improve Postpartum Outcomes for At-Risk Mothers

Maggie's Place provides SNOOs to participating moms to demonstrate that by supporting infant sleep and safety, SNOO has the potential to positively influence social determinants of health in new mothers, and to substantially improve psychosocial outcomes in community-base settings.

RESULTS: Self-Sufficiency Matrix Score Trends



CHILD ENRICHMENT

Participating in child enrichment programming offered at Maggie's Place allows children to enhance their skills and knowledge in an array of diverse activities, develop a sense of self-awareness and autonomy, and to connect socially in a safe and healthy environment...and of course, to HAVE FUN!

IN 2021:

- Maggie's Place held its first ever summer reading club with 27 participants and distributed books to each child to build their own home library.
- Partnered with Gabriel's Angels to provide pet therapy to 30 children.
- Provided monthly Free Arts classes to children

660 CHILDREN JOINED US FOR:

- Valentine's Day Crafts
- Halloween Carnival
- Easter event
- Fall Festival
- Mother's Day event
- Christmas at Maggie's Place



“I was literally depressed in my bed crying every day until I got the SNOO, got to hold my baby, and built that bond with him again. It really turned things around 180 degrees. I’m feeling so much better. I’ve got a handle on things.”



COMMUNITY PARTNERS HIGHLIGHTS

Andersen Windows

In 2021 Maggie's Place began a two-year partnership with Renewal By Andersen. This partnership included financial, in-kind, and volunteer support. Throughout the first year, Renewal By Anderson gave several generous financial donations as well as providing the funding for their volunteer events, including our back-to-school backpacks filled with school supplies, Christmas party and gift wrapping, as well as the renovation of the backyard space at The Palma House (where our AmeriCorps live on their time off from the homes).

Central Christian Church

The congregation of Central Christian Church of Arizona invested in the work of Maggie's Place by making a significant gift of impact during the summer of 2021. Transformative investments from partners, groups and individuals allowed Maggie's Place to sustain our vital services to our moms, babies and families in 2021.



VOLUNTEERS

Even though for most of 2021 we did not have volunteers in our homes, it didn't stop them from giving! Volunteers provided meals, needed donation items, birthday cakes and birthday gifts.

290 volunteers contributed more than 2200 hours of service to Maggie's Place.

Volunteers were gradually brought back to the Family Success Center property for our Halloween Party supported by the East Valley Women's League, our Christmas Party and our Christmas Shopping opportunity for our moms.

We are so grateful for our volunteers and for their patience during this time of waiting! You have been missed by all of us!



AMERICORPS

Our heartfelt thank you and gratitude goes to the following AmeriCorps Service Members who generously contributed their time, passion and unwavering support to the work of Maggie's Place in 2021.

Full-time Members:

Heather Allstrom, Mary Jo Conboy, Natalie DeRoche, Abby Gray, Ally Laake, Barr Lavi-Romer, MariPat Lissner, Amy Mansfield, Julia Manuel, Sheryl Matney, Rachel Mlsna, Whitney Osburn, Emily Robinson, Monica Shaffern, Elena Spafford, Keri Sullivan, Brooke Vulcano, Rachel Winstead

Summer Members:

Claire Chan, Grace Gasper, Dora Leonardo, Ellianna Wade, Nicole Wisniewski

Current Members:

Jazzlyn Kwapong, Anna Thomas, Salwa Raheel, Paulina Martin, Kirsten Miller, Sarina Abraham, Rachel Fuller, Maddy Pimental, Nayo Daniel, Diana Gioia, Ashanti Leach, Katie Vickers, Rachel Keller, Natalie Roh, and Claire Coughlin

2 Year Service Members:

Julia Manuel and Barr Lavi-Romer

MIRACLE OF MOTHERHOOD EVENT

Saturday, October 9, 2021









This year's event highlighted of our collective accomplishments over the past 21 years, celebrated the resiliency of Maggie's Place throughout the pandemic and beyond, as well as shared details about what the future holds for the continued growth and impact of our work.









Thank you to everyone who attended our Miracle of Motherhood Fundraising Event in 2021. We are grateful for all of the support.









Presented by


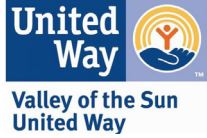











GRANT PARTNERS











Bainum Family Foundation

BBOC Charitable Foundation

The Dodson Family Foundation

Garcia Family Foundation

Haehn Foundation

JW Kieckhefer Foundation

Kepmer & Ethel Marley Foundation

North Family Foundation

Alan & Wendy Wilson

*Thank you to all our partners, whose in-kinds donations made our
2021 Community Impact Report possible.*



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