

2021 IMPACT REPORT



Mothers Advocacy Project



Charm

MAP ALUMNI



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Isn't it so nice to know that you are not alone? Loneliness can feel discouraging, and I know that, as we have all weathered the challenges of this pandemic, loneliness has been something many have faced. I have to admit, as a single mom and a non-profit leader, there have been many times along the way where I have wondered to myself if I was all alone.

Thankfully, those thoughts are quick and fleeting when I see people opening MAP email updates (and sending excited responses with exclamation points!), when we receive unexpected items to meet clients' needs at our office, when a consulting firm decides to help us develop our board and strategic roadmap, or when we double our end of the year fundraising goal because so many people believe in our mission. These actions, large and small, add up and carry MAP's mission to overflowing. All of these things, as my son would say, "fill my bucket" every day!

Can I just say, from the bottom of my heart, I am so so thankful to not be doing this alone?! Thank you for joining me in this journey to advocate for healthy families, *one mom at a time!* I hope you are encouraged by the accomplishments that WE made together this year and recognize that YOUR sacrifice to support this work has multiplied its impact into the valuable lives of these mothers and children! Wow! What a year!!

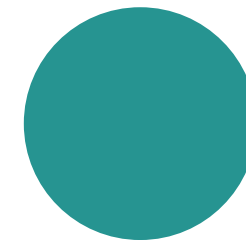
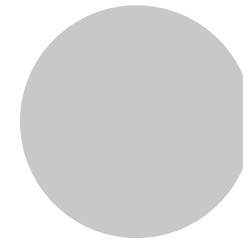
Forever Grateful,

Chelsea Sabo

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470.280.1022

VISION

Break the intergenerational cycle of maltreatment and trauma in women-led families.



MISSION

FAMILY

A stable family provides the foundation for a child to become a healthy adult. We believe that strong moms raise strong kids, and we are committed to providing the support and resources necessary to build strong families.

GENEROSITY

Generosity means giving the very best of our time and resources to help others, without conditions. It is through the generosity of our dedicated staff, volunteers, and donors that we can serve so many families through our program.

DIGNITY

Treating our clients with dignity means seeing every client as a person with a story. We will hear the stories of every person that comes through our doors and work to make them know that they are not forever defined by their past choices or present circumstance.

Support families with evidence-based, trauma-informed interventions, creating long term stability and advocating for healthy families, one mom at a time.

Strong
moms
raise
strong
kids.



Rachel

GRANDMOTHER, MAP ALUMNI

Strategic Roadmap Overview



1

BE AN OPTION FOR ANY PERSON IN DFCS

MAP's unique model has been requested by many other counties because it prioritizes family preservation when the problems are solvable. Currently, 84% of children in Georgia foster care have come into care for solvable problems.

3

FORMALIZE A REPLICABLE OPERATING MODEL TO ENABLE SUSTAINABLE GROWTH

As others look to replicate our model to support women-led families beyond our current geographic reach, we need to provide clear directions on services, organizational structure, processes, costs and success measures to ensure the same level of care is provided to all who need it.

2

EXPAND OUR OFFERINGS IN THE TRAUMA INTERVENTION TO INCLUDE A METHODOLOGY FOR KIDS

Our existing intervention programs focus on stabilizing the family leads. However, to truly break the intergenerational cycle, we must address the trauma the kids have endured so they do not repeat the actions when they grow up.

4

FORMALIZE A REPLICABLE OPERATING MODEL TO ENABLE SUSTAINABLE GROWTH

To continue to provide the best care for women-led families, we must be thought leaders in the space and promote a process of continuous improvement. As we expand, it is our responsibility to disseminate that information to others.

1 Option for All

GOAL 1 \$130,000

Become an evidenced based organization.

- Identify a research partner (2023)
- Write a research study (2023)
- Launch the research study by 2024

GOAL 2 \$5050

Obtain outside funding.

- Get the PSSF grant by 2022
- Become a DFCS contracted provider by 2023 to offset at least 40% of the cost for either Reunification or Preservation path

GOAL 3 \$345,000

Expand to serve new moms and geographies.

- Expand to a 35-mile radius and add a 2nd location (2022)
- Serve 76 families at site 1 and 70 families at site 2 (2024)

GOAL 4 \$10,000

Become a court program in at least 1 county of juvenile court and 1 county of family court by 2022.

OPTION FOR ALL
ESTIMATED COST

\$553,000



ANTICIPATED FUNDS TO RAISE OVER 3 YEARS

2 Expand to Kids

GOAL \$109,000

Refine the new clinical methodology that is focused on kids and document it in its entirety into a formalized training manual (2023).

EXPAND TO KIDS ESTIMATED COST

\$109,000



ANTICIPATED FUNDS TO RAISE OVER 3 YEARS

3 Operating Model

GOAL 1 \$130,000

Create a scalable organization structure.

- Define service loads and staffing costs (2022)
- Produce a growth plan (2022)
- Update job descriptions (2022)
- Hire a COO to execute (2023)

GOAL 2 \$1,000

Create a branded training offering.

- Trademark the parent intervention model (2022)
- Document the non-clinical (2022) and clinical training modules (2023)

GOAL 3 \$0

Formalize practices by fully documenting business processes (2023).

GOAL 4 \$10,000

Measure organization success.

- Identify key metrics and establish baselines
- Monitor key metrics monthly for changes

OPERATING MODEL ESTIMATED COST

\$131,000



ANTICIPATED FUNDS TO RAISE OVER 3 YEARS

4 Source of Information

GOAL 1 \$7,000

Tell the MAP story to industry peers.

- Have the Clinical Director attend four events (2022)
- Present to at least one annually (2024)

GOAL 2 \$70,000

Take Trauma 101 training offering to market.

- Register as a CEU (2023)
- Engage a marketplace partner to serve the course (2023)

GOAL 3 \$57,000

Expand training offering to Vicarious Traumatization.

- Developing a course (2023)
- Register for CEU (2024)
- Engage a marketplace partner to serve the course (2024)

GOAL 4 \$0

Share thought leadership with industry peers.

- Publish to LinkedIn and produce newsletter (2023)
- Host an annual conference (2028)
- Publish a clinical study (2029)

SOURCE OF INFORMATION ESTIMATED COST

\$114,000



ANTICIPATED FUNDS TO RAISE OVER 3 YEARS

Family Preservation and Reunification



Our programs consist of a seven month, three phase intervention for the primary caregiver, to enable either family preservation or family reunification.

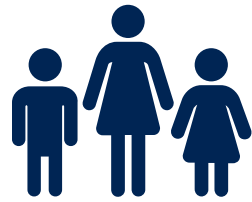
This is a bio-psycho-social model that consists of three phases of trauma recovery:

- I. INITIATIVE
- II. PROGRESSIVE
- III. RESTORATIVE

Each phase targets a specific outcome, including resetting of the central nervous system, processing trauma, and trauma assimilation. The participants of the program have individualized MAP care plans and move through the three phases based on their treatment progress and clinical assessments results. The core trauma-intervention and case management are coupled with additional services, based on the individual needs of each client, such as court advocacy, referrals to specialized services, assistance with food, clothing, and shelter. This additional support, along with childcare and transportation to appointments, is provided at different levels and intensity as the participants move through the program.

MAP

FAMILY PRESERVATION



Kids are still in the home.



Female family lead participates in 12 weeks of group trauma therapy and 8 weeks of individual trauma therapy, while meeting weekly with a case manager.



Female family lead and kids participate in family therapy.



Female family lead participates in an 8-week trauma-focused support group.

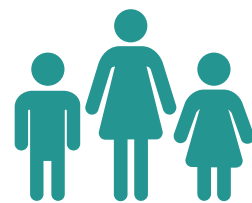
REUNIFICATION READINESS



Female family lead participates in 12 weeks of group trauma therapy and 8 weeks of individual trauma therapy, while meeting weekly with a case manager.



Female family lead participates in an 8-week trauma-focused support group.



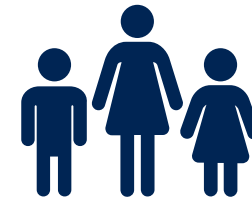
Kids begin transition home to reunification.



Female family lead and kids participate in family therapy.

MAP:kids

FAMILY PRESERVATION FOR KIDS



- Childcare
- Care Package



- Family Practice
- Participatory Arts (Martial Arts or Ballet)

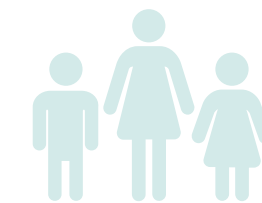


- Family Therapy for Mother and Child(ren)
- Specialized Referrals



- Summer Camp

REUNIFICATION READINESS FOR KIDS



Visitation (up to age 5)

- Family Therapy for Mother and Child(ren)
- Participatory Arts (Martial Arts or Ballet)

2021 Year in Review



FAMILY IMPACT

This year, we served 34 families and 81 children. Numbers are great, but stories are greater. This many families are together and thriving, when they might have ended 2021 in shambles.

FINANCIAL SUCCESS

2021 was our best year yet, thanks to all the people, families, and foundations that so generously donate to our organization. We raised \$678,000!

84 CAMPAIGN

The MAP:84 Campaign was a wonderful success that helped us to connect our mission to donors in our community with a simple number and specific goal. I hope when people hear the number 84, they will always remember that 84% of children in foster care come in for solvable problems.

LOOKING AHEAD (2022 – 2024)

SERVING FAMILIES

We are excited to see exponential growth over the next few years through more counties, plans for a second location, and replicating our model.

FUNDRAISING

In order to accomplish the great plans that we have in our strategic roadmap over the next 3 years, we need others to continue to give generously. This will be done through a monthly donations, individual donations, foundations, and events.



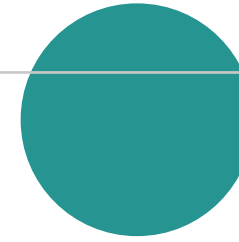
Macey was introduced to MAP in 2019 by a friend in her church who was trying to help her and her family. She loved her children and was working countless hours at a restaurant, but finding herself constantly overwhelmed with the pressures and realities of life. Macey had tried therapy before, but it never worked.

Although she knew she needed help, she feared that MAP would be another program to give her a diagnosis and meds, only to make her feel worse about herself. Add these fears

in the midst of her hard life situation and the rigid work hours, and she was not able to join the program.

She, honestly, just hoped that she could simply work harder to get her family out of the situation they were in and be better.

However, 2 years later, she found herself in a different job and different scenarios, but still the same obstacles and challenges. She recognized that if she didn't get help for herself, she could never help her children and have the family she dreamed of.



She re-applied and was accepted in 2021.

Throughout her time at MAP she began to recognize that her situation was not just “a bad set of circumstances,” but was something she could take control of.

She learned to see life from a different perspective. She began counting the positive aspects of her life and saw the places she wanted to change as opportunities for her to do just that, take back her life and make change.

She felt empowered by the knowledge she gained of what really was happening in her brain because of trauma and that she could actually do something to heal herself from the inside out.

Throughout her 7 months at MAP, she addressed her own personal needs and challenges, she set structure and boundaries for herself, her kids and her family. When asked, she said, “How was I supposed to be there for my kids, when I didn't even know how to take care of myself?”

She wanted to be a good mom. She wanted a family that was stable and healthy and communicated well. But, she didn't know where to start. MAP not only gave her a place to start, but also the stepping stones to achieve her goal.

Macey said, “To me, MAP is helping you find something like navigation. It's like 911 to a mom. This is the place that when you're having issues you know you can go to without feeling judged.”

As an alumni of the program, she admits that it doesn't mean her life is perfect, but she now has the tools to continue her growth!

Macey is currently engaged to be married, and is living with 2 of her children. She has regained a relationship with her 3rd child, a teenage son who had been in foster care since he was young. What a joy it is to be in his life, to be able to offer advice, guidance, and support to him... a relationship that once felt lost.

Macey told us that she was grateful for the opportunity to learn how to heal herself and has told several friends to come too and get the help they need!

WE ASKED OUR GRADUATES...

What is MAP to you?

"MAP TO ME IS MY SAFE PLACE. IT'S WHERE I LEARNED TO BE VULNERABLE. THE EFFECT MAP HAS ON MY FAMILY STORY IS DEFINITELY AMAZING. LEARNING HOW TO COPE WITH TRAUMA HAS MAGNIFIED MY ENERGY LEVEL FOR MY CHILDREN. MAP'S IMPACT ON MY LIFE HAS ME LEARNING NEW SKILLS EVEN AFTER GRADUATION. I AM GRATEFUL FOR THE OPPORTUNITY TO LEARN ALL THAT I HAVE."

Jadda

"MAP is a safe place to go for support and counsel. I now have open and honest conversations with my son. MAP has had a positive impact on my family, as I know that I go to them without fear of judgment."

Stephany

"MAP IS AN OPPORTUNITY LIKE NO OTHER I'VE EXPERIENCED THAT LENDS ME A CHANCE TO REACH MAXIMUM WELL ADJUSTMENT. MAP HAS SUPPORTED MY ENDEAVORS AND HELPED ME REACH THEM IN A HEALTHY MANNER."

Angela

"MAP to me is support; it's a life-changing experience, with joy and new beginnings. Mothers Advocacy Project brings structure to my life for me and my family."

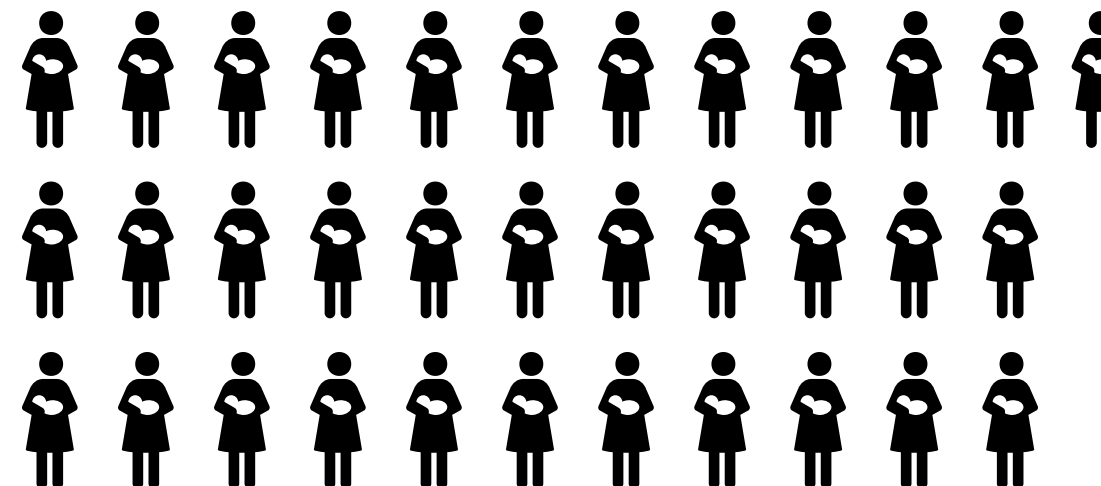
Jamesia

"MAP helps me achieve my goals to be better and think peaceful, positive, great thoughts."

Melwescia

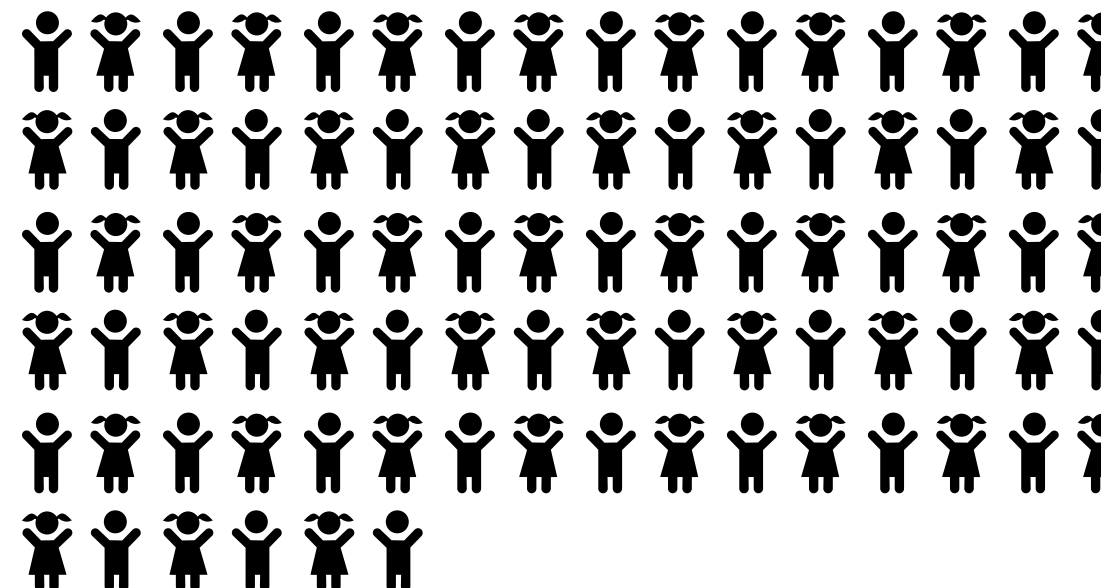
Family Impact

MOMS SERVED



34

KIDS IMPACTED



81



Financial Success

2020 EOY ROLLOVER

\$183,000

MONTHLY

\$24,000

27 Families

TRANSPORTATION

\$12,000

1 Partner

FOUNDATIONS

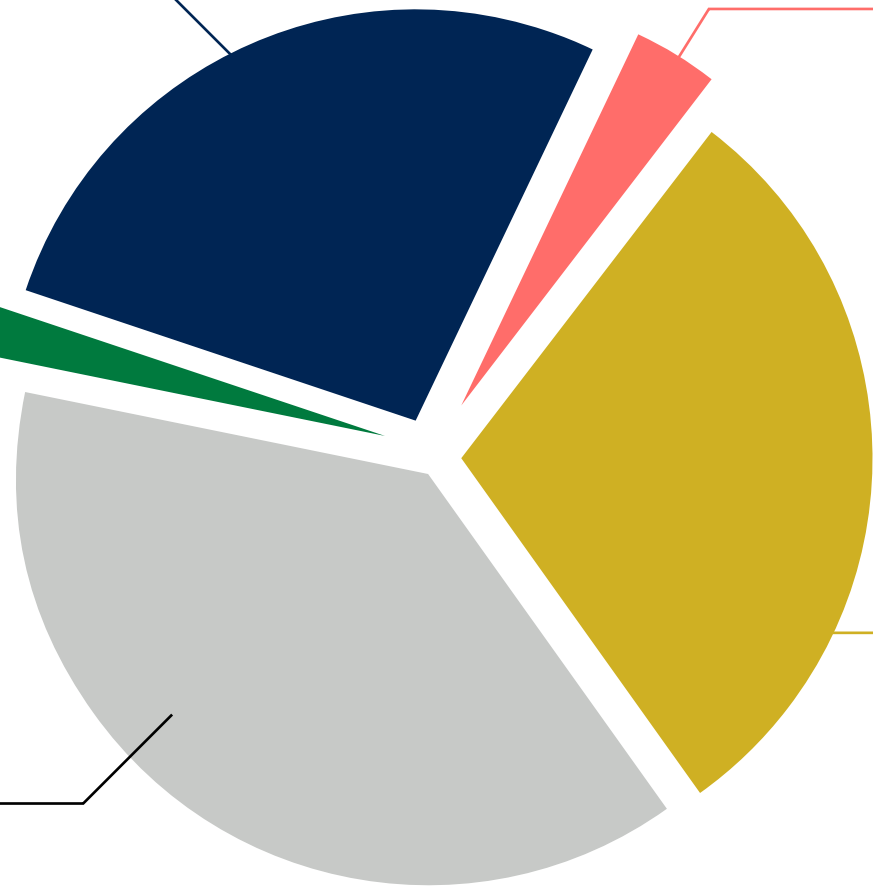
\$259,000

13 Foundations

INDIVIDUAL

\$200,000

106 Families



2021 TOTAL: \$678,000

MAP:84 Campaign



1984. 84 OUT OF 100. MAP:84 CAMPAIGN

The year is 1984. Cyndi Lauper, Whitney Houston, Prince, and Tina Turner are playing in your walkman, as you cruise the streets wearing acid-washed jeans or spandex! A movie ticket is \$2.50 and your monthly rent is only \$350! For many, the 80s were a simpler time, and life was neon!

But for 84% of children in foster care, life is not so simple or bright.

Did you know that 84 out of 100 children are in Georgia foster care, for solvable problems? These solvable problems exist because of intergenerational cycles of poverty and trauma.

Over the last 5 years, Mothers Advocacy Project has worked hard to prevent families from separation. This work is called *Family Preservation*. I am thrilled that we have been very successful! However, there are still children in foster care waiting to go home and mommas counting the days their babies have been gone.

Therefore, as we grow our reach and test the

adaptability of our model, we will be opening up a new track to reunify these families. This work is called *Reunification Readiness*.

In keeping with the theme, I would be remiss to not mention George Orwell's novel, 1984. It's been years since I have read this dystopian social science fiction novel, so let me refresh your memory, too. In the world Orwell creates, he paints a vivid picture of life as it should never be: trapped, controlled, and where "big brother is always watching you." He refers to these watchdogs as the societal beasts.

Poverty and the foster care system itself can feel much like this dystopian society. Once a family is involved with DFCS (Division of Family and Children Services), it is hard to get out. This is why over 1/2 of foster children stay in the system for 2+ years. While in foster care, both the child's and parent's lives are watched, documented, and analyzed. Decisions are made for individuals and families by people who don't even know them (at least at first). And because of the trauma they have already



endured, the pressure of this system creates a numbing fear, paralyzing families from moving forward. The foster system today is not working and no one will argue with that... not even DFCS. I believe that MAP is perfectly positioned to step in. We want to see families healed and know that the cycle of intergenerational trauma must be broken first so we can replace it with a renewed cycle of family stability. With this true and lasting intervention, we hope to see systemic changes impacting generations to come.

We asked our donors, "Would you help us to disrupt the dystopian reality of 28 families (84 children) in foster care, so we can ensure that family separation is not the solution to their family's struggle?"

Our goal was to raise \$84,672 to work with 28 families, which crazy enough, would be an estimated 84 children. **I am excited to say that our MAP:family well exceeded our goal and raised \$152,287.**

THANK YOU!

Serving Families

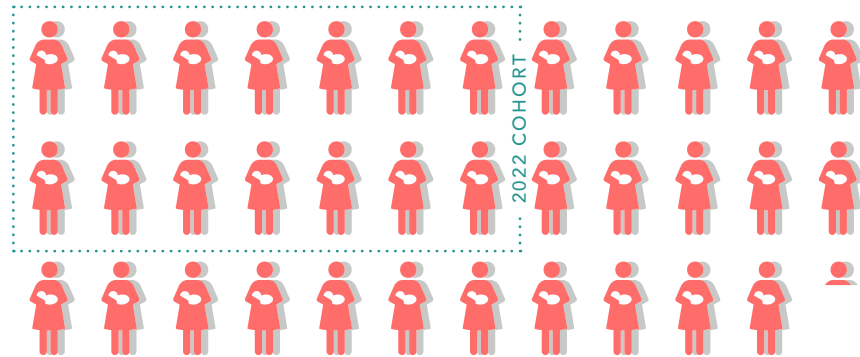
Numbers below assume we meet all Strategic Roadmap objectives.

MOMS IMPACTED BETWEEN 2022 - 2024

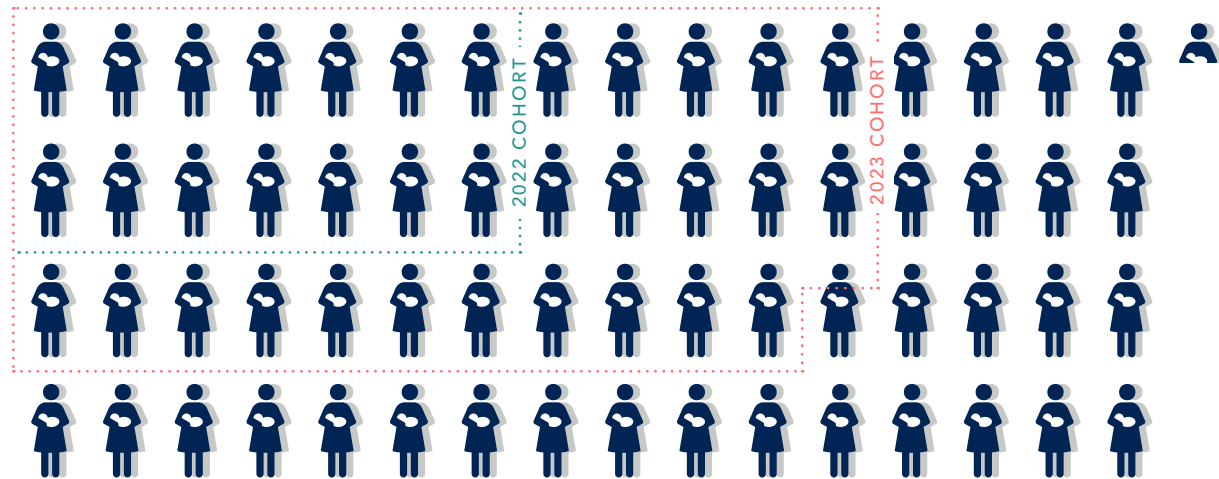
2022:
70



2023:
106 more



2024:
146 more



*Each icon represents 5 moms

KIDS IMPACTED BETWEEN 2022 - 2024

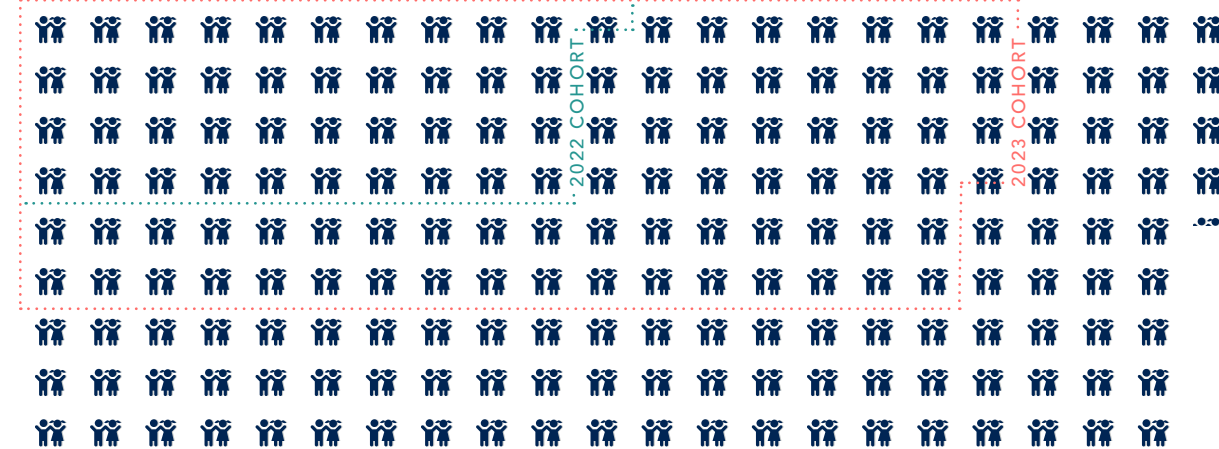
2022:
210



2023:
318 more



2024:
438 more

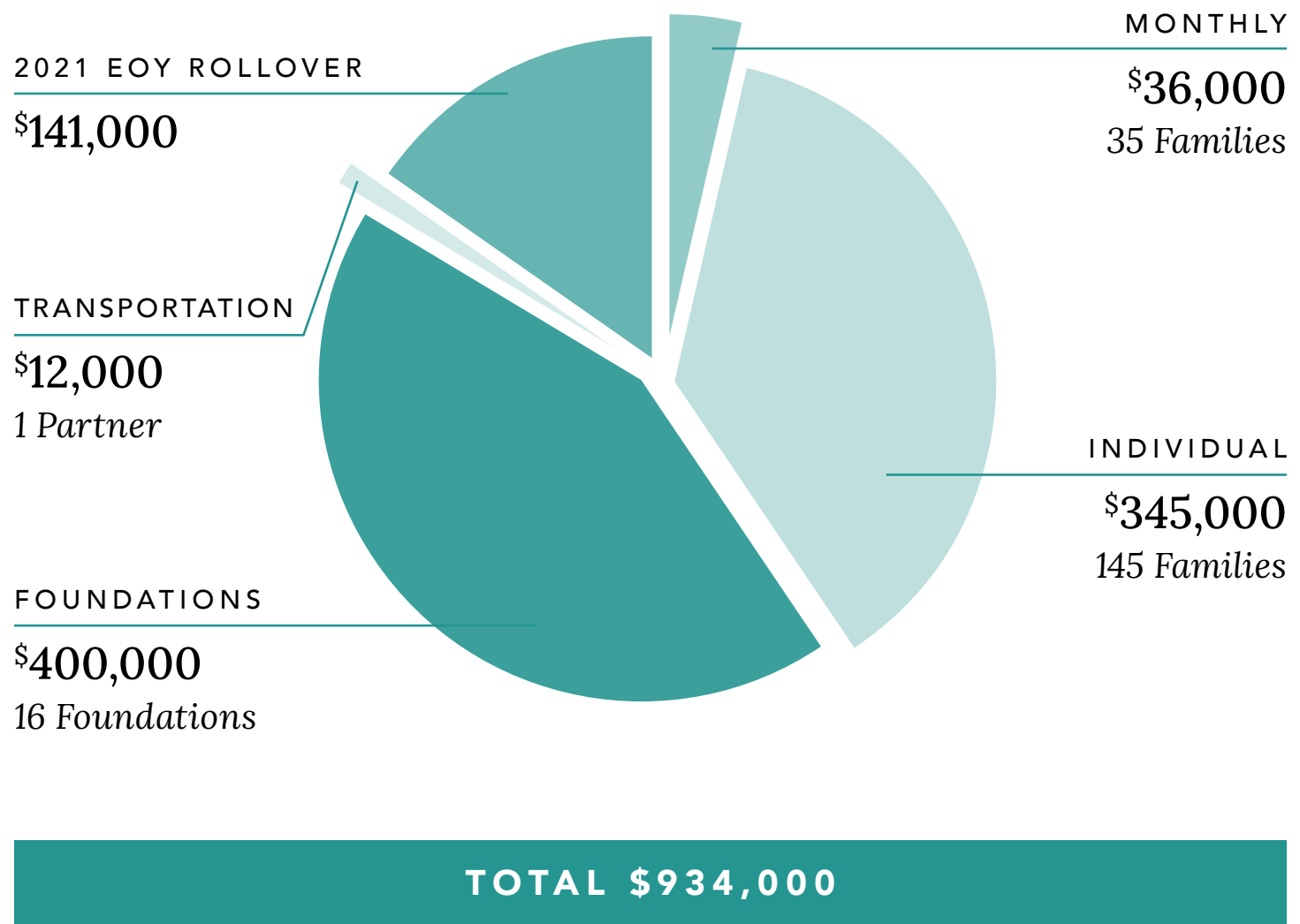


*Each icon represents 5 kids

966

Fundraising

2022



2023

TOTAL \$1,164,500

2024

TOTAL \$1,364,500



Donisha
MAP ALUMNI

2021 DONORS

ARRAEZ FAMILY	P. DAY FAMILY	FRIEDRICH FAMILY
AUSBURN FAMILY	Z. DAY FAMILY	FRILINGOS FAMILY
BACHMAN FAMILY	DEMOSS FAMILY	GILBERT FAMILY
BAIRD FAMILY	DIMOCK FAMILY	GRADDOCK FAMILY
BARRANCO FAMILY	DOWLING FAMILY	GUESS FAMILY
BRAD BERNARDO	MEGAN DRONGOWSKI	GWINNETT CHURCH
BLAIR FAMILY	DUDLEY FAMILY	HANAK FAMILY
BRANTLEY FAMILY	ZANESE DUNCAN	HARDAGE FAMILY
BRELAND FAMILY	ECOHOME ATLANTA	JUDIE HARVEY
BROADY FAMILY	AMANDA EDWARDS	HELMS FAMILY
BROOKHAVEN PRESBYTERIAN CHURCH	MELISSA EHRHARDT	HICKS FAMILY
BROWN FAMILY	A.L. WILLIAMS, JR. FAMILY FOUNDATION INC.	HOLT FAMILY
BROYLES FAMILY	FERRARA FAMILY	IKON COMMUNITY CHURCH
CASE FAMILY	HEATHER FLAGER	INMAN FAMILY
CAUDLE FAMILY	ERIN FLOYD	DANISE JOHNSON
ROSANA CHIHONG	BLAIR FLOYD	JONES FAMILY
KRISTEN COWLING	GABY FAMILY FOUNDATION	JRICH REALTY BRILLIANT FUND
SARAH COWPERTHWAIT	CASEY FAMILY FOUNDATION	KEENAN FAMILY
ANN COWPERTHWAIT	HEIRBORN SERVANTS FOUNDATION	CREATIVE INSURANCE SOLUTIONS
DARBY COXHEAD	NEAL FAMILY FOUNDATION	KEYSER FAMILY
CRUISE FAMILY	CARRIE FRANCIS	KIRK COUSINS FOUNDATIONS
RODNEY DAVIDSON		KORVER FAMILY

2021 DONORS

KRISTINE LUCAS	PALMER FAMILY	ASHLEY SIMMONS
AMY LAHEY	PANTHER FAMILY	JORDAN SNEAD
12STONE CHURCH LAWRENCEVILLE	MURRAY FAMILY	STANDFIELD FAMILY
LEE FAMILY	CAROLYN PATTON	LYNDA STARGEL
LATOYA LEE	SCRUGGS FAMILY	JUANITA STEDMAN
KATHRINE LINDLEY	DAN PEPPER	LUKE STRINGFIELD
TEAGUE FAMILY FOUNDATION	PHILLIPS FAMILY	SUTLIVE FAMILY
MANNING FAMILY	PUCKETT FAMILY	TEAGUE FAMILY
TRICEA MARSHALL	ALICIA PURSLEY	THOMAS FAMILY
MAYS FAMILY	REECE FAMILY	THOMPSON FAMILY
MCCLESKEY FAMILY	REEVES FAMILY	TIJANI FAMILY
MERCER FAMILY	REIFF FAMILY	RAYMOND VAN GELDER
MERRILL FAMILY	RICH FAMILY	PETRUS JANSEN VAN RENSBURG
BERNICE MOORE	RIDER FAMILY	MYRA WALKER
MURRAY FAMILY	RINEHART FAMILY	WASHBURN FAMILY
STATE POLICY NETWORK	ROCKETT FAMILY	WEBB FAMILY
NIX FAMILY	ROSSER FAMILY	WHIRLEDGE FAMILY
RANCE NIX	SHALIESA ROSSER	LUKE WHITESIDE
NOEL FAMILY	SABO FAMILY	WHITESIDE FAMILY
CANDY NOOKS	ELAINE SAMPLES	BJ WISLAR
PADRON FAMILY	JOHN SAWYER	WIT FAMILY
PALMER FAMILY	CHRISTINA SCHUBERT	ZAKRYK FAMILY

ENGAGE

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