

MAP Year In Review

NOTABLE OUTCOMES

46%

of clients who were unstably housed before the MAP program became stably housed by the end.

77%

of clients increased their emotional intelligence or awareness by the end of the MAP program.

92%

of clients improved their sense of parenting competency by the end of the MAP program.

100%

of children stayed home with their parents instead of entering foster care.

NUMBER OF FAMILIES SERVED



258 FAMILIES SERVED AT VARIOUS LEVELS



58% OF REFERRALS FROM *FSS PILOT PROGRAM WITH DFCS (198 FAMILIES)



89 FAMILIES FULLY ENGAGED (250+ CHILDREN IMPACTED)

*family support services

HEAR FROM 3 OF OUR RECENT GRADUATES

“Before MAP, I was super anxious all the time. I feel like I was a good mother, but now I am able to focus more on (my daughter). I was always there, but my mind was always somewhere else. Now I’m present in the moment and we have more fun together.”

KENCIE

“I like that MAP helped me understand that I am important as mom. MAP was good guidance and helped me create a better strategy plan.”

SOPHIA

“MAP is a place where mothers can get the support and help that they need and get on a path to a better way of living, a better mindset, and healthier habits.”

CHEYENNE

We are proud of the number of clients that we were able to serve throughout the 2022 year.

We were excited to serve in more counties than we had in years past. This year we served the follow counties (in order of most referrals made to least): *Gwinnett, Cobb, Cherokee, Fulton, Dekalb, Clayton, Douglas, Forsyth, and Rockdale.*

In terms of clients that were engaged with our program, beyond resources or referrals given, we exceeded our goal of serving 70 families and served 89 families!

PROGRAM IMPROVEMENTS

This year was another great year at Mothers Advocacy Project. As with all vibrant communities, we are growing, changing, and evolving our program to better serve our clients. There are 2 shifts we have made in this past year and we want to tell you about them.

1

WE ADDED THE PRE-PHASE

While we exceeded our goals, we are always seeking to find better ways of *engaging clients, reporting meaningful customer experiences* and *translating more potential clients into graduates*.

Therefore, we have changed our intake process to be a bit longer, more intentional, and create a greater sense of autonomy for our clients. This is now called the pre-phase. The pre-phase consists of 4 meetings that can be completed weekly or bi weekly in order to accomplish the following objectives:

- 1) Learn about the client's current situation and her goals and needs, 2) Assess the client's mental health functioning, current stability status, and parenting competency, 3) Provide client with a detailed information of the program and it's requirements on client's commitment, 4) Inform clients about staff members and their roles, 5) Provide client with psychoeducation about trauma and trauma informed care, 6) Place clients into Track 1 (Stage 1 clients); Track 2 (Stage 2 clients) or client referral based on client's needs.

We have found that with this new approach to on-boarding clients, they are more confident in their decision to join the program and the commitment to completing the program increases.

2

SHIFT FROM A SECOND BRICK AND MORTAR TO DIGITIZING THE CURRICULUM

The second action item was to *identify a next location for a second MAP office*.

This action item has led to many discussions among our board and leadership team regarding the best way of expanding and the direction to expand. While we had full intentions of having a second brick and mortar location in 2023, and still may do this, the conversation around digitizing the curriculum and providing licensing/training to already established therapists has risen to the top as the most advantageous approach. The cost to digitize would be the same as seed money needed for a second brick and mortar location, but we would be able to expand to more than 1 more location with licensing the materials. In addition, we would be able to provide training to many more staff without incurring the cost of additional salaries and benefits.

We believe that there is a strong market for this and that with the recommendations and commendations from the DFCS pilot, it is an ideal time to build out this idea. We have received a quote from one production company for the project, however we are working to obtain 2 additional quotes. All the proposals for work will be presented at our February board meeting, where we will determine which company to move forward with, beginning in late spring.

FUNDRAISING

Our programs thrive because of the people who rally around us consistently, giving monthly to support the programs that make MAP effective.

END OF YEAR CAMPAIGN



We wrapped up 2022 with The Domino Fund Campaign, in hopes to create a wave of positive momentum for our moms through single donations. These donations will stack up to create a long line of support for our families.

50+ families gave at various amounts to raise **\$117K!** Thank you!

This year we...

spent **\$676K**

raised **\$685K**

raised **\$117K**
during our end of year campaign