



THE POWER OF PURPOSE

2023 IMPACT REPORT





ABOUT MAM

Driven by the power of purpose, **Memorial Assistance Ministries (MAM) has been a catalyst for change in our community for 40 years.** In 1982, during one of Houston's most challenging economic downturns, 13 diverse faith communities came together to provide emergency support to local families facing hardships. MAM was born! By 1983, MAM obtained its 501(c)3 status and opened its first resale store to raise funds to support this work. For nearly two decades, MAM carried out its mission relying solely on volunteer efforts; and to this day, caring and committed volunteers are vital to our ongoing success.

Born out of the community, for the community, MAM is a refuge and a springboard for our most vulnerable neighbors. Many face seemingly insurmountable challenges, yet at MAM, we see time and time again, how the power of a loving community and vital support can create **true transformation.**

The steadfast commitment of our supporters has allowed MAM to provide so much more than temporary relief to our neighbors. **We help people see their God-given potential, reimagine a brighter future, and build resources and relationships to support long-term stability and independence.**

Over the past four decades, MAM has grown and evolved, but our values remain the same. We are neighbors loving neighbors, investing our time and resources to build a stronger, more caring community. **There is great power in living a life of purpose and helping others find theirs.** We hope you are proud of the positive change we have created together, and that you personally have been transformed in the process. Thank you for being a part of these incredible 40 years, and stay tuned for all that is still to come!

**OUR MISSION
IS TO BUILD
STABLE FAMILIES,
A DYNAMIC
WORKFORCE,
AND VIBRANT
COMMUNITIES...
TOGETHER!**



THE POWER OF PURPOSE



MAM has a purpose. Our purpose is to create hope and change lives. Through education, training, economic empowerment, and community connection, **we help individuals and families move beyond a crisis to stability and independence**, where they can reach their goals and dreams.

In just five years, MAM has seen a **10x increase** in the number of people who have substantially decreased their debt, and a **5x increase** in the number of participants who have built savings and increased net income.

In recent years, this purpose has led MAM to invest in our own infrastructure, technology, and staffing so that we can meet the needs of our community **both now and in the future**. We have strengthened our leadership, charted a clear growth strategy, and developed critical data and communications systems that will allow MAM to leverage resources and serve our community better.

In our programs, an emphasis on outcomes has led to prioritizing supports that are most critical for families to reach long-term goals. Small shifts have yielded significant gains in outcomes. In our Financial Empowerment work, the move from big classes with more participants, to smaller workshops and one-on-one coaching has yielded far better results. More families are creating budgets, reducing debt, and starting to build savings than ever before.

Rethinking impact has also included a more intentional approach to connecting services. We know that when families face complex challenges and engage in multiple services they have greater outcomes. This year, **MAM continued to enhance service bundling and integration**, like our Workforce ESL program where the combination of English classes and employment services has led to more students securing jobs. These are the life changing opportunities that create hope.

We could not do this work without YOU - our amazing clients, donors, volunteers, shoppers, and community partners. Your commitment to our mission has allowed us to serve people in a deeper, more meaningful way. Our commitment to impact will allow thousands of families to achieve long-term stability so that they can live healthy, fulfilling lives and contribute to a vibrant Houston. Thank you for supporting MAM's mission to build stable families and more vibrant communities...together!



Sonja Gee
President and CEO



HOW MAM SERVED



Bundled Services

When individuals engage in two or more support services, they are more likely to experience positive outcomes. At MAM, some common bundles include financial coaching with basic needs assistance, English classes with immigration legal support, and employment services with mental health counseling. Any number of services can be combined to meet an individual's holistic needs. By addressing multiple barriers simultaneously, families move toward financial stability more quickly, with more sustainable results.

2,190 clients benefited from bundled services

435 clients secured a job after enrolling in MAM's Employment Services

2,147 toys were donated to MAM's Christmas Share program, providing gifts for **815** children

Individuals served per program



Stable Families

- 5,939** Benefits Enrollment
- 929** Financial Assistance - Basic Needs
- 553** Financial Coaching
- 411** Financial Education Classes



Vibrant Communities

- 1,926** Mental and Physical Health Services
- 17** Innova
- 815** Christmas Share
- 3,281** Back to School



Dynamic Workforce

- 1,536** Employment Services
- 503** Total Jobs Obtained
- 484** Pathways for Young Adults
- 1,078** ESL Students Registered
- 423** Immigration Legal Services



3,384 individuals served in Dynamic Workforce

5,088 individuals served in Vibrant Communities

10,728 individuals served in Stable Families



KRISTEN'S JOY

As a teenager, Kristen's world fell apart when **her strong, hard-working, single mom was diagnosed with Leukemia**

"I felt like I was drowning, and to escape, I got mixed up with the wrong people, drugs, and didn't see that I needed help," said Kristen. "I was constantly in trouble in high school – crying out for help in all the wrong ways."

After graduating and leaving all those negative influences behind, Kristen found a job in fast food, but knew she needed to be doing something more. Inspired by the healthcare workers who helped her mom, she took some community college classes and loved them! But after getting married and starting a life with her husband, **she couldn't afford classes and had to drop out.**

"I was so depressed and figured I would be in fast food forever," said Kristen.

Then she discovered the **free Certified Nursing Assistant (CNA) training course and Pathways for Young Adults program at MAM.**

"I cried when I was accepted to the program," said Kristen. "With the support of the team and financial assistance from MAM, I found hope, purpose, and a way into a medical career!"

Now 21, Kristen is **starting her career as a CNA with Methodist** and hopes to continue advancing into Nursing.



Scan the QR code to
watch Kristen's story.



2023 HIGHLIGHTS



Celebrating 40 years of MAM

We celebrated 40 years of service and embraced MAM's bright future at our 10th Annual Luncheon with the theme "40 Forward: The Power of Purpose." Our heartfelt gratitude goes out to our sponsors, donors, volunteers, guests, and friends who made this special day a reality.

Honoring Greg Nelson for his impact on MAM and our community, the event inspired attendees to live into their purpose, and raised a record-breaking \$851,155 to support MAM's mission.



Innova: Community Business Academy launches

The new Innova Community Business Academy (CBA) is dedicated to empowering local, underserved entrepreneurs to build and grow their small businesses. Through Innova, we not only help families increase their income, we create jobs, foster economic development, and reduce disparities.

Based on the nationally recognized Rising Tide Capital model, our first class spent 12 weeks developing essential business skills and building community with fellow entrepreneurs. In December, we celebrated the graduation of our inaugural class with 17 Community Business Academy graduates.

"Being helped by MAM made me feel that I am on the right track in life – maybe not where I want to be yet, but definitely on the right track."

— Yasenia Betancourt

MAM volunteer wins Community Quarterback title

Each year, the Houston Texans and Community Coffee honor the spirit of giving back through the Community Quarterback Award. MAM's long-time volunteer, Howard Neuwirth-Hirsch, was selected to receive this prestigious award that was presented to him on the field at a Houston Texans game.



Resale Store Milestones

\$119,500 worth of goods provided to clients through vouchers



- November marked the 1-year anniversary of MAM in The Heights! Along with a boutique resale experience, our Heights Campus offers employment services, financial education, and immigration/legal services to residents in the eastern part of MAM's service area.
- MAM Resale was selected as a 2023 Neighborhood Fave on Nextdoor in the category of Best Clothing or Gift Store.
- NARTS, The National Association of Resale and Thrift Stores held its annual conference in Houston and selected MAM's Resale Store & Boutique as a featured destination on the conference tour. It was an honor to be selected and to welcome resale professionals from across the country to our store.

40 YEARS OF MILESTONES

A Timeline of MAM's Journey

- 1982** MAM forms through a coalition of 13 area congregations.
- 1983** Resale store and emergency services office opens at 9955 Long Point.
- 1984** English as a Second Language (ESL) classes begin.
- 1991** I Can See program launches, ensuring children have access to eye exams and eyeglasses.
- 1995** With community needs increasing, MAM moves to 9448 Long Point for more space.
- 1999** MAM's first paid employee, the Resale Shop Manager, is hired.
- 2002** The Hamill Foundation becomes the first foundation to invest in MAM with a grant award.
- 2005** Martha Macris, the first Executive Director, is hired.
- 2006** MAM moves into its own newly constructed building at 1625 Blalock Rd.
- 2009** Building on the informal "job board" that had been around since the 1990's, Employment Services Program formally launches.
- 2012** First expansion of 1625 Blalock building complete, doubling the size of the resale floor and warehouse, resulting in end-of-year sales exceeding \$1M.
- 2013** Immigration Program launches.
- 2014** The first mental health counselor is hired.
- 2017** In the wake of Hurricane Harvey, MAM responds to the disaster and receives recognition as a primary provider of basic needs.
- 2018** MAM acquires Literacy Advance of Houston, doubling the size of the ESL program.
- 2019** Martha Macris retires; Sonja Gee becomes President & CEO.
- 2020** MAM provides over \$5 million in COVID-19 relief funds. Pathways for Young Adults program launches.
- 2022** MAM expands by opening Heights location with services and a second resale store
- 2023** The Innova Entrepreneurship program launches. MAM celebrates 40th Anniversary.



THE POWER OF SERVICE



“MAM gave me a new purpose in life.”

Founding MAM volunteer Doris Bray has seen first-hand the impact that is possible when people come together with a shared purpose:

“My friend Pat Gidden recruited me to volunteer with MAM in 1983 and I’ve been there every Friday since.

When MAM started, we were a very small group just trying to help our neighbors. That was our purpose. I had no idea I would be here **40 years** later or that MAM would be as big as it is today.

I've grown stronger in my faith as the years go by and MAM certainly has had a lot to do with that because I've been able to help people and see the results. We have added so many other ways to help people make their lives better. I've made many friends and we've contributed to the welfare and happiness of the community.

I'm proud to be a part of MAM... MAM will always be a place of connection and a place that the community can come to for help in many ways.”

VOLUNTEER IMPACT

The pandemic significantly impacted volunteerism across the nonprofit sector, but people are getting back to giving back - **2023** marks the first year that **MAM has had over 1,000 volunteers since the onset of the pandemic!**

1,057
Volunteers

40,869
Hours of Service

DID YOU KNOW?
Our youngest volunteer is 14, our oldest is 100!

\$1,299,634
Value of Volunteer Time



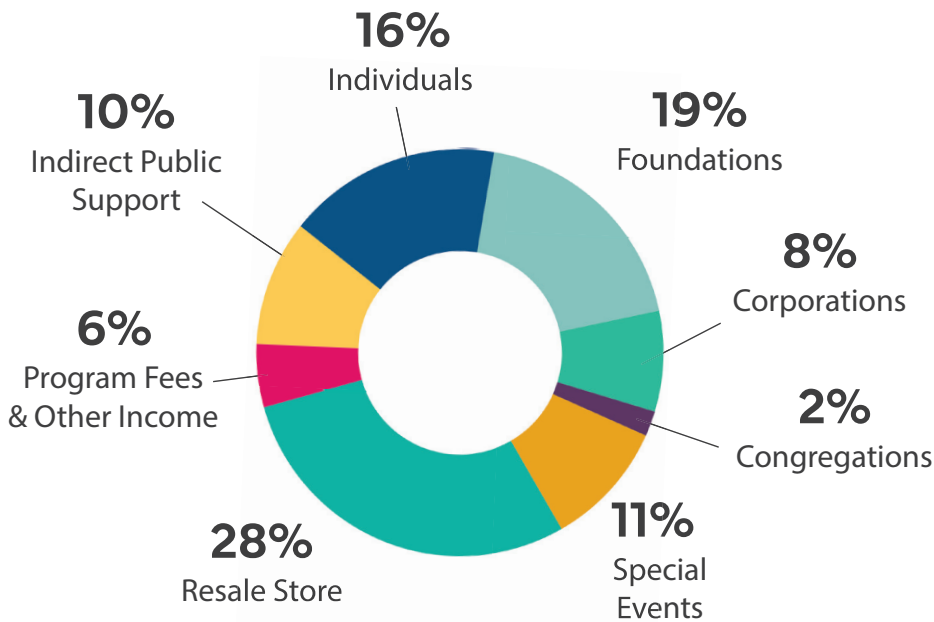
2023 FINANCIALS

\$18,316,980
Total Net Assets

\$9,279,755
Restricted

\$9,236,055
Unrestricted

\$7,229,151
Change in Net Assets

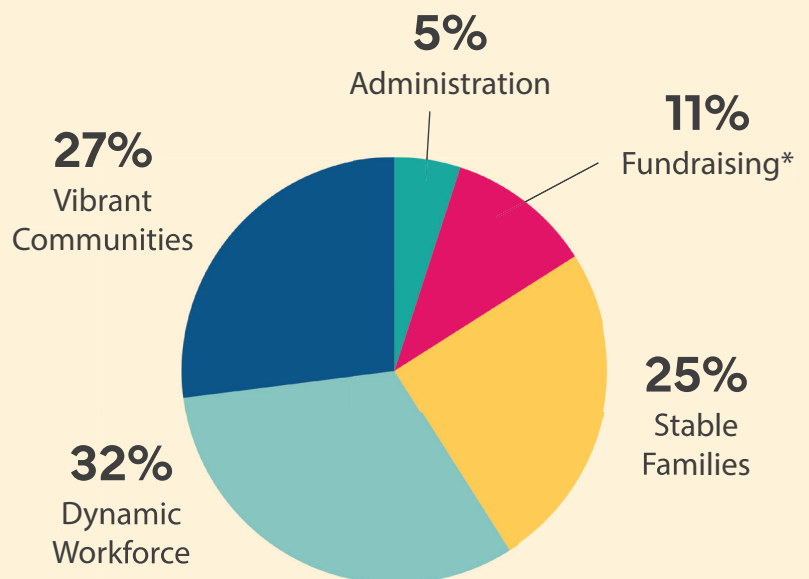


SOURCES OF SUPPORT

\$7,725,846
Annual revenue

EXPENSES

\$7,622,278
Annual expenses



**Includes Capital Campaign*

WHO MAM SERVED

18,400
individuals

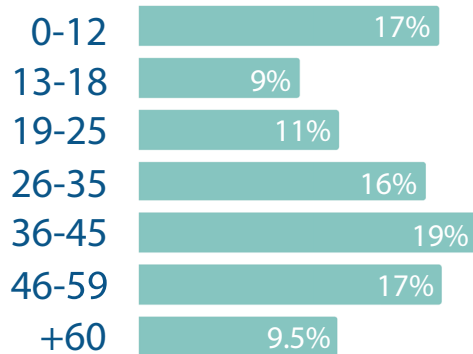
served
from

15,100
families

positively
impacting
a total of

28,300
people

AGE



72% of households
have an annual
income below \$25k



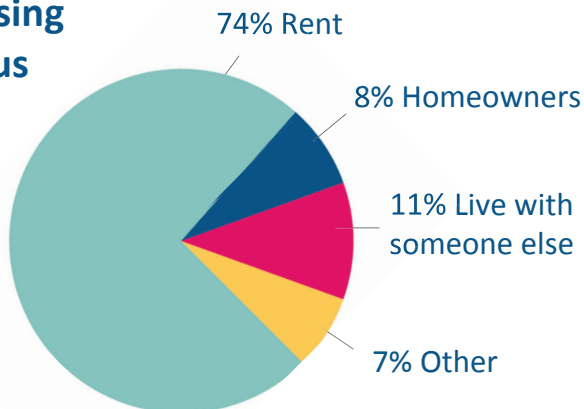
69% live in the 17-zip
code MAM service area

77%
Hispanic
/Latino

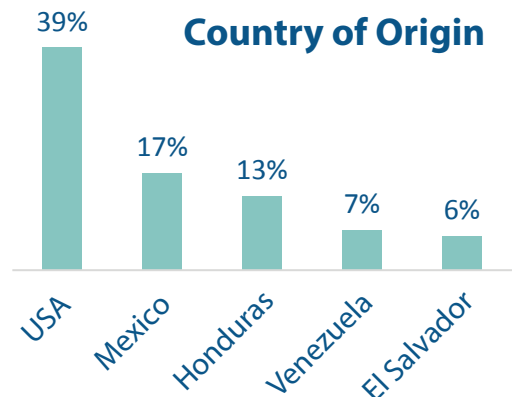


26% are younger than high
school age and 55% have less
than a high school education

Housing status



Country of Origin



Board of Directors

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Chair

Robin Tooms
Vice Chair

Kurt Guenther
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Chris Chandler
Immediate Past Chair

Rod Keyworth
Congregation Council Liaison

Alberto Garza
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Shane M. Schlemeyer
Richard Stoneburner
Bill Swenson
Erich Teske
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Chris Weekley
Bob Zorich

Martha Macris
President Emerita

Member Congregations

Chapelwood United Methodist Church
Christ the King Lutheran Church
Christ the King Presbyterian Church
Christ Memorial Lutheran Church
Ecclesia
First Congregational Church
Grace Community Church
Greater Emmanuel Family Worship Center
Holy Cross Lutheran Church
Holy Spirit Episcopal Church
Hope Episcopal Church
Houston Mennonite Church
Houston Vineyard Church
John Knox Presbyterian Church
Memorial Drive Presbyterian Church
Memorial Drive United Methodist Church
Messiah Lutheran Church
Life 100
Open Door Christian Church
Pines Presbyterian Church
San Romero Episcopal Church
Spring Branch Presbyterian Church
St. Andrew's Episcopal Church in the Heights
St. Andrew Lutheran Church
St. Cecilia Catholic Church
St. Christopher's Episcopal Church
St. Francis Episcopal Church
St. John Vianney Catholic Church
St. Mark Lutheran
St. Peter United
St. Stephen's United Methodist Church
St. Thomas Presbyterian Church
Tallowood Baptist Church
Temple Sinai
Terrace United Methodist Church
Unitarian Fellowship of Houston
West Houston Chinese Church



www.mamhouston.org
1625 Blalock Rd, Houston