

REIMAGINING

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22**
PACT

MAM
MEMORIAL ASSISTANCE MINISTRIES



ABOUT MAM



Memorial Assistance Ministries (MAM) helps under-resourced families become stable and independent through education, training, financial empowerment, and community connection. MAM's focus is not merely to alleviate the temporary symptoms of poverty, but to **help people understand their God-given capacities, envision a stronger future, build resiliency, and work toward self-sufficiency and thriving.**

Since 1983, MAM has offered life-changing opportunities to thousands of under-resourced families in Houston, with a focus on **building stable families, a dynamic workforce, and healthy, vibrant communities... together!** In pursuit of this mission, MAM helps financially stressed families build skills, resources, and relationships that can help them find and maintain steady employment, gain living-wage jobs, achieve financial stability, and expand their access to healthcare. **In 2022, MAM served more than 15,000 people, 80% of whom had income of less than \$25,000 per year.**

MAM believes that education, skills, financial health, and social inclusion are vital to family and community stability. To help our neighbors realize their full potential, we coach families to advocate for themselves, navigate complex systems, break down barriers, and be the champions of their own solutions. MAM utilizes a holistic approach with financial health at the core, recognizing that financial stability affects all other areas of life including physical, mental, social, and spiritual.

857

VOLUNTEERS
ACTIVE

40,400

VOLUNTEER
HOURS



35

MEMBER
CONGREGATIONS

15,620

CLIENTS SERVED





REIMAGINING IMPACT

MAM has been a platform for change in our community for nearly 40 years. Created by the community, for the community, **we are a refuge and springboard for thousands of our most vulnerable neighbors** to improve their lives. Through education, training, economic empowerment, and community connection, **we help individuals and families move from crisis to stability** and onto pathways where they can reach their goals and dreams.

Over the past few years, while helping our community build resilience in the face of multiple disasters, MAM has invested in our own infrastructure, technology, and strategies to better meet community needs both now and in the future. Reimagining impact and expanding programming most critical for families to reach **long-term stability** has become a priority.

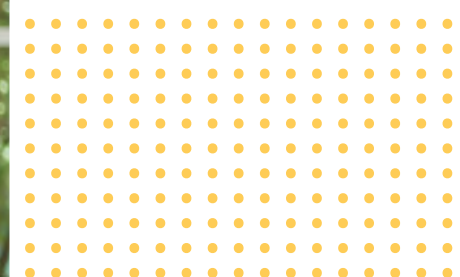
Small shifts in focus have yielded significant gains in outcomes. Refocusing our financial education work from large classes with high participation numbers, to smaller workshops and one-on-one coaching has yielded far better results. In just five years, MAM has seen a **10x increase** in the number 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.

Rethinking impact has also included a more intentional approach to **bundling and integrating services**. MAM understands that families facing complex challenges often need complex solutions, and those who access multiple services are more likely to achieve long-term stability goals. This year, we continued to promote service bundling (accessing multiple services) and effective integrations (multiple services combined into a single program delivery) like MAM's Workforce ESL, which combines employment services and English classes, resulting in more students securing jobs.

MAM is so grateful for your support that has allowed us to lean into serving people in a deeper, more meaningful way to create true, long-term change. Together, we are not only making a difference in individual lives, **we are redefining what impact truly means**. Our commitment to impact will continue to guide us as we strive to uplift our community in the years to come. We could not do this work without you, our amazing donors, volunteers, clients, shoppers, and community partners. Thank you for supporting MAM's mission to build stable families and more vibrant communities...together!



Sonja Gee
President and CEO



2022

HIGHLIGHTS



Opening of the Heights Campus

MAM proudly **opened our third campus**, located in **The Houston Heights** community. This site offers a vibrant resale boutique and access to invaluable programs (including Employment Services and Financial Education) for our neighbors in the North and East portions of MAM's service area.



Healthcare Careers for Young Adults

MAM's Pathways for Young Adults program launched a **partnership with Memorial Hermann** in conjunction with the United Way's Healthcare Pipeline for Opportunity Youth.

This collaboration led to new **healthcare career opportunities for young adults** in roles such as Certified Nursing Assistant (CNA), Patient Access Representative, EKG Technician, and Security Guard. Following the completion of training, participants have the potential to be employed at Memorial Hermann, with a minimum starting wage of \$15 per hour, as they build their career in healthcare.



Navigating Long-term Stability



MAM joined the new United Way Navigation **collaboration** and is playing a pivotal role in connecting individuals to a wide range of resources, both at MAM and throughout the community.

Through ongoing engagement and support, our navigators **empower individuals to set and achieve meaningful goals, fostering a journey towards long-term stability.** The Navigation team underwent comprehensive training by United Way, enhancing their ability to serve our clients better.

Technology Empowered Trainings

This year, MAM formed a partnership with TRIO Education to begin offering a new **Electrical Pre-Apprenticeship Training Program.**

The coursework is offered Online with the interactive lab portion delivered in-person at MAM utilizing **virtual reality (VR)** technology. Students are held to industry standards for demonstrating understanding and mastery of skills needed to be hired as an apprentice electrician on a pathway to becoming journeymen electricians.

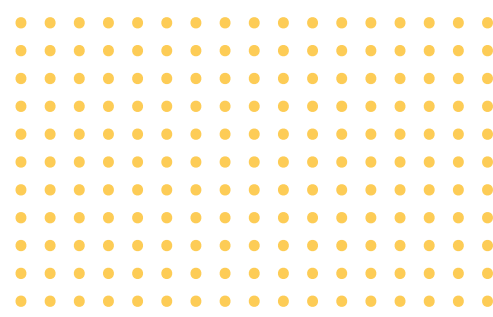


Buying with Purpose

In 2022, MAM Resale had **record-breaking sales, hitting the \$2 million mark** and contributing over a third of our total revenue for the year. Donors, shoppers, and volunteers continue to make a meaningful difference in the communities we serve through our thrift stores.



IMPACT REPORT



15,620

Individuals Served

12,614

Families Served

24,986

People Impacted



Stable Families

- 1,915** Bundled Assistance
- 4,876** Benefits Applications
- 509** Financial Education
- 273** Financial Coaching



Vibrant Communities

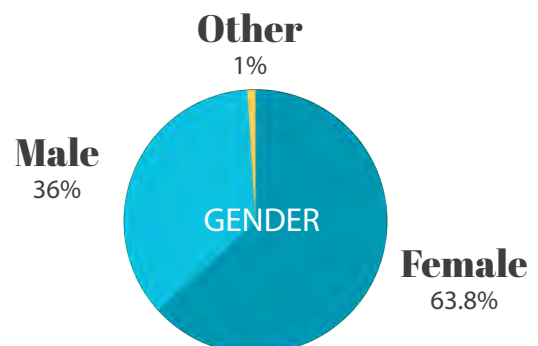
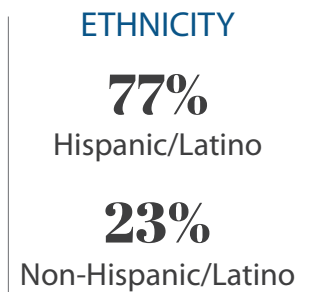
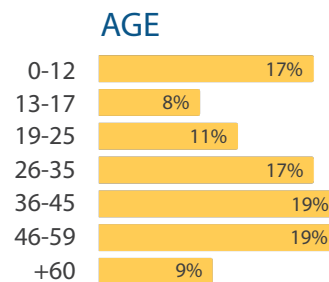
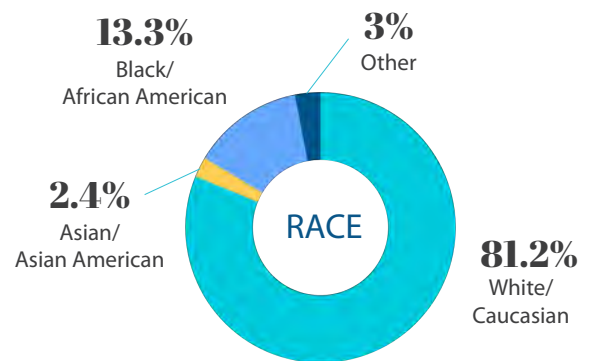
- 1,204** Health Assistance
- 421** Mental Health
- 5,115** Back to School
- 926** Christmas Share



Dynamic Workforce

- 1,580** Employment Services
- 492** Total Jobs Obtained
- 495** Pathways for Young Adults
- 1,072** English Students
- 428** Immigration Legal Services

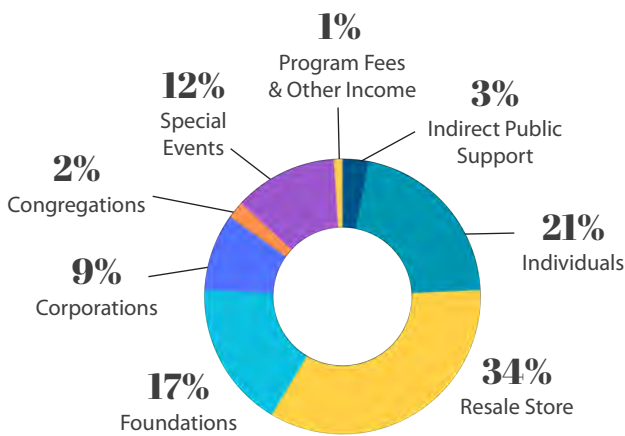
Demographics



*Numbers represent individuals served

FINANCIAL DATA

Sources of Support



\$ 5,754,658*

Total Revenue

\$ 11,087,829

Net Assets

\$ 1,445,698

Restricted

\$ 9,642,131

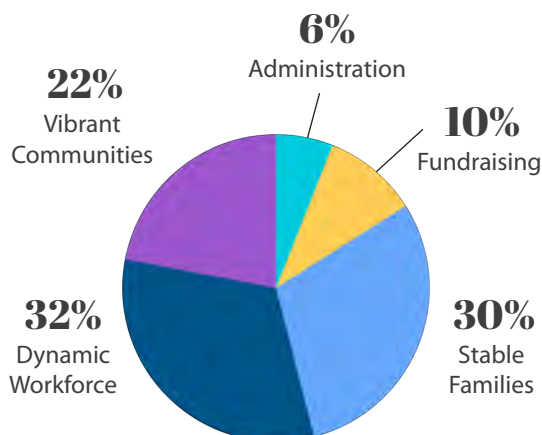
Unrestricted

**Change in timing of recognition of \$778,000 United Way gift (no change in cash)*

***Spend down of disaster recovery granted in previous years*

***Investments in Heights campus buildout and opening*

Expenses



\$7,229,070**

Total Expenses

40,400

Volunteer Hours

=

\$1,151,411

Value of Volunteer Time



MAKING AN IMPACT



Rosy and her husband arrived in Houston in 2000 with the hopes of a better life for their young children who were ages 2, 4, and 6 at the time. **Rosy stayed at home and cared for the children while her husband worked, until he was diagnosed with cancer and a major surgery forced him to resign.** At the time, she spoke very little English and the only job she could get to support her family was in hotel housekeeping making **\$8 an hour.**

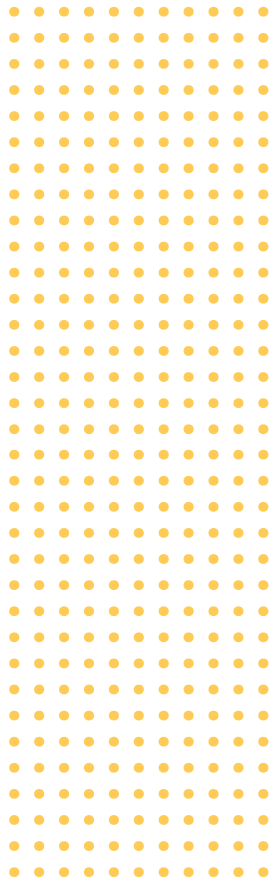
Sadly, the **financial challenges** and stress from this health crisis eventually led Rosy and her husband to file for **bankruptcy.** She feared losing everything they had worked so hard to achieve since arriving in the United States. Rosy tried to find ways to be supportive of her husband and children but found herself falling into a severe **depression.** In desperate need of **emotional support,** a friend referred Rosy to MAM for mental health counseling.

At MAM, Rosy's mental health counselor not only provided her with the emotional support she needed but referred her to **Employment Services** to receive workforce support. She enrolled in **vocational training** to become a **Certified Nurse Assistant (CNA)** to begin a career in health care.

Upon receiving her certification, MAM staff guided Rosy through the application process, helped her create a resume, and prepared her for interviews. **Rosy was soon hired** at an assisted living facility and excelled in her position while finding a passion for helping others. To advance her career, Rosy enrolled in vocational training to become an EKG Monitor Technician. Today, **Rosy is employed as an EKG Monitor Technician at Memorial Hermann Health System making more than \$24 per hour.**



Click here or scan the QR Code to watch Rosy's full testimonial.



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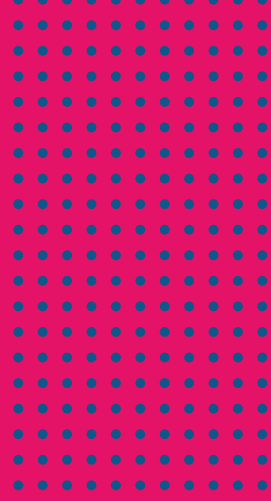
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Christ Memorial Lutheran Church
Ecclesia Downtown and West Side Campuses
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Memorial Drive Presbyterian Church
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THANK YOU

