



# 2015

ANNUAL REPORT

# A MESSAGE FROM THE EXECUTIVE DIRECTOR



**W**hat an amazing year!! As I look back on all the events of 2015, I am in awe of what has happened within these walls. The camaraderie of the volunteers is so fun and energizing and it's truly an honor to watch them work alongside of a mother who needs clothing. The conversations are so encouraging and loving that sometimes I find that it takes by breath away. The growth of the volunteers and the families we serve is exponential.

The relationships that were formed or strengthened in 2015 have really opened up a lot of opportunity for HHMD to work with more and more families in a variety of ways. Two partnerships worth mentioning would be The Crossing and In God's Hands. The former donated over 260 cases of diapers and committed to hundreds of volunteer hours that really make a huge impact in our community. In God's Hands does hand-to-hand social outreach and brings us into the lives of families that have fallen through the cracks. The relationships built with the women they serve will last a lifetime for all those involved.

The streamlined operations and dedicated community partners will certainly yield even greater service numbers in 2016. I look forward to seeing just where this all leads us.

Sincerely,

*Stephanie Williamson*

# QUOTES



I was so incredibly grateful for Helping Hand Me Downs and all the baby stuff I was able to get. Even though they didn't have everything that I needed, they put me on a list and called me as soon as that item came in. I was so surprised that a lot of the stuff was like brand new, like the bath tub I got.



Besides all the baby items that I got for my son, they also provided me with some phone numbers for other programs that helped me out with a car seat and a pack and play. I will definitely be returning the baby clothes that my son didn't destroy in order to give back.



I was so appreciative to be able to pick out so many baby items. The money that I would have spent on the baby items I was able to put into savings for my bills for my maternity leave. I don't think I would have been able to take a maternity leave if I had to worry about purchasing the baby items I got from Helping Hand Me Downs.



Thanks so much for the referral to helping hand me downs I went there and got a lot of newborn clothes for our baby girl. It's awesome!



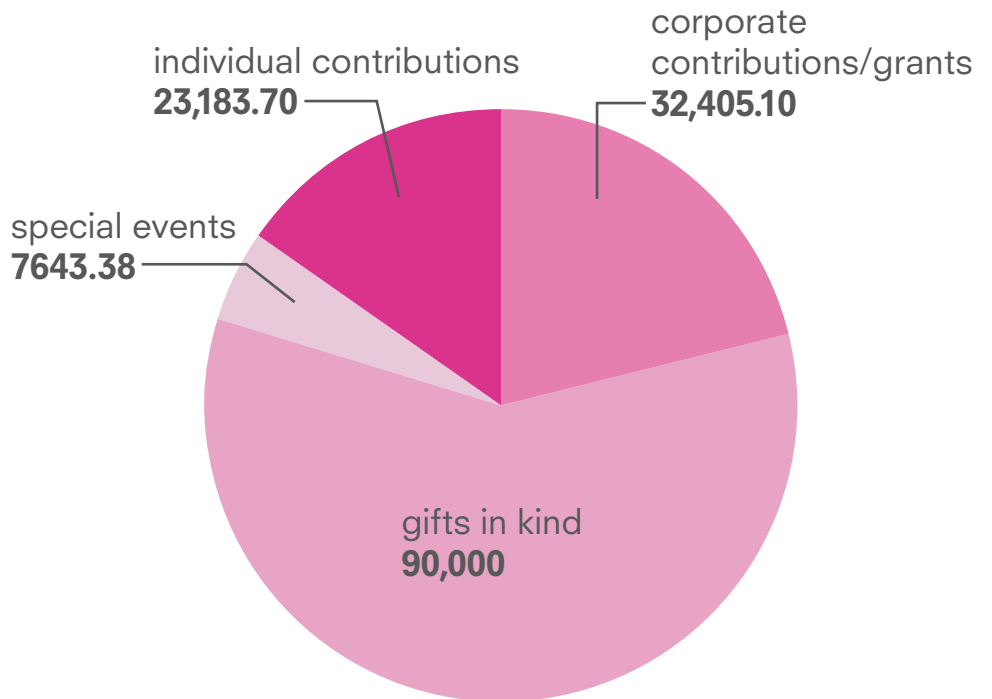
I went to HHMD and it was such a blessing, it was exactly like you said it would be. I was able to get so much stuff and I'm so relieved!

# INCOME STATEMENT

## Total income

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153,232.18

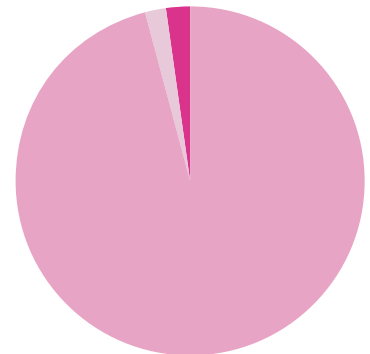


## Expenses

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**Total expenses: 152,792.63**  
**Net income: 439.55**

- Program: 146,036.97 (96%)
- Management: 3,278.81 (2%)
- Fundraising: 3,476.85 (2%)



## Statement of cash flow

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Beginning balance

2192.12

Ending balance

2631.67

# Net income 439.55

## Balance sheet

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ASSETS

**2631.67**

OPENING BALANCE

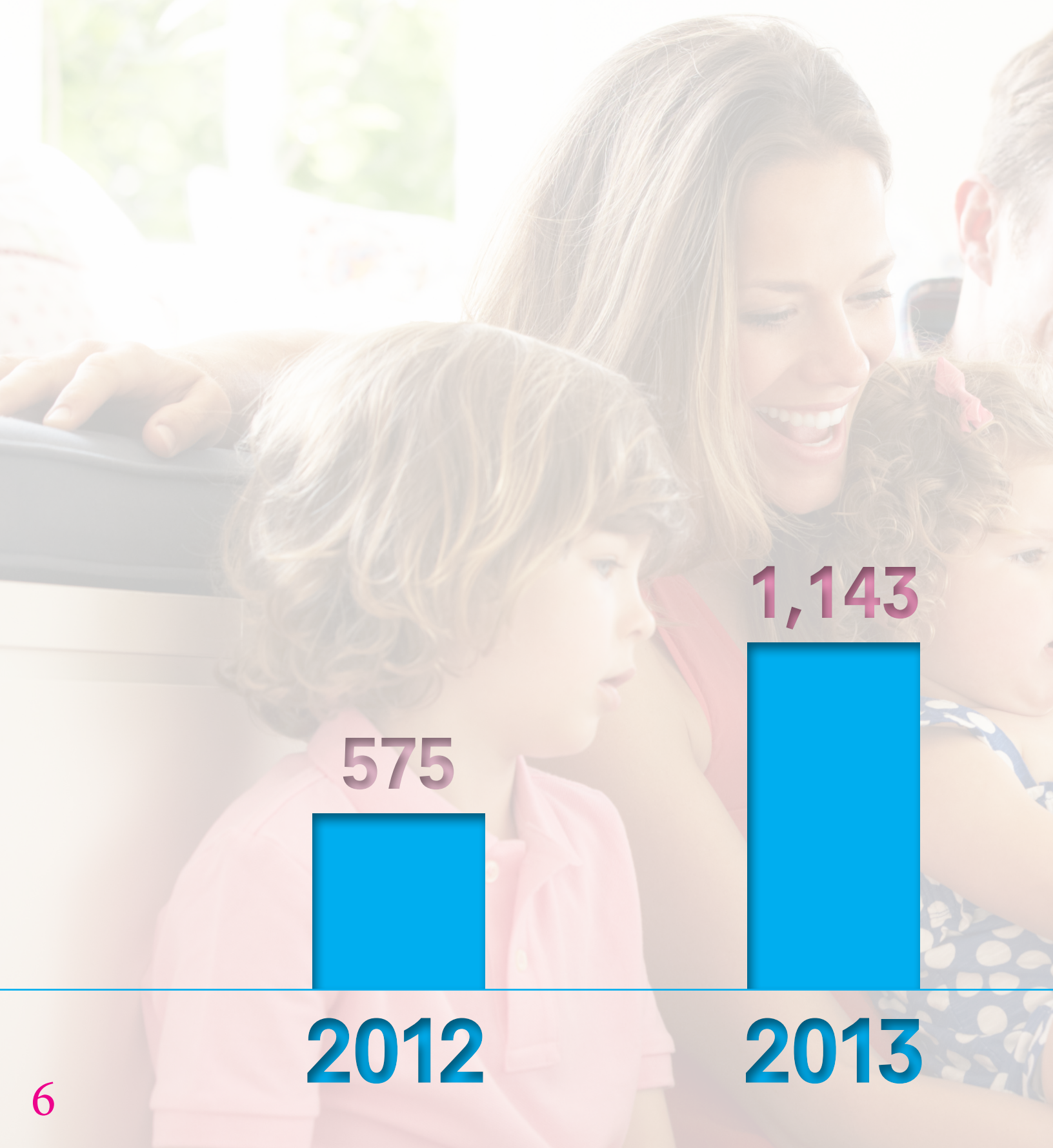
**2192.12**

NET INCOME **439.55**

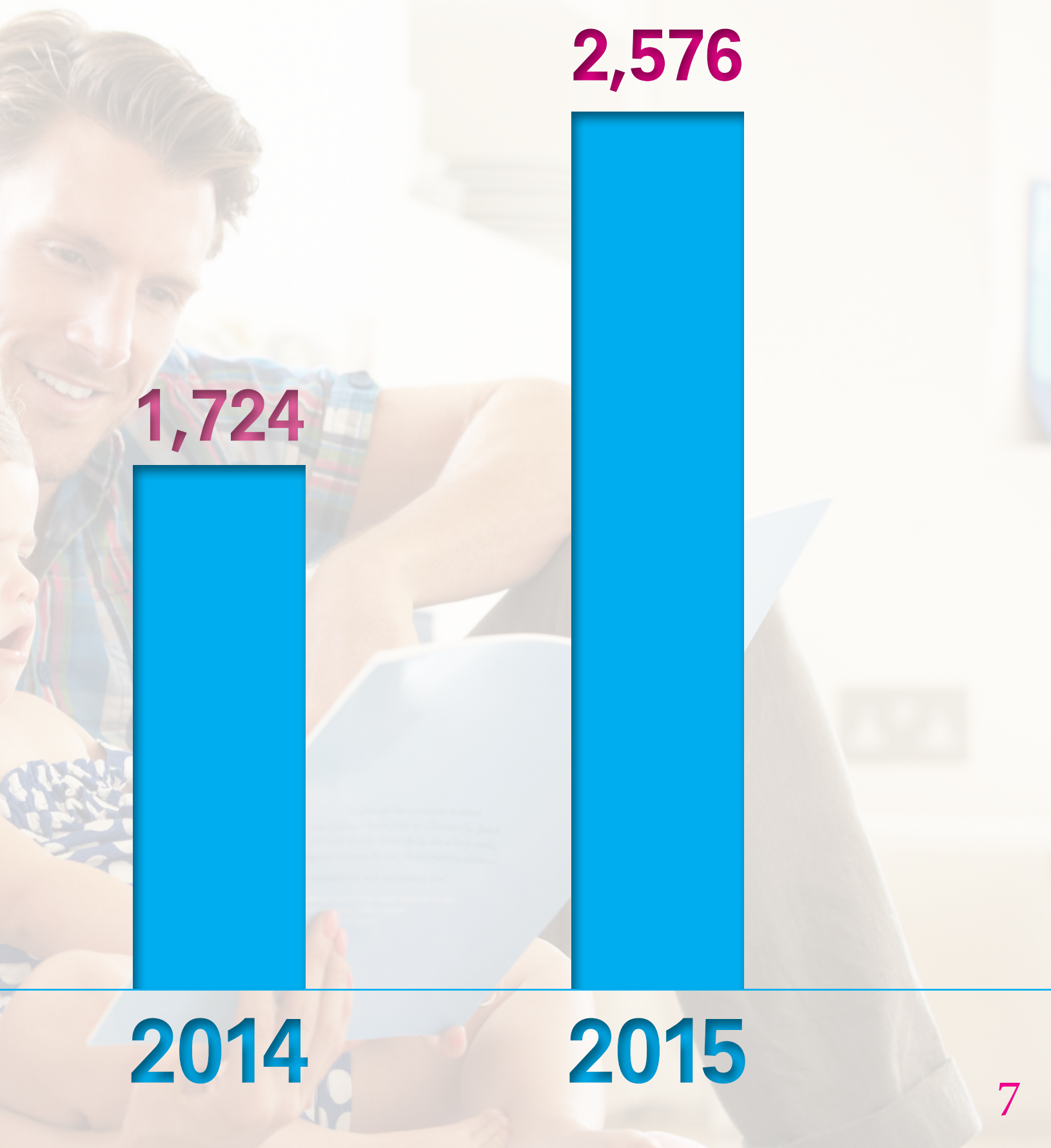
EQUITY

**2631.67**

# TOTAL NUMBER OF



# CHILDREN SERVED





over

**200,000**

articles of

clothing were

distributed in

2015



Of the 2,576 children served,  
the top 5 referral sources were:

**Saint Louis Crisis Nursery**

**179**

**Saint Louis Department of  
Public Health**

**132**

**Headstart**

**115**

**International Institute**

**78**

**Saint Louis Children's  
Division**

**72**

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## RECAP

We successfully completed 2 of the 3 projections for 2015. Let's start with what we didn't do...we did not raise enough money to sustain us through the end of 2016. A large number of grants simply didn't come to fruition as well as some delayed funding due to items outside of our control. All it really means is that we have to work harder and smarter in 2016.

We did implement a Customer Relationship Management System that keeps track of our clients, referring agencies and donors. It took a ton of effort from a lot of great folks, but it is up and running and allows us to run detailed reports and ultimately provide the best service to families that come here.

We also added two individuals in part-time volunteer roles that are providing program support by returning calls, overseeing box preparation and finding additional resources to meet each family's need.

Fundraising is certainly the top priority for 2016. Without money we can't continue to serve families in need, so we must start with money. The next natural goal just got underway this week. We are revamping the layout of our warehouse to be more efficient, and our new lobby area will be an educational family oasis. The makeover will allow us to more easily serve an estimated 4,000 families this year. I think that is a lot to do in 12 months, so we will leave it at that.



## BOARD MEMBERS

**Kelly Naimo** of Equifax-President

2 year term, October 2013-October 2015

**Ally Vesper**-HHMD volunteer-Secretary

2 year term, October 2013-October 2015

**Jessica Lindhorst**, Stifel Nicholas-Treasurer

2 year term, October 2013-October 2015

**Eliza Simington**, City Design Group Inc.-member

**Christian Misner**, attorney-member

**Mary Bosley**-Better Life Natural Cleaning Products-member

**Casey Jenkerson**,Centene Corporation-member

**Katie Van Hook**, CRES-member

**Christy Housley**, community volunteer-member

**Rachel Hoppmann**, 5<sup>th</sup> 3<sup>rd</sup> Bank, member

*All members have a one year mutually renewable term with an October renewal date.*

### MISSION STATEMENT

HHMD enhances the quality of life for children and families in the St. Louis area by meeting their immediate needs, then connecting them with life-changing resources that foster independence.



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