



# *See Potential* SPARK CHANGE

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**Impact Report 2024**



# MAM Welcome Center

Provided by Bob & Barb Zorich



## About MAM

For more than 40 years, MAM has been a trusted resource in our community, serving our neighbors with guidance and support, and connecting people to opportunities. And 2024 marked a truly important milestone in MAM's history as **we broke ground on this incredible new facility that will connect even more people to life-changing opportunities.**

**MAM brings together our community to create hope, stability and a strong sense of belonging for all of our neighbors.**

Every day, roughly half of all Houston area families struggle to meet their basic needs. When a family loses their home in a tragic disaster... fires, floods or family violence, MAM is here. When a single-mother needs help to find a better her job, MAM is here. When a young man thinks that nobody cares about his future, MAM is here. When a refugee struggles to find their place in this immense city, MAM is here. When a senior on a fixed income needs help creating a budget, MAM is here. When a family dreams of making turning their side hustle into a full time business, **MAM is here.**

MAM helps hardworking individuals and families in our community, many of whom are struggling to make ends meet, channel their energy and efforts into creating **long-term stability and independence.** MAM supports these underserved families by building skills, resources, and relationships, helping them secure living-wage jobs, and champion their own solutions to achieve long-term success. But the need far exceeds our capacity to serve and today almost all of MAM's programs have a wait list of families needing help now.

We serve thousands each year, yet for every family MAM serves, there are dozens more who need our help.



# OUR IMPACT

*this year*



**18,231**  
served

**15,502**  
families

**29,580**  
lives impacted

## Growth of High Impact Programming: 2020 to 2024

**+26%**  
Financial  
Coaching

**+32%**  
Bundling of  
Services

**+45%**  
Vocational  
Training

**+103%**  
Workforce ESL  
students



MAM's services are designed to work together, giving clients **flexible, tailored support across multiple areas of life**. This integrated, asset-based approach helps people build skills, boost earning potential, and move toward lasting financial stability.

**2,536** clients took active steps to **engage in multiple MAM programs and services** (bundling) to maximize their overall benefit

**83** aspiring entrepreneurs advanced their dreams through **Innova**

Provided compassionate **mental health counseling to 322** clients, helping them build resilience and emotional well-being

Through MAM's **Financial Education** programs, **871** individuals — including **344 Financial Coaching** clients — gained the tools and confidence to make informed financial decisions





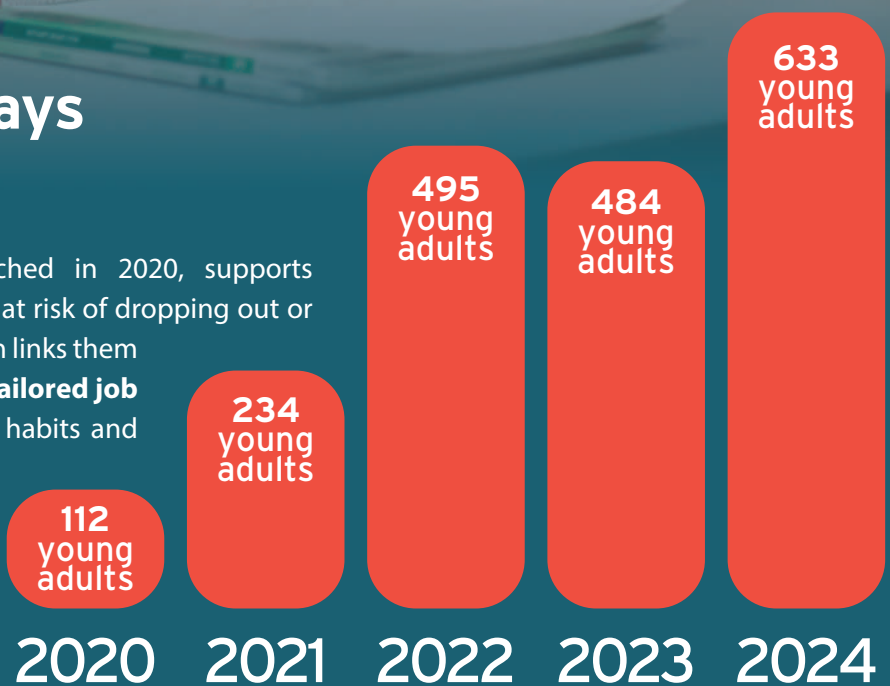
**1,586** advanced their career goals through Employment Services

**511** individuals secured employment with MAM's support, moving closer to lasting financial stability

## Growth of Pathways 2020-2024:

Pathways for Young Adults, launched in 2020, supports Houston **youth ages 16–24** who are at risk of dropping out or disconnected from work. The program links them to **education, social supports, and tailored job guidance** so they can build healthy habits and move toward stable futures.

Hundreds of young adults have already taken their first steps toward a brighter tomorrow through this program:







At MAM, we believe in **assisting the entire family** on the pathway to stability. From health and uniform assistance to holiday joy, each of these programs helps families move forward with dignity, resilience, and renewed hope for the future.

Bringing joy to the holiday season, **2,580 toys** were donated by our community to MAM's Christmas Share program, providing **1,148 children** with gifts and hope for a bright new year

**3,200 students** started the school year with new uniforms and confidence because of MAM's Back to School initiative

**1,234 children** stayed a little healthier with life-protecting immunizations



# Highlights

## GROUNDBREAKING

On **October 30, 2024**, MAM broke ground on the next chapter of our mission—the **Hamill Education and Workforce Training Center**—marking a bold milestone in more than **40 years of service** to the Houston community.

Thanks to a visionary lead gift from **The Hamill Foundation**, MAM's first foundation partner over 20 years ago, this expansion will transform our Main Campus into a space where potential and purpose meet. The project will feature the welcoming **Connections Café**, **new volunteer and partnership spaces**, and an **expanded Resale Boutique**—each designed to deepen community connection and strengthen MAM's sustainability.

When complete, MAM's campus will boast an additional:

- **21,000 ft<sup>2</sup>** of classrooms and workspace
- **4,000 ft<sup>2</sup>** of partnership space
- **15,000 ft<sup>2</sup>** of shell space for future buildout

These new spaces will empower MAM to:

- Increase private client services by 80%
- Expand training & education programs by 50%
- Serve 2,100 individuals with employment, vocational, and financial empowerment opportunities
- Serve 5,200 individuals with navigation and wraparound self-sufficiency services

By 2029, this investment will help MAM generate an additional **\$3 million in annual support**:

- **\$1M in earned revenue** through Resale
- **\$1M in public funding** for workforce initiatives
- **\$1M in volunteer contributions** and in-kind support

Every shovel of dirt turned at our groundbreaking represents the same truth that defines MAM's mission: **when we see potential, we spark change**. With your support, we are not just building a new facility—we are building pathways to dignity, stability, and success for thousands of Houston families.





## DISASTERS

The summer of 2024 tested Houston's strength with the **May Derecho** and **Hurricane Beryl**. Yet amid the hardship, our community's compassion shined. **MAM opened as a cooling center, distributed water and ice**, and became a hub of hope for neighbors in need.

These moments showed that **"Houston Strong"** is more than words—it's who we are. Together, we **saw potential** in every act of kindness and **sparked change** that reminded us: when we stand united, resilience always wins.

[Click here](#) or scan the QR Code to watch the video showing MAM staff and volunteers coming together to find light and hope after the Derecho and Beryl.



## RESALE STORE MILESTONES

Every item donated to the **MAM Resale Store** becomes more than a sale—it becomes a spark of change.

This year, the store generated **\$2.17 million in revenue** (19% of MAM's total) and provided **\$88,419 in goods** to clients through vouchers. Top-performing departments included **clothing, home décor, and furniture**.

Each purchase and donation helps MAM **see potential in what others overlook**, fueling programs that strengthen families and build a stronger Houston.





## CITIZENSHIP WORKSHOP

This year, MAM launched a Citizenship Workshop to help lawful permanent residents overcome barriers and take the next step toward U.S. citizenship.

Through our Citizenship Clinic, we provided personalized guidance and encouragement, **serving 668 clients and delivering 1,459 services**. Each milestone represents a dream realized—and proof that when we see potential, we can spark change that transforms lives.

## MAM'S 11TH ANNUAL LUNCHEON

MAM's **11th Annual Luncheon—IGNITE: See Potential, Spark Change**—was a celebration of possibility, purpose, and community. Co-chaired by **Wendy & Ben Moreland** and **Liane & Marty Phillips**, the event raised a record-breaking **\$1 million** to empower hardworking Houstonians and strengthen families across our city.

The luncheon honored **George E. "Buz" Jochetz III** as MAM's Community Champion, recognizing his steadfast belief in the potential of every individual to rise and thrive. Guests were also inspired by the **Innova Entrepreneur Pitch Competition**, where four remarkable small business owners—**Axel, Simone, Hector, and Daja**—shared their journeys of resilience and innovation. Congratulations to **Simone Soro of Deli's African Market**, the competition's winner!

In a powerful moment of generosity, attendees rallied together to ensure that **all four entrepreneurs received a \$1,500 investment** in their businesses—sparking real, immediate change in their lives and in their communities.

Thanks to every donor, sponsor, and guest, **IGNITE** proved what happens when we come together to **see potential** in others and **spark change** that transforms lives.





# Volunteerism

## IN NUMBERS

Volunteers are the heartbeat of MAM, **sparkling change** for families and individuals every day.

In 2024, more than 2,000 volunteers stepped up, marking **our strongest volunteer year since the pandemic** and multiplying our impact across Houston.



**2,624**  
Volunteers



**\$1,802,097**  
Value of Volunteer Time



**53,810**  
hours of  
service



Thank you for carrying this mission forward for over 40 years and strengthening our community through every act of service.



# GET TO KNOW

## Simone's story



In her home country of Ivory Coast in West Africa, Simone Soro earned a master's degree in public law. After getting married, she joined her husband, Tenezon, in the U.S. as he pursued his dream of becoming a pharmacist. Unable to speak English well, Simone took whatever jobs she could find to support the young couple – fast food, childcare, or as a cashier. Tenezon would attend pharmacy school at TSU during the week and work on the weekends. When their daughter, Abigail, was born in 2021, juggling work became more difficult without affordable childcare.

"When you have a master's degree and you cannot do something, you have to learn," said Simone. "And I know I have to learn English here if I want to work."

With her 3-month old daughter in tow, Simone started her English (ESL) classes at MAM, enrolled in Employment Services, and completed the Employment Certification Program (ECP)

while continuing to work low-wage jobs. When an emergency left the couple unable to pay rent one month, MAM's STEP program was there to help. Simone also connected with a MAM Navigator, who helped her see untapped potential within herself.

"My navigator encouraged me... to do a small business to improve [our] income," said Simone. "I cook very well so I say, let me start to sell African food to the community." Taking a leap of faith, she enrolled in the first Innova Community Business Academy cohort at MAM and started her business, Deli's African Market, during the entrepreneurship course.

"I learned so much. The MAM Team was there for me and we became like a family," said Simone. "It was not easy. Sometimes I would finish work at 5pm, rush home to feed my family, and then go to class. I was tired, but... I didn't miss one class. I say, I'm not alone, so I have to continue."

Since completing Innova roughly a year ago, Simone's business has grown by over 300%, importing high-quality African products direct from the source in her hometown and shipping to customers all over the United States.

"MAM saw something in me," said Simone. "I say all the time I have to become a big businesswoman and help MAM and MAM will help another person to become like me. Thank you for everything."

**Click here to learn more about Simone's story, or scan the QR code to watch her full testimonial:**





# 2024 *by the numbers*

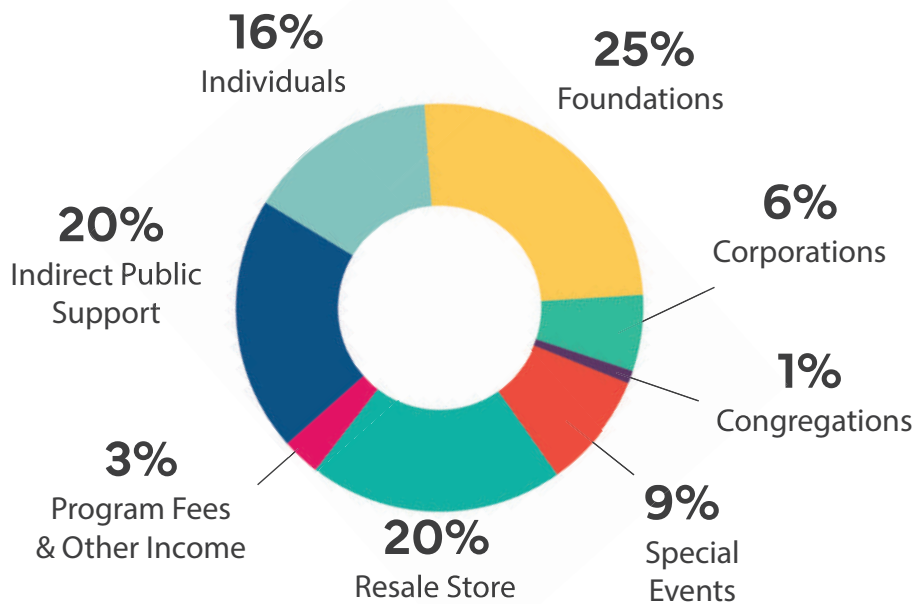
**\$30,327,901**  
Total Net Assets

**\$21,153,257**  
Restricted

*Includes \$15,873,253 capital*

**\$9,174,644**  
Unrestricted

**\$3,274,577**  
Change in Net Assets



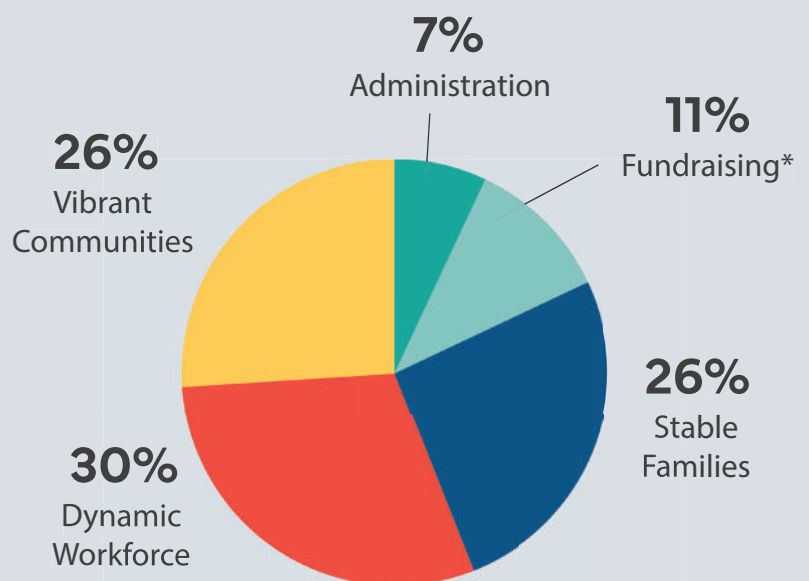
## SOURCES OF SUPPORT

**\$11,587,500\***  
Total Revenue

\*includes \$3.1M awarded in 2024 for 2025-2026 expenses (\$2.3M receivables, \$775K received)

## EXPENSES

**\$8,490,582**  
Annual expenses



\*Includes Capital Campaign

# Sonja's letter

Change is not easy. If we take a brief moment to reflect upon our own lives... our successes and accomplishments, and perhaps even some challenges and pivotal moments, we can likely identify the people who were there for us, who made us feel safe and valued, who helped us overcome challenges, and who guided and encouraged us along the way. The people who truly listened, who helped us dream big, and cared enough to walk along side us until we reached our goals, or at least learned to reimagine them.

Many of us are very fortunate to have had people in our lives who were there to help us through the ups and downs... a health crisis, a change in jobs, the loss of a loved one, or a family transition. But there are thousands in our community who have nobody else to turn to when they are facing a difficult moment, or striving to make positive change in their life. **For each one of them, MAM is here.**

Born out of faith, love, generosity and a deep commitment to serving others, MAM is a vibrant community hub, offering hope, healing, and life-changing programs to thousands of marginalized Houstonians each year. And the important work that we have been doing for over 40 years will now be amplified with this incredible campus expansion. In the new facility, our community will gain new skills, get better jobs, become financially healthy, and learn to take better care of their health and mental health, so they can live healthy, active, purpose-filled lives. They will learn English, meet with financial coaches, learn new skills to secure high growth high demand jobs, and find support to launch and grow their small business. They will have greater access to critical wrap around support like mental health counseling and immigration legal services.

The renovations of our existing building will create new opportunities to foster greater community connection with our Connections Café, expand volunteer engagement with a new large group volunteering space, and increased revenue through an expanded and reimagined boutique. All of these changes will support our programs to help our neighbors on their journey to being stable, healthy, thriving members of our community.

**To those of you who have been a part of MAM's success for the past 4 decades, thank you!** Your ability to see the potential in others, and your commitment of time and resources to support MAM's mission is truly humbling. And for those who have been a part of this incredible expansion project to support MAM's work and growth into the future, we are so very grateful.



*Sonja*  
**Sonja Gee**  
President & CEO  
MAM



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Chapelwood United Methodist Church  
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Christ the King Presbyterian  
Christ Memorial Lutheran Church  
Ecclesia  
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Holy Spirit Episcopal Church  
Hope Episcopal Church  
Houston Mennonite Church  
Houston Vineyard  
John Knox Presbyterian Church  
Memorial Drive Presbyterian Church  
Memorial Drive Methodist Church  
Life 100  
Open Door Christian Church  
Pines Presbyterian Church  
San Romero Episcopal Church  
Spring Branch Presbyterian Church  
St. Andrew's Episcopal in the Heights  
St. Andrew Lutheran Church  
St. Cecilia Catholic Church  
St. Christopher's Episcopal Church  
St. Francis Episcopal Church  
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St. Stephen's United Methodist Church  
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[www.mamhouston.org](http://www.mamhouston.org)  
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