

ALPHA FAMILY SERVICES OF GREENVILLE

IMPACT REPORT

2025



TABLE OF CONTENTS

		LETTER FROM THE DIRECTOR	1
		COMPANY OVERVIEW	2
		MEET OUR TEAM	3
		FINANCIAL HIGHLIGHTS	4
		MATERIAL DONATIONS & ASSISTANCE	5
CENTER ACTIVITY & VOLUNTEER SERVICE	6		
COMMUNITY EVENTS	7		
CLIENT STORIES	8		
A NEW CHAPTER	9		
CONTACT INFORMATION	10		

LETTER FROM THE DIRECTOR



**KAREN
MARSMAN**
Executive Director

Beyond the numbers, this year reaffirmed the power of collaboration. Our staff, board, partners, and supporters showed remarkable resilience and creativity, adapting to evolving needs while staying grounded in our values. Their dedication continues to drive our work forward and ensures that impact remains at the center of every decision we make.

As you read this report, I hope you see more than outcomes—You'll see stories of progress, moments of transformation, and a shared vision for what's possible when commitment meets action. We are deeply grateful for your role in this journey and excited about the opportunities ahead.

Thank you for standing with us. Together, we are building a stronger, more impactful future.

Dear Friends and Supporters,

As we reflect on the past year, I am proud to share the impact made possible through your partnership, trust, and belief in our mission. In a year marked by both challenge and opportunity, our organization remained focused on delivering meaningful, measurable changes for the families we serve.

Thanks to your support, we expanded our reach, strengthened our programs, and deepened our commitment to long-term impact. Together, we served 204 families, providing 5,170 services all free of charge to our families. We also introduced our vision for Grace Maternity Home. Grace Maternity Home will provide safe housing, compassionate support and essential resources for pregnant women and new moms.

204

Families Served

5,170

Services provided

\$59,128

Raised for Grace Maternity
Home



COMPANY OVERVIEW

Alpha Family Services of Greenville is a faith-based organization dedicated to providing practical assistance and parent education to local families. We aim to honor the Lord by following Biblical principles, and we embrace the opportunity to lovingly provide free and confidential services to our community regardless of income, race, ethnicity, gender, age, religion, or nationality. Our comprehensive services include interactive education programs in parenting and life skills, the opportunity to earn credits to shop in our boutique, relationship building through mentorship, free pregnancy testing, free ultrasounds, and advocating for our clients while connecting them to much needed outside services. We believe that the best gift we can give a child is a well-prepared parent.

Alpha has served the Greater Montcalm county and surrounding areas since 1996. We believe in the strength of faith, family and community. We depend on volunteers and donors to help us serve our clients and their families on a weekly basis. All proceeds go to support the work of Alpha Family Services of Greenville, MI.

Alpha Family Services of Greenville is a 501(c)(3) non-profit organization that exists to promote life and strengthen families in Montcalm County and the surrounding area.

VISION

Alpha Family Services is committed to:

- Assisting women and men through planned or unplanned pregnancy
- Supporting and strengthening families
- Offering grace and help to women suffering from a previous abortion

MISSION

We will accomplish these goals by offering:

- Confidential and compassionate information and support
- Material assistance including clothing and necessary items for children ages birth through 5 years old
- Relationship-development with our clients in order to serve them better

BOARD MEMBERS

Alpha is served by the following board members:

- Executive Board: Jen Colin (Chair), Lisa Coughlin (Vice Chair), Jen Benham (Treasurer)
- Directors: John Merchun, Dave Crittenden, Tom Ginster

MEET OUR TEAM



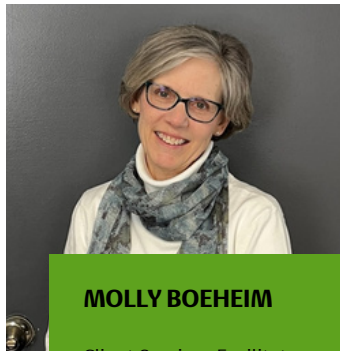
KAREN MARSMAN

Executive Director

* Karen's journey with Alpha began in 1994. Over the next 21 years, she volunteered, supported fundraising efforts, and served as both Assistant Director and Center Director. In 2015, she transitioned into the Executive Director role.

* "As Executive Director I'm given the opportunity to step out of my comfort zone and be out in the community meeting new people and working with like-minded individuals. It's one of the most enjoyable parts of my job."

"Experiencing a teen pregnancy showed me how important it is to have support. My parents and others stepped up and helped me every step of the way. Now it's my turn to give back. It is a joy to support the parents and families in our community."



MOLLY BOEHEIM

Client Services Facilitator

* Molly started volunteering in June of 2020 as a Material Goods Assistant. She had a short time on the Alpha board until she was hired as Client Services Coordinator in July of 2023. In this role, she partners with Client Mentors to make sure they have the tools and support needed to guide their clients well.

* "I like getting to know the clients and working with the mentors to help them meet their clients' needs and passing on high standards of serving."

"I enjoy being part of a team that works well together to give our best to our clients to help them and their families grow in knowledge and faith. It is inspiring to see our clients become more confident in their parenting skills."



JACKIE TAHTINEN

Center Assistant

* Jackie initially contacted Alpha with the intention of being a Client Mentor, but was hired on in September of 2023 as a Center Assistant instead. Her work includes scheduling, explaining Alpha's resources to callers, and assembling education packets for those we serve.

* "I love spending time with our staff and mentors, learning more about them and building real connections. I also enjoy talking with clients and seeing them at their appointments, where I can cheer them on and celebrate special moments with them and their families."

"I believe healthy families are the foundation of our culture. Alpha is an organization that desires to help people choose life and build strong, successful families. I am so excited to be a part of the team!"



MELISSA MCALVEY

Material Donations Supervisor

* Melissa first connected with Alpha as a client mentor in early 2021. In January 2022, she became the Material Donations Coordinator, handling donations, making sure clients have what they need, and caring for the boutique's day-to-day organization.

* "I love bringing order from chaos so the organizational part of my job brings me a lot of joy. I enjoy working to bring a sense of dignity and quality to our boutique. Hearing how clients respond positively when they enter the boutique for the first time is such a blessing to me."

"Motherhood has been my toughest and most rewarding journey. I'm grateful for the support I've had, and joining Alpha lets me pass that on to other parents. Strong families are built with love and effort, and I'm honored to help in that mission."



KATIE SLAYTON

Assistant to the Director

* Katie began working with us once a week in September 2024 as a Center Assistant. She became full time in January 2025, transitioned to Assistant to the Director in May, and added staff accountant duties in August 2025. Her work centers on fundraising and event planning.

* "I love what I do because each day brings something different, which keeps things fun. I also enjoy using the skills I've built from my other jobs to make an impact and I feel good about what I've accomplished when I go home to my family at the end of the day."

"I believe a strong community begins with learning. Supporting a place that guides parents through education and helps women understand ALL of their choices during pregnancy means so much to me."



CHRISTINA AUSTIN

Center Assistant

* Christina joined Alpha as a Client Mentor in July 2025 and stepped into her current role as Center Assistant in December. She supports the team through daily administrative work and creating social media content.

* "I'm new to this role, and I'm really enjoying the challenge of creating flyers and social posts."

"I had been looking for a job that would impact others for good in the community and point them to God in some way: and that is what Alpha does! It's been a blessing to work here among a wonderful staff and invest into the community."

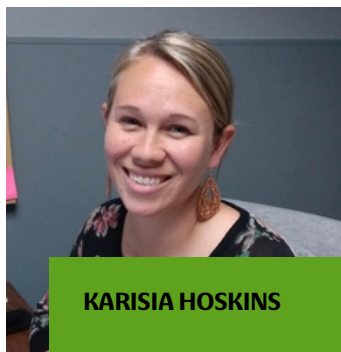


MELANIE STEINER

Staff Accountant

* Melanie began volunteering with Alpha in material donations in 2023 before moving into the Staff Accountant position in January 2024. She transitioned out in August 2025 to support her family's needs.

"Alpha is an organization that invests in its community in great depths, being the hands and feet of Jesus as He leads. I am thankful to be able to play a role in loving people, hearing success stories, and watching families grow in our community through Alpha!"



KARISIA HOSKINS

Media & Communications

* Karisia first connected with Alpha as a volunteer Office Assistant in January 2020. She stepped into the Client Services Facilitator role in February 2022 and transitioned to Media and Communications in July 2023. She completed her time with Alpha in December 2025 to prioritize the needs of her family.

"I like working at Alpha Family Services because we are making a life-giving difference in our community!"

FINANCIAL HIGHLIGHTS

We are supported by churches, businesses, and caring individuals who give through donations and fundraising. Thank you to every donor and fundraiser who stands with us.

We appreciate the support from the Greenville Area Community Foundation which provides funds to supply cribs, carseats, and safe sleep supplies to our families.

In late 2025 we launched a new effort to bring Grace Maternity Home to life, raising \$59,128 for this project.

Fundraiser Results:	Annual Golf Outing \$10,362
5K4Life Run/Walk	Other Events: \$8,548
\$41,807	



Revenue

\$245,088



Expenses

\$194,782



Net

\$42,596

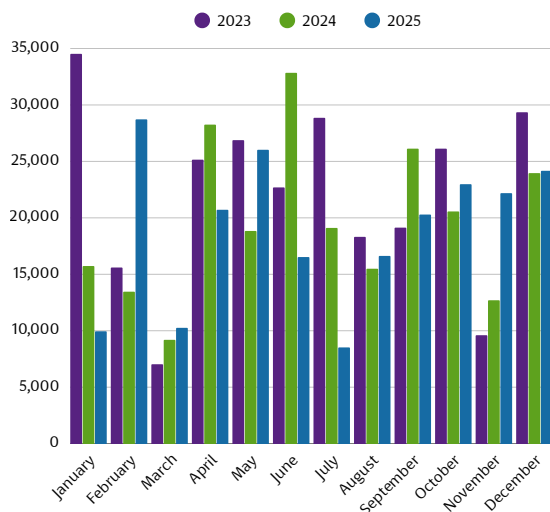


MATERIAL DONATIONS & ASSISTANCE

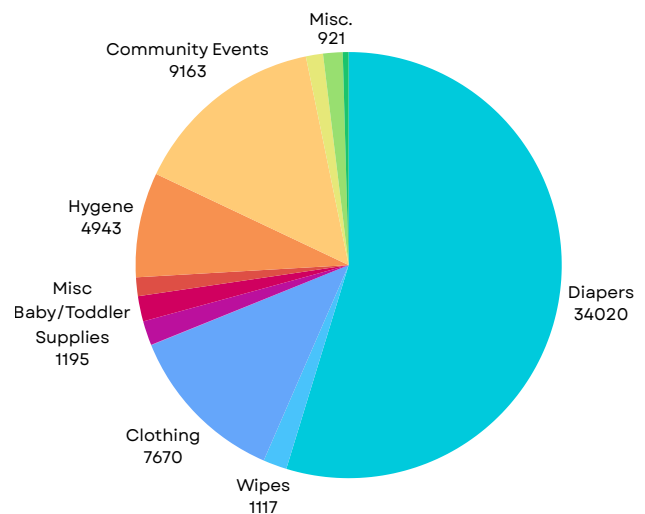
We receive material donations year-round from our caring community, and our material donations staff and laundresses ensure each one is ready to support our families.

ANALYSIS

* Value of Items Donated: \$226,989
106,787 Items Donated & Processed



* Assistance: 154,284 items given



6%
Decrease donations

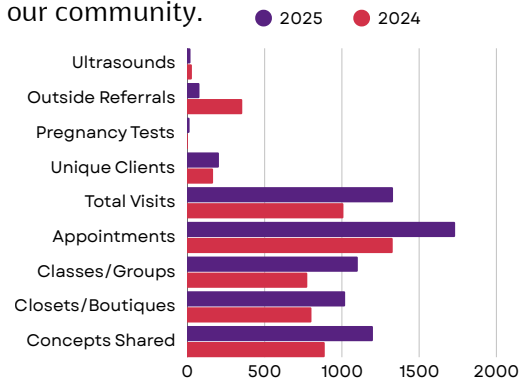
20%
Increase in items given out

CENTER ACTIVITY & VOLUNTEER SERVICE



CENTER ACTIVITY

We are proud to offer many different services to our community.



30%

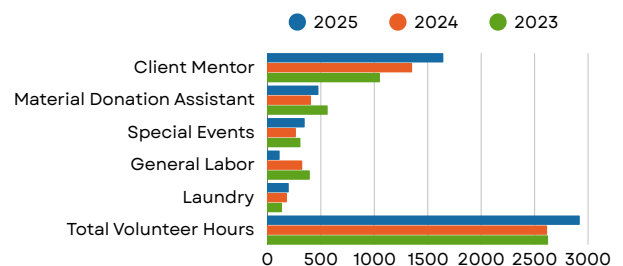
Increase in appointments

23%

Increase in unique clients

VOLUNTEER SERVICE

We are supported by **36 Volunteers** who collectively gave **2922.75 hours**, worth a total of **\$101,682.47**.



12%

Increase in volunteer hours

22%

Increase in client mentor hours

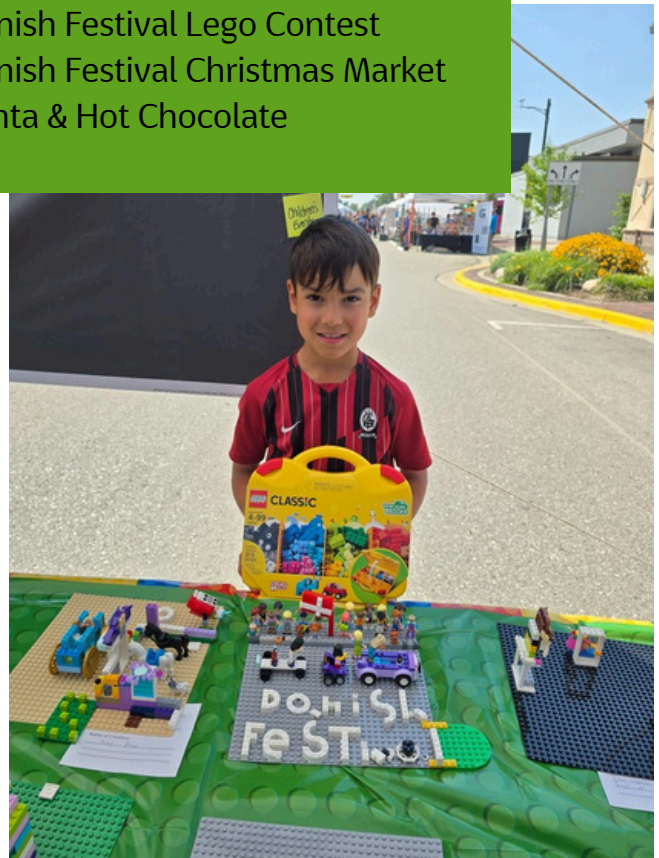
COMMUNITY EVENTS



A LOOK AT 2025:

- Annual Easter Egg Hunt
- 5K4Life Run/Walk
- Popsicles in the Parking Lot
- WCFK Family Fun Day
- MCN Carnival
- Central Montcalm Back to School Bash
- Sheridan Hospital Family Health Fair
- Kid's Fun Day at Greenbriar Apartments
- Danish Festival Children's Area
- Danish Festival Parade
- Danish Festival Lego Contest
- Danish Festival Christmas Market
- Santa & Hot Chocolate

We care deeply about our community and love bringing people together through hosting and attending local events.



CLIENT STORIES

* I NEED TO BE HERE

Early in 2025 after having two back to back missed appointments due to scheduling mix ups and illnesses, Jane* was concerned and even upset that she missed coming in for classes. Through tears of frustration she said, “I really need to be here.” We are thankful for her ongoing dedication to the program.

* BREAKING OLD PATTERNS & CHOOSING CHANGE

Jane is beginning to see that her parenting mirrors her own childhood. She’s choosing a new direction, one step at a time. With patience and care, her mentor revisits helpful behaviors and classes to guide steady, long-term growth.



BABIES BORN TO OUR CENTER IN 2025

* LEARNING STABILITY IN TOUGH TIMES

A couple came to us under less than desirable circumstances. While the situation was being resolved, they developed a rapport with their male mentor and are committed to continue coming so they can become well prepared parents.

***NAMES HAVE BEEN CHANGED FOR CONFIDENTIALITY**

A NEW CHAPTER



GRACE MATERNITY HOME

Alpha is launching Grace Maternity Home, a safe place for pregnant mothers in need of housing. Thanks to fundraising efforts that began in late November, this vision is becoming real. The home will support 3 to 4 mothers at a time, offering guidance and care as they work toward welcoming their babies in a steady and loving setting.



Help us bring Grace Maternity Home to life by scanning the QR Code to give. While matching funds are available, every dollar you share will be doubled by our generous partners.



CONTACT US



ALPHA
Family Services
— of GREENVILLE —

Scan to Donate



Phone/

616.225.2265

Email/

greenville@alphafamilyservices.org

Website/

www.alphafamilyservices.org

Address/

705 N Hillcrest St, Greenville, Mi
48838