

# ANNUAL REPORT

The Single Mom KC

2022

## To Our Partners

2021 was a momentous year at The Single Mom KC (TSMKC)! Although it started bittersweet with a farewell bid to our Founder and President Misty Hughes, we were pleased to welcome Rachel Segobia as executive director. Rachel is tasked with continuing to build the momentum of the organization in this pivotal time of growth and setting framework and structures in place to sustain that growth. By summer, TSMKC had moved into a beautiful new home for its Clothed with Dignity Boutique, which includes three offices, a childcare room, a kitchen, and a meeting space!

In 2021, TSMKC was joyful to have the opportunity to begin meeting with moms in person again, with Pursuit, Clothed with Dignity, and workshops re-opening to meet the needs of single moms in the Kansas City area. Distressingly, single mom needs increased rapidly in 2021, as COVID continued to negatively impact single mom households. One report from Pew Research Center indicated that single moms lost their jobs at a 9% greater rate than any other parenting group, a change that can easily devastate a single-parent family. TSMKC strives to provide holistic services through collaborations with community organizations, so single mom families are growing spiritually, emotionally, financially, and personally.

Looking into 2022, The Single Mom KC looks forward to continuing its momentum, as more moms, volunteers, churches, businesses, and donors become aware of the incredible impact the organization makes upon its city. We invite you to join us to learn more about how you can come alongside and empower single moms to lead solid, stable, thriving families!

### **Dianna Richardson**

Board Chair  
Richardson Hauling

# Ministry Overview

The Single Mom KC (TSMKC) was founded to provide hope, courage, and community to the 61,600+ single mother families in the KC metro area. Bearing the full responsibility of parenthood and provision for a family is often exhausting and isolating. TSMKC invites single moms to gather together to celebrate life's victories and support each other through life's challenges.

**The guiding vision** for The Single Mom KC is to build communities of hope that empower single moms to lead solid, stable, thriving families.

**The mission** of TSMKC is to invite single moms into community, equip their families through spiritual and emotional growth, and provide resources so families can walk in restoration.

## 2021 Highlights

### Resuming In-Person Gatherings

**Our biggest highlight of the year was the opportunity to gather in person again.** As an organization dedicated to building communities of hope, in-person events are vital to achieving our long-term vision and goals. By March 2021, TSMKC was re-opening both its boutique and Pursuit events to welcome moms and children to gather together over shared meals, conversation, and prayer. Soon after, in-person workshops followed suit, with Victim to Victorious, Healing from Your Heart Wounds, and a Family Fun Day, gathering families to heal, grow, and walk together.

### Gaining a New Space

When TSMKC's former landlord decided to tear down the structure that for years had housed Clothed with Dignity Boutique, staff and volunteers weren't sure where the boutique would go. Fortunately, The Personal Marketing Company stepped in with a generous offer that not only provided space for the clothing boutique but also afforded office and meeting space for the first time! By July 2021, TSMKC was warmly nestled into a newly renovated and lovingly designed office space! With a kitchen, childcare room, meeting space, entryway, offices, and receiving bay, TSMKC is fit to better serve even more moms!

### Hiring a New Executive Director

By mid-February, the TSMKC board and staff had vetted and selected the organization's new executive director to take the helm as Founder and President Misty Hughes prepared to transition out. Rachel Segobia brought more than 15 years of experience working in nonprofit organizations that empowered women and children. Upon joining TSMKC, Rachel hit the ground running, meeting with stakeholders, assessing infrastructure, and determining organizational needs. The timing couldn't have been better, as the organization continues its fast-paced growth to meet the growing emotional, spiritual, and general needs of single moms throughout the Kansas City area.

The Single Mom KC seeks to serve holistically, empowering and encouraging single moms in every area of their lives, by providing:

- Connection and community with other moms
- Events that embrace, educate nourish, and offer hope
- Practical, spiritual, and leadership development opportunities
- Monthly workshops to equip and educate
- 6- to 8-week classes offer practical life tools
- Leadership and discipleship training
- Children's programs for kids to explore and grow
- Clothed with Dignity Boutique where moms can "shop" for free every month
- An outlook that centers on the abundant grace of Jesus Christ



Victim to Victorious | September 25, 2021



Ribbon Cutting by OP Chamber | June 23, 2021



# BY THE NUMBERS

In 2021, TSMKC made an incredible impact throughout the KC metro. Here's a look at some of our numbers for the year!

**\$2,839**

emergency assistance funds distributed to help moms with rent, utilities, and medical expenses



**859**



SINGLE MOMS "SHOPPED" FOR FREE AT CLOTHED WITH DIGNITY BOUTIQUE

**410**



moms and kids attended Pursuit

**114**



moms and kids participated in quarterly workshops

**68**

moms received meals, Christmas gifts, Thanksgiving dinners, gas gift cards, and other needs



**33**

volunteers trained



**6**

moms graduated from the yearlong Learning to Lead class



**11**

PURSUIT monthly gatherings for moms and kids

*Pursuit*

**11**

Learning to Lead classes

**Learning to LEAD**

**3**

workshops

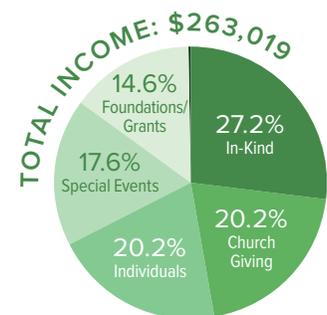
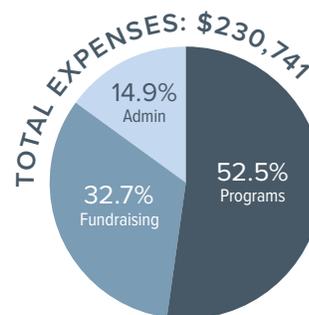
**FUN in the SUN**

**Healing from your Heart wounds**

**VICTIM to VICTORIOUS**

## 2021 Financials

CHANGE IN NET ASSETS	
TOTAL ASSETS	\$128,538
TOTAL LIABILITIES	\$1,694
NET ASSETS	\$126,844



## 2021 Board of Directors

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### **Misty Hughes**

Founder/President  
Mountain of Myrrh Ministry

### **Rachel Segobia**

Executive Director  
The Single Mom KC

### **Jacqueline Erickson Russell**

Chair  
Ewing Marion Kauffman Foundation

### **Dianna Richardson**

Vice Chair  
Richardson Hauling, Inc.

### **Joy Campbell**

Treasurer  
CrossFirst Bank

### **Jenica Mickelson Chartier**

Secretary  
V Law LLC

### **Lonnie Mackeprang**

Finance Chair  
Farmers Insurance

### **John Wendorff**

Development Chair  
The Personal Marketing Company

### **Sandy Jacobson**

Nominating Committee Chair  
Carlton-Bates

### **Cathy Martin**

Finance Committee Member  
Purple Martin Advisory, LLC

### **Craig Hughes**

Member  
Mountain of Myrrh Ministry

## 2021 The Single Mom KC Staff

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### **Rachel Segobia**

Executive Director

### **Lori Unthank**

Director of Programming

### **Kimberly Ladish**

Director of Children's Ministry

### **Lindsay Cornish**

Administrative Assistant

## 2021 Leadership Team

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- > Anesa Allaire
- > Anne Gibbins
- > Ashley Huff
- > Cory Cody
- > Cyndi Troyer
- > Dawn Kappelmann
- > Jenny Houston
- > Monica Cruz
- > Valerie Garcia



## 2021 Major Donors

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### **\$10,000+**

- > Colonial Presbyterian Church
- > Kauffman Foundation Matching Gifts Program
- > KC Underground Church
- > Purple Martin Advisory
- > The Personal Marketing Company

### **\$2,500 – 10,000**

- > Anonymous Donor
- > CrossFirst Bank
- > Edible Arrangements
- > Jacqueline Erickson Russell
- > Knox United Presbyterian Church
- > Midwest Financial Partners
- > Redeemer Fellowship Overland Park
- > The Giving Branch

### **\$1,000 – 1,500**

- > Anonymous Donor
- > Carol Shifflett
- > Chris and Rhea Burt
- > Christ Community Church — Olathe Campus
- > Cornerstone Presbyterian Church
- > Craig Hughes
- > Dightman Capital Group
- > Edward Jones — Christy Yager
- > Epic Landscape Productions, LC
- > Ewing Marion Kauffman Foundation
- > Farmers Insurance — Joshua Sharp
- > Harvest Church
- > Janet Kannard
- > Katelyn Lewis
- > Kara Miller Karns
- > KC Business Alliance
- > Kim Gerhardt
- > Landajob, Inc.
- > Old Navy
- > Ram Exterminators KC
- > ReeceNichols — Awen Rebecca Dunning
- > St. Mary Magdalene Episcopal