



T A M P A B A Y

MINISTRY GRANT REPORT

Name of organization: Shepherd's Village

Date of report submission: April 2, 2025

In fulfillment of September OR Final Report (include year): Final Report 2025

Name of individual filling out Grant Report: April McKnight

Title: Executive Director

Email Address: april@shepherdsvillage.com

Phone Number: 727-687-9632

Date Grant funds were received: April 2024

Grant amount received: \$66,952.54

Total grant amount spent to date: \$33,005.75

Grant amount remaining: \$33,946.79

- Purpose of Grant Over the last four years we have seen a dramatic increase in the need to walk alongside single mothers and their children. The pandemic ripped families apart at an alarming rate, divorce and homelessness have become the norm for single mothers, many who are now living in sub-par housing, or even in their cars. As a result, we are not only providing services for the women who live at The

Village, but we are now needing to offer services to single mothers in the community. Additionally, we are regularly fielding questions from ministries in the Tampa Bay area, and beyond, who are investigating how to help with the single mother's crisis in their communities. A grant from 100 Shares Tampa Bay would allow us to expand our services and help the most mothers possible in two significant ways:

- o By expanding Shepherd's Village's life coaching, mentoring, and case management services to include non-residents of Shepherd's Village.
- o By expanding Shepherd's Village Online University to include a paid password protected online toolkit for churches, ministries, and other organizations interested in replicating our services. One-on-one coaching services would also be available by the hour. It is important to note that this training program would become an income stream for our ministry.

GRANT USE SUMMARY

Please answer all questions below as they pertain to your ministry and grant request. If a question does not apply, please enter "N/A" rather than deleting the question.

1. Compare original objectives/timeframes with actual results. Explain any variances.

On target – We are on target to reach 44 single moms with coaching and case management. Currently we are serving 33 single moms with services beyond housing needs with coaching, goal setting, classes, and additional resources with other local organizations. Our Program Manager resigned in August of 2024 leaving us a little behind with reaching more moms. However, we have hired a new Program Manager in January 2025 and are back on track to reach the 44 single moms we originally projected in our grant application.

Room for improvement – We are a little behind target on launching the Shepherd's Village Online University toolkit. This platform will be called "Build a Village" strategies to build a village of support. We have built the platform with our marketing team, Vers, which is set to launch Phase 1 April 15th, Phase 2 is remarkably close to completion and

looks for an April 30th to Mid-May launch. These delays were unforeseen due to two major hurricanes and the resignation of a staff member that shifted job responsibilities. The good news is we have 6 ministry/ pregnancy centers that are interested in the discovery phase of this platform and 2 ministries that have shadowed our operations by attending our Tuesday night classes with commitments to be a part of the beta test group being the first to pay for our services.

2. Explain the specific ways that this grant has helped you to expand significantly or propelled your ministry forward. Please include specific examples. Specifically, we have doubled the number of moms we have helped just in these first 6 months. These moms called us looking for resources and connected with us through our Tuesday night classes. These moms have engaged in classes, coaching, and have started goal setting. With the online tool kit, we have not stopped receiving inquiries from other pregnancy centers and ministries interested in how to help single moms. We have had 3 ministry visits from other pregnancy centers, 3 zoom calls, and 2 visits from individuals called to help single moms in their community.
3. Based on the measurable project goals and methods of evaluation on your original grant application (Question #12 on the Grant Application), how has this project measurably expanded an existing initiative or established a new initiative? We are on track with our project goals and see that our system of tracking is working. By using a system called Donor View, we have created "Memberships" giving each family access and ability to sign in to the system to check in for classes and appointments, this system allows us to send reminders of classes, track how many kids are registered for childcare, and how many volunteers we will need. With this new method we know exactly how many single moms and kids we are serving with whole family healing. With the second part of this grant, being the creation of Build a Village for ministries wanting to serve single moms, we continue to get inquiries without any additional advertisement. We know that as soon as this platform is launched, we are going to provide a great service to walk alongside these groups. SEO dollars are set aside to market this ministry tool and get our resources in front of the right people.

4. How have the grant funds furthered evangelism and discipleship in your local community? The biggest way we have seen evangelism and discipleship increase is by being able to provide more resources for single moms. For example, when we get a call from a single mom and they think they need housing, and we cannot provide that, we tell them about our classes and mentorship, and they show up. We have seen more single moms come to class and receive encouragement and prayer. We are seeing an average of 33 moms and 22 kids on the 2nd and 4th Tuesday night of each month. We have also connected with 3 new churches to refer single moms to when they need a church home. We have seen the church go beyond its buildings and walls, show up and volunteer with our families. We have prayed with over 720 single moms on the phone and in person. We have started two additional small groups one at Grace Family in Clearwater and one at Indian Rocks Church to engage with single moms in the church. These conversations are building trust and allowing single moms to see and experience the love of Jesus.
5. What impact has the grant had on the population you serve? Your staff? The community? This grant has allowed our staff to continue to dream for single moms in our community. We have been able to help single moms beyond our community by helping other organizations see and assess the needs of single moms and their kids. This has stretched my staff, in a good way. We had to pivot when we walked through major storms this past summer and we have been stretched as we experienced a loss in support staff. All of that said, we have seen the great need in our community to walk alongside single moms, and they are getting what they need, a safe place to talk and grow.
6. What were the primary lessons that you and your staff learned from this grant project? This grant project has helped us look back at where we started as a ministry and how God brought all the pieces to where we are today. We know it is no accident that God would have us create a new program to help other non-profits and ministries. Our goal is to help more people so they can serve more single moms. One lesson we learned is the more we have gone through the more people we can minister to. We also know that it

is not in our strength alone to complete this project, God has been with us every step of the way.

7. Based upon current conditions, are there things that you would do differently in utilizing the grant award? If so, what? Yes, we realize in this current culture we need to offer some immediate resource help to those moms that do not have extended family and are not in need of housing. We have been blessed with not having to pay for a learning center rental and would like to use those funds to create a new Shepherd's Village University course. Becky Charles and the board have an updated request to use those funds differently than originally requested. This would allow an even bigger impact on the single mom community.
8. If the grant project is part of a larger campaign, please provide a status report on the campaign. N/A
9. If the project involved collaboration with other organizations, please comment on its effect on the project. We are working with Vers Creative to create the Build A Village Platform with damage to their entire studio from two major hurricanes. We did experience a delay in completing the platform launch as expected, however, we are getting back on track and estimate a launch this month.