



Baby Steps

2022

Impact & Finances



Dear Friends,

Facing an unplanned pregnancy in college comes with significant obstacles. Many challenges arise, and relationships outside the Student-Mom (e.g., the father, grandparents, siblings, and friends) are impacted. The thought of having a baby and obtaining a college degree seems impossible. Baby Steps empowers Student-Moms daily to write their own stories of courage and overcoming insurmountable odds.



Looking back on these past five years, I am so grateful for every tiny and big step we have made as an organization, especially in the lives of Auburn University Student-Moms and their Tiny Tigers.

Serving them is an honor every day, and it is only made possible by the generosity of so many of you as our financial donors, volunteers, and "in-kind" gift-givers. The dream we share of offering tangible support for Student-Moms is being fulfilled every day in the community YOU help us create.

Sidney, Baby Steps Resident Student-Mom Graduate (Summer 2019-Fall 2022)

"Baby Steps has helped my daughter and me in so many ways. They allowed me to raise her in a peaceful and stable environment, something I couldn't have done without their help. They allowed me to focus on school to give us the future we deserve. I didn't have to worry about how I could afford rent, bills, daycare, or attend school full-time. They took such a massive load off of my shoulders so that I could focus on myself and my daughter.

I have also met so many wonderful Student-Moms here and have made lifelong friendships with other women who are going through exactly what I did. They provided a place where I could feel supported, loved, and understood. I am forever grateful for the relationships I formed during my time at Baby Steps and for everything they did for my baby and me to get us to where we are today. I truly could not have done it without them!"

You have enabled us to empower Student-Moms on Auburn University's campus and have given us the courage to venture beyond the "Plains." As we embark on the exciting (and sometimes daunting) adventure of bringing Baby Steps to other Campuses, we carry your hearts with us daily.

On behalf of all of us at Baby Steps, we are full of love and gratitude for you!

Michelle Schultz

Michelle Schultz
Founder & Campus Director



Our Mission

Baby Steps empowers pregnant and parenting students facing an unplanned pregnancy at Auburn University to have their education and their baby by providing housing, support and community.

All-Time Baby Steps Graduates:

Kaitlyn Rancher, December 2022
Bachelor of Science in Elementary Education

Sidney Whitfield, May 2022
Bachelor of Science in Wildlife Enterprise Management with a minor in Business

Ashley Greenwood, December 2021
Bachelor of Science in Agricultural Science

Brittany Grant, December 2021
Bachelor of Science in Aviation Management

Caroline Krista, December 2021
Bachelor of Science in Pre-Medicine

Reagan Tetreault, May 2021
Bachelor of Science in Nursing

Madison Parker, May 2021
Bachelor of Art degree in Business Management and minor in Human Resources.

Emily Brown, May 2021
Bachelor of Science degree in Organismal Biology

Alexa Patti, December 2020
Bachelor of Arts in Journalism

Kat Ewing, May 2020
Bachelor of Science degree in Psychology and a minor in Sociology

Anna Claire White, May 2020
Bachelor of Art degree in Graphic Design.

Lauren Carter, May 2020
Bachelor of Science degree in Nursing

Rachel Neneck, May 2020
Bachelor of Science degree in Building Science

Tasha Miles, May 2020
Masters of Arts in Community Planning

Kaitlyn Sheffield, May 2020
Bachelor of Science in Exercise Science

Amber Lee, December 2019
Bachelor of Arts in Apparel Merchandising

Teeja Miles, December 2019
Bachelor of Arts in Business Management

Charlton Jones, December 2018
Bachelor of Arts degree in Communication

Kaitlyn Taylor, May 2018
Bachelor of Science Degree in Biomedical Science



Tiny

Launched Student-Mom Scholarship with Auburn University!



Baby Steps

2022

Fiscal Year in Review

38

Counseling Sessions Provided

145

Students in AU Campus Club



8

Service Projects



Celebrated our 5TH Anniversary!



26

Student-Mom Study Breaks



136

Merch items sold

1,036,744

Instagram & Facebook Page Reaches



482

Donors that have contributed



AU Campus Club raised \$2,218

25,792

visits to our website



44

Community Events for Student-Moms & Tiny Tigers

2017 - 2022



79

Tiny Tigers served

96

Student-Moms impacted

82

Meals provided by volunteers



48

people that have dropped off baby items

10

Student-Moms & Tiny Tigers housed



19

Student-Moms graduated

10,658

Social media followers

Thank you for a great year!

2023 Annual Budget

Projected Budget: \$436,603.57

1. // Resident Student-Moms // \$171,152

This category mainly focuses on the Student-Moms & Tiny Tigers that physically live in the Baby Steps' Home and primarily consists of...

- a. **Housing expenses** because what would Baby Steps be without the space that provides Student-Moms and their Tiny Tigers a refuge of friendship, security, and the assurance that they are seen, known, and loved
- b. **Full-time Childcare** because professional childcare for our Student-Moms is critical for them to be fully present in their roles as both Students and Mothers
- c. **Welcome Baskets & Graduation Celebrations** because they deserve to feel welcomed well into their new home and celebrated well when they reach their graduation goals.
- d. **24/7 Access to an On-Site Staff Member** because being a single parent is hard and we want to provide excellent care for our Student-Moms and Tiny Tigers at all times.

Housing Expenses.....	\$78,485
Tiny Tiger Childcare.....	\$30,800
Groceries.....	\$5,680
Wellness/Counseling.....	\$10,550
Welcome Baskets/Graduation Celebrations.....	\$535
24/7 Access to On-Site Staff Member taxes+benefits.....	\$45,102

2. // Services of ALL Student-Moms // \$144,943.75

This category mainly focuses on all the services and resources given to BOTH our Resident Student-Moms and our Community Student-Moms (Nonresident Student-Moms). The main fundraising efforts for this category primarily consist of...

- a. **Advertising & Marketing** because our goal is that no Student-Mom would drop out of school or end her pregnancy without knowing that she had the option/support of Baby Steps
- b. **Gifts for Student-Moms & Tiny Tigers** because their milestones are worth celebrating
- c. **Campus Director & Social Worker** because without a team that can bring awareness to the community and intentionally walk alongside our Student-Moms, Baby Steps would not exist.
- d. **Father's on Campus** because our Student-Dads deserve community, mentorship, and resources as they grow into the men who will impact their Tiny Tigers and leave lasting legacies for years to come

Advertising/Marketing + 10hr employee.....	\$18,402
Gifts for Student-Moms & Babies (Birthday & Pick-me-ups).....	\$785.00
Events for Student-Moms.....	\$1,535
Campus Director & Social Worker (taxes+benefits).....	\$123,621.75
Fathers on Campus.....	\$600

3. // Operations & Administration // \$120,507.82

This category mainly focuses on the operational staff and continued education/care for all staff members and primarily consists of...

- a. **Director of Development** because our desire is to invite as many people as possible into this generation-altering work
- b. **Business Administration** because we strive for excellence in everything that we do - down to the last detail - knowing that our Student-Moms and Tiny Tigers depend on us for stability
- c. **Donor Cultivation & Events** because our donors are the fuel of our mission, and we could not accomplish our work without them
- d. **Conferences & Staff Care** because equipping and caring for our team members is vital in order to create a thriving culture within our organization
- e. **7% Fee to Nationals** because they cover campus administrative costs (website donor database etc) and provide continual coaching & training

Director of Development (taxes+benefits)	\$62,820
Business Admin +Bookkeeping	\$18,425.97
Conferences: Staff & Board Care	\$4,015
Donor Relations.....	\$6,684
7% Fee to Nationals	\$28,562.85

Current Assets:

Rental Security Deposits	\$2,800
Current Balance in Bank.....	\$129,706
*As of 10/31/22	
Investment for Permanent House.....	\$137,794
TOTAL:	\$270,300



Top 2022 Donors

American Endowment Foundation - Hudson, OH
Anonymous - Auburn, AL
Anonymous - Auburn, AL
Anonymous - Huntsville, AL
Auburn Community Church - Auburn, AL
Cary and Suzanne Chandler - Auburn, AL
Cliff Hare - Auburn, AL
Dan and Sheila Broughton - Auburn, AL
David and Susie Pearson - Auburn, AL
Eddie and Kim Canaday - Cullman, AL
John and Shawna Duda Foundation - Oviedo, FL
Jon and Julie Commander - Auburn, AL
Joyce Eidson - Nashville, TN
Kevern Family Foundation - Atlanta, GA
Luppino Family Foundation - Warner Robins, GA
Lyle Darnall - Columbia, SC
Mark and Raina Elder - Mobile, AL
Michael DiChiara - Birmingham, AL
Philip White - Prattville, AL
Richard Alford - Jacksonville, FL
Sam and Josie Harvey - Roswell, GA

Top 2022 Volunteers

Judy Prior
Lilly Royston
Patti Joyner
SFL Club
Eagle Scout Project
Baby Steps On-Campus Club
ACC Serve Day
Auburn School of Pharmacy
Shawn Goodrich with K of C
Highlands Serve Day

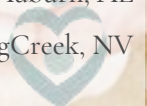


Baby Steps Ambassadors (Monthly Donors)

Bruce and Patty Abrahams	Auburn, AL	Dawn and Ronald Duffie	Auburn, AL
Auburn Community Church	Auburn, AL	Ashlyn Dunn	Lakewood, CO
Shelly Adams	Auburn, AL	Lauren Dunn	Waxhaw, NC
Sarah and Dorian Arellano	Denver, CO	Karly and James Dunnigan	Birmingham, AL
Mary Tyler Arminio	Auburn, AL	Katherine Dunnigan	Valicro, FL
Louise Arnold	Montgomery, AL	Jessi and Scott Duval	Auburn, AL
Matt and Natalie Atkinson	Auburn, AL	Marshall Dryer	Albuquerque, NM
Chad and Gina Bailey	Auburn, AL	Jennifer Ebbert	Lincoln, AL
Madeline Barfield	Marianna, FL	William Ebbert	Spring Creek, NV
Macy Becker	Norfolk, NE	Mark and Raina Elder	Mobile, AL
Brandi Bennett	Decatur, AL	Lindsay Fay	
John and Janice Berardi	Opelika, AL	Nicole Firing	Key Largo, FL
Kelsey Bickett	Harvest, AL	Rebecka Frate	Alpharetta, GA
Suzanne and Andrew Boos	Huntsville, AL	Devin and Binh Gant	Saint Louis, MO
Brian and Emily Brown	Cumming, GA	Caroline Golden	San Diego, CA
Hannah Brown	Harvest, AL	Catherine and Richmond Gunter	Auburn, AL
James and Tracy Bullinger	Enterprise, AL	Josh and Ginger Hallmark	Opelika, AL
Brent Butts	Childersburg, AL	Sam and Josie Harvey	Roswell, GA
Mary Caillouet	Tuscaloosa, AL	Laura Hays	
Kaylie Campbell	Salem, AL	Emily Heupel	Urbana, IL
Chris and Cheryl Chamberlain	Franklin, TN	Trey and Betsy Hill	Nashville, TN
Suzanne and Cary Chandler	Auburn, AL	Anne and Larry Hirschfeldt	Lillian, AL
Dakota Clark	Rainsville, AL	Gina Hollingsworth	Gadsden, AL
Andrew and Claire Collins	Louisville, KY	Sarah Huffman Campbell	Prattville, AL
Jon and Julie Commander	Auburn, AL	Celest Hutchisson	Mobile, AL
Brian & Veronika Coshatt	Mountain Brook, AL	Dylan & Sommer Ingram	Auburn, AL
CC and Evan Cox	Mobile, AL	Carey and Patrick Jansen	Decatur, GA
Laura Dalton	Talladega, AL	Allison and Justin Jenkins	Madison, AL
Alex and Olivia Davis	Auburn, AL	Ann Kelley	Memphis, TN
Catherine Dawahare		Lauren Lagassie	Hebron, CT
Fr James Dean	Prattville, AL	Alli Lambert	Huntsville, AL
Jim Doyle	Auburn, AL	Betsy Lashley	Harvest, AL
Anna Driscoll	Atlanta, GA	Jeff and Maria Lewis	Auburn, AL
Anne Marie and Justin Ducôté	Fort Bragg, NC	Sarah Lewis	Auburn, AL

Baby Steps Ambassadors (Monthly Donors)

Claire and Matthew Lollis	Carrollton, GA	Chris and Susan Rosko	Birmingham, AL
Sayward Lowery	Huntsville, AL	Kelly Roy	Dothan, AL
Emily McInnis	Chelsea, AL	Rhonda Ryan	Huntsville, AL
Emma McManus	Huntsville, AL	Dee Dee Schmidt	Avoca, IA
Julia Mikulec	Prospect, KY	Todd and Sarah Schmidt	Daphne, AL
Dave and Teresa Moore	Auburn, AL	Hanson and Catherine Schultz	Birmingham, AL
Jennifer Motes	Huntsville, AL	Cara Shelby	Fairhope, AL
Jeana Murphy	Prattville, AL	Heather Simmons	Marietta, GA
Sarah Myers		Maggie Smith	Dallas, TX
Laura Nelson	Dothan, AL	St Michael the Archangel Catholic Church	Auburn, AL
Gillian Nelson	Birmingham, AL	Christin Stanfield	Huntsville, AL
Whitney Nichols	Auburn, AL	Zeke and Olivia Stear	Auburn, AL
Dana Nield	Tinley Park, AL	Martha Stricklin	Decatur, AL
Carolyn and Robert Norton Jr.	Auburn, AL	Mollie and Nick Such	Lexington, KY
John & Donna Oliver	Cumming, GA	Russ and Evan Taylor	Cecil, AL
William Pendergrass	Brewton, AL	Katie and Lee Templeton	Roswell, GA
Eileen Petersen	Enterprise, AL	Megan Thurmond	Auburn, AL
Christina Petre	Jacksonville, FL	Ruth Torbert	Opelika, AL
Meagan Phillips	Tuscumbia, AL	Matthew and Betty Trushaw	Birmingham, AL
Dustin Pieper	Madison, AL	Emma Katherine Valentino	Birmingham, AL
Ruth Pietkiewicz	Auburn, AL	Lauren Vonfeldt	Cumming, GA
Casey and Alex Piola	Birmingham, AL	Derek Welker	Cape Girardeau, MO
Gina and Ivan Piola	Birmingham, AL	Lauren & Joseph West	Gainesville, FL
Frances and Andrew Pittman	Auburn, AL	Lindy Perkins White	Opelika, AL
Margaret Pritchard	Trussville, AL	Carol and Paul Wiget	Birmingham, AL
Kalynne and John Pudner	Auburn, AL	Carmen Wilder	Auburn, AL
James Ready	Daphne, AL	Kaitlyn Willing	Phoenix, AZ
Julia Grace Redd		Cecilia Wood	Hoover, AL
Kelley and Jared Rehm	Montgomery, AL	Mary Young	
Mandy Reimer	Auburn, AL	Anonymous	Birmingham, AL
Natasha and Brett Rhodes	Hollins, VA	Anonymous	Homewood, AL
Caroline Richey	Auburn, AL	Anonymous	Atlanta, GA
Matt and Carol Robbins	Birmingham, AL	Anonymous	Birmingham, AL
Rebekah Rogers	Jacksonville, FL	Anonymous	Auburn, AL
Shawn Roman	Auburn, AL	Anonymous	SpringCreek, NV



Baby Steps Staff at Auburn University



Michelle Schultz
Campus Director



Madeline Rafferty
Full-time Live-in Support



Giovanna de Almeida
Student Resident
Assistant



Grace Clemmer
Marketing and Branding
Coordinator



Coming Soon
Development Officer

Board of Directors



Dr. Kerri Hensarling



Dr. Rob Pate



Shelly Adams



Nicole Gillon



Baby Steps



@BabyStepsAuburn



@babystepsauburn



www.babysteps.org



PO Box 713
Auburn, AL 36831



Baby Steps

National

Baby Steps' number one goal is to empower Student-Moms to thrive. Having evolved beyond a single location, the National Support Team works toward this goal by launching Baby Steps Campuses across the country and equipping them to serve Student-Moms well.

We are Dedicated to:

- 1** Equipping selected Baby Steps Campuses to launch successfully
- Baby Steps at UCF and Baby Steps at The University of Alabama
 - Projected Open Date: November 2023
- Empowering them to:
- Raise Year 1 Operating Funds
 - Recruit and Train Full Team
 - Find Residential Property, Furnish Home, and Fully Stock Baby Boutique
 - Launch On-Campus Organization and Build Relationships with University Leaders
 - Reach 100% Occupancy of Thriving Student-Moms by Fall 2024

- 2** Maintaining a high level of support and training for all Baby Steps Campuses
- Baby Steps at Auburn University
 - Baby Steps at UCF
 - Baby Steps at The University of Alabama

- 3** Refining the expansion process to effectively replicate
- Actively perfecting through hands-on experience

- 4** Building a full-time National Support Team that recruits, trains, coaches, and serves multiple locations remotely
- Greatest Current Need
 - \$310,500

- 5** Evaluating, selecting, and launching new Baby Steps Campuses across the country
- May 2024

On college campuses across the country, thousands of women wake up to the daunting reality of their unplanned pregnancies. **THEY NEED BABY STEPS TOO.** We currently act as a team of three full-time staff members. Growing our team for the future is imperative. Partner with us in our expansion efforts so Student-Moms across the country do not have to navigate college and motherhood alone.

Top 2022 National Donors:

- Michael Skeehan
- Brian Lewis
- Tina Martin
- Marissa Rozman
- Cary and Suzanne Chandler
- Lisa Conry
- Celeste Coffman
- Terri Wheeler
- David Rainey

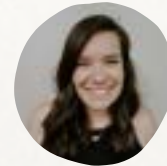


Maureen Hutcherson
Baby Steps at UCF



Over the last ten years, I have felt continually pulled to find a way to be for others what my 'village' was for me [when I was a student-mom]: a place of refuge, a source of strength, and a launching pad to an even better and more fulfilling future than I dreamed up when I was 18 years old.

I have seen the power of building a community with a culture of support, empowerment, and friendship. I have seen the hardship students experience in isolation—when they have a problem they feel the rest of the world does not care to see.



Mary Caillouet
Baby Steps at The University of Alabama

The National Support Team



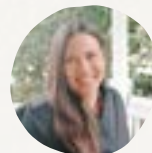
Michelle Schultz
Executive Director



Kaitlyn Willing
Director of National Operations



Sarah Schmidt
Director of National Expansion



Olivia Stear
Director of National Development



Coming Soon
Director of National Branding and Marketing



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[babysteps](https://www.facebook.com/babysteps)



expansion@babysteps.org



334.219.7769

Thank You!



Baby Steps at UCF



Baby Steps at Auburn University



Baby Steps at The University of Alabama



Baby Steps