



2021
IMPACT & FINANCIALS



Dear Friends

On behalf of the Baby Steps team and myself, we are incredibly grateful to be wrapping up our 4th year serving Student-Moms and their Tiny Tigers. Every day is an honor, and it is only made possible by the generosity and support of so many of you as our financial donors, volunteers, and “in-kind” gift givers.

If you are anything like us, this year has been simultaneously filled with challenges and beautiful wins. Two things have remained consistent among the chaos: the exceptional love and care that we give to our Auburn University Student-Moms and their Tiny Tigers and the visible signs of their ability to persevere courageously toward their goal of having their education and motherhood.



We are driven by the continued desire to help our Student-Moms feel known, loved, and supported with community and resources. This is an impossible task without every single member of the Baby Steps team of worker bees on the front lines and behind the scenes using their unique and special gifts in order to meet the needs of our community.

To connect you to some of the stories that you are helping to write through your support, we want to highlight two of our Student-Moms and their experiences at Baby Steps. Choosing only two was incredibly difficult because there is so much goodness to share!

Sidney, Baby Steps Resident Student-Mom:

Sidney moved into the Baby Steps home in the summer of 2019 with her 5-month-old baby girl, Ellie. This fall, Ellie turned 18 months old and passed the cut off age for living in the Baby Steps house. Because of the layout of the current property that we rent, we had the chance to offer an opportunity for Sidney to transition into more independence while still living at the Baby Steps property. She and Ellie moved into a 1-bedroom apartment where we continue to pay utilities, counseling, and ½ of the rent and daycare. It has been the sweetest gift to watch her confidently manage the responsibilities of school, work, and motherhood. We will miss her greatly when she graduates in May!

Caroline, Baby Steps Community Student-Mom:

Caroline came to Auburn University in 2018 as a freshman with her 3-month-old baby boy, Karter. She immediately got connected to the Baby Steps community. Imagine transitioning to college, being a new mom, and trying to find a community who could relate to your unique circumstance all while being a freshman. We were able to surround her with a community to remind her that she was not alone. This semester she will complete her undergraduate degree and head to medical school at VCOM-Auburn in the summer! We are so very proud of her and are eager to continue walking with her throughout the rest of her time at Auburn.

On behalf of the Baby Steps and I, we are so full of love and gratitude for you.

Warmest Regards,

Michelle Schultz

Michelle Schultz
Founder & Executive Director

Our Mission

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

Baby Steps Graduates

Ashley Greenwood, December 2021
Bachelors of Science in Agricultural Science

Brittany Grant, December 2021
Bachelors of Science in Aviation Management

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

Reagan Tetreault, May 2021
Bachelors of Science in Nursing

Madison Parker, May 2021
Bachelors of Art in Business Management
Minor in Human Resources.

Emily Brown, May 2021
Bachelors of Science in Organismal Biology

Kat Ewing, May 2020
Bachelors of Science in Psychology
Minor in Sociology

Anna Claire White, May 2020
Bachelors of Art in Graphic Design

Lauren Carter, May 2020
Bachelors of Science in Nursing

Rachel Nemecek, May 2020
Bachelors of Science in Building Science

Tasha Miles, May 2020
Masters of Arts in Community Planning

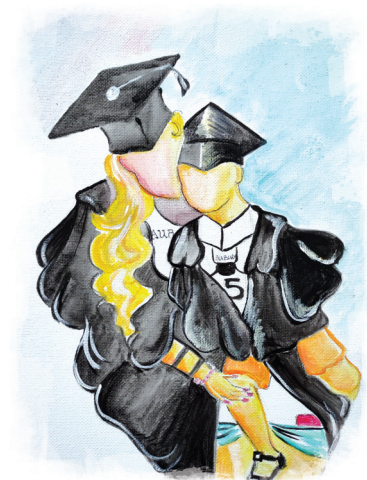
Kaitlyn Sheffield, May 2020
Bachelors of Science in Exercise Science

Amber Lee, December 2019
Bachelors of Arts in Apparel Merchandising

Teeja Miles, December 2019
Bachelors of Arts in Business Management

Charlton Jones, December 2018
Bachelors of Arts in Communication

Kaitlyn Taylor, May 2018
Bachelors of Science in Biomedical Science



2022 Annual Budget

BUDGET CATEGORIES

Total Projected Budget for 2022: \$341,343.25

1. // RESIDENT STUDENT-MOMS // \$164,518.23

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

- 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 known, loved, and not alone?
- Full-time Childcare & Live-in Support** because professional childcare for our Student-Moms is critical for them to be fully present in their roles as both Students and Mothers
- 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

| | |
|--|-------------|
| • Housing Expenses..... | \$69,222.21 |
| • Tiny Tiger Childcare..... | \$43,600 |
| • Groceries..... | \$5,500 |
| • Wellness/Counseling..... | \$7,832 |
| • Live-in Support (Full time) + Marketing Coordinator (Part-Time)..... | \$36,798.48 |
| • Advertising/Marketing | \$1,565.54 |

2. // SERVICES FOR ALL STUDENT-MOMS // \$3,791.89

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). Keep in mind, most of the resources we offer for this category are graciously gifted by our donors & students on campus. For example: Weekly meals, baby items for our boutique, and life coaching. The main fundraising efforts for this category primarily consist of...

- Gifts for Student-Moms & Tiny Tigers** because their milestones are worth celebrating
- Fathers 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

| | |
|--|------------|
| • Gifts for Student-Moms & Babies (Graduation & Birthday)..... | \$1,262.22 |
| • Events for Student-Moms..... | \$253.65 |
| • Fathers on Campus..... | \$1,025.51 |
| • Campus Organization..... | \$1,250.51 |

3. // OPERATIONS & BUSINESS ADMINISTRATION // \$104,646.13

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

- Executive Director & Director of Operations** because without their leadership and skills, Baby Steps would not be the thriving organization that is able to serve so many
- 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
- Conferences & Staff Care** because equipping and caring for our team members is vital in order to create a thriving culture within our organization

| | |
|---|-------------|
| • Executive Director (Full-Time) & Director of Operations (Full-Time) | \$78,316 |
| • Business Admin | \$10,834.78 |
| • Conferences & Staff Care | \$2,388.35 |
| • Staff Health Insurance | \$12,683 |
| • Staff Appreciation..... | \$424 |

4. // DEVELOPMENT & FUNDRAISING // \$68,387

This category mainly focuses on the continued development and growth of Baby Steps and primarily consists of...

- Director of Development & Expansion Coordinator** because our desire is to invite as many people as possible into this generation-altering work
- Donor Cultivation & Events** because our donors are the fuel of our mission, and we could not accomplish our work without them

| | |
|--|------------|
| • Director of Development (Full-Time) & Expansion Coordinator (Part-Time)..... | \$54,160 |
| • Donor Cultivation & Fundraising Events | \$8,500 |
| • Development Expenses..... | \$3,576 |
| • Donor Relations..... | \$2,150.53 |

CURRENT ASSETS

| | |
|--------------------------------------|--------------|
| Rental Security Deposits | \$3,050 |
| Current Balance in Bank | \$102,136.76 |
| As of 11/30/21 | |
| Investment for Permanent House | \$175,000 |
| TOTAL: | \$280,186.76 |

Baby Steps
2021
FISCAL YEAR IN REVIEW

74

MEALS PROVIDED BY VOLUNTEERS

36

Community Events FOR STUDENT-MOMS & Tiny Tigers

12,881

WEBSITE VISITS

48,169

reaches

112

Merchandise Items Sold

71

STUDENT MOMS IMPACTED

18

STUDENT-MOMS GRADUATED

Celebrated our 4th Anniversary

31

Counseling Sessions provided

DONATION Drives 3

\$908

RAISED by Campus Club

262

Donors Have Contributed

5,914

SOCIAL MEDIA FOLLOWERS

73

Tiny Tigers Served

LAUNCHED FATHERS ON CAMPUS Initiative

23

Coffee Shop Hops

26

Donators with baby items

97

Students in AU Campus Club

7

MOMS & Tiny Tigers Housed

2017-2021

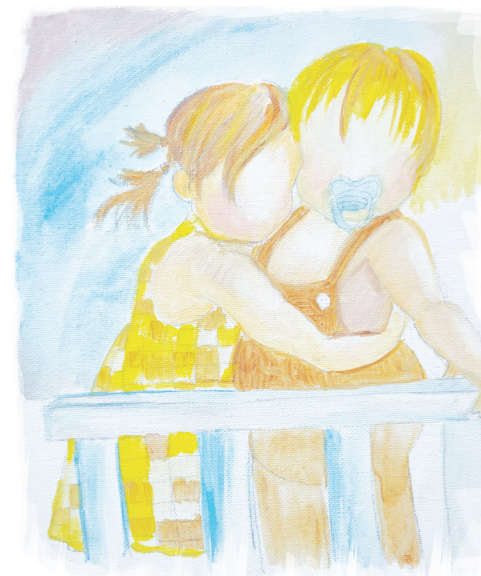
Thank You!

Top 2021 Donors

| | |
|-------------------------------|-----------------|
| David & Susie Pearson | Auburn, AL |
| Anonymous | Huntsville, AL |
| Lanier Family Foundation | Auburn, AL |
| Anonymous | Athens, AL |
| Terry & Kirsten Ingalls | Auburn, AL |
| Auburn Community Church | Auburn, AL |
| Ann & Joe Monley | Opelika, AL |
| Dan & Sheila Broughton | Auburn, AL |
| Michael DiChiara | Birmingham, AL |
| Dr. Andrew & Jenny Barraco | Birmingham, AL |
| Sam & Josie Harvey | Roswell, GA |
| Hank & Beatrice Cherry | Archer, FL |
| Matthew & Laura Rabren | Auburn, AL |
| Claire & Charlie Goldman | Waverly, AL |
| Kevern Family Foundation | Atlanta, GA |
| Nick Johnston | Madison, AL |
| St. Michael's Catholic Church | Auburn, AL |
| Joseph & Lindsey Griffey | Franklin, TN |
| Blue Marlin, LLC | Mobile, AL |
| Fernando Ospina | Keller, TX |
| Thomas & Lydia Miller | Franklin, TN |
| Dr. Jon & Julie Commander | Auburn, AL |
| Patrick & Carey Jansen | Decatur, GA |
| Aidan Augustin | Gainesville, FL |

Top 2021 Volunteers

Christina Francis
 Jan Moppert
 Judy Prior
 Lilly Royston
 Patti Joyner
 Shawn Roman
 Whitney Nichols



Baby Steps Ambassadors (Monthly Donors)

| | | | |
|---------------------------------|-------------------|--------------------------------|------------------|
| Evan & CC Cox..... | Mobile, AL | Bruce & Patty Abrahams..... | Auburn, AL |
| Carol & Paul Wiget..... | Birmingham, AL | Robert & Carolyn Norton..... | Auburn, AL |
| Jim Doyle..... | Auburn, AL | Louise Arnold..... | Montgomery, AL |
| Alex & Casey Piola..... | Birmingham, AL | Whitney Nichols..... | Auburn, AL |
| Celia Manning..... | Birmingham, AL | John & Janice Berardi..... | Opelika, AL |
| Frances & Andrew Pittman..... | Auburn, AL | Katherine Dunnigan..... | Washington, DC |
| Larry & Anne Hirschfeldt..... | Lillian, AL | Julia M..... | KY |
| Jared & Kelley & Rehm, PhD.... | Montgomery, AL | Allison & Justin Jenkins..... | Madison, AL |
| Hanson & Catherine Schultz.... | Birmingham, AL | Richmond & Catherine Gunter... | Auburn, AL |
| Zeke & Olivia Stear..... | Auburn, AL | Russ & Evan Taylor..... | Cecil, AL |
| Celest Hutchisson..... | Mobile, AL | Anne Marie & Justin Ducôté.... | Fort Bragg, NC |
| Dustin Pieper..... | Madison, AL | Dee Dee Schmidt..... | Avoca, IA |
| Sarah Talbot..... | Denver, CO | Trey & Betsy Hill..... | Nashville, TN |
| Matt & LB Thomason..... | Birmingham, AL | Nick & Mollie Such..... | Lexington, KY |
| Megan & Joe Ulrich..... | Alcoa, TN | Matthew & Betty Trushaw..... | Birmingham, AL |
| Dr. Brett & Natasha Rhodes..... | Roanoke, VA | Mary Tyler Arminio..... | Waverly, AL |
| David & Frankie West..... | Birmingham, AL | Chris & Cheryl Chamberlain.... | Franklin, TN |
| Suzanne & Andrew Boos..... | Huntsville, AL | Cecilia Wood..... | Birmingham, AL |
| Ronald & Dawn Duffie..... | Auburn, AL | Jim & Tracy Bullinger..... | Enterprise, AL |
| COL. David & Teresa Moore..... | Auburn, AL | Jacob Helf..... | Homewood, AL |
| Andy & Jill Carter..... | Auburn, AL | Rebekah Rogers..... | Jacksonville, FL |
| Betsy Lashley..... | Huntsville, AL | Matt & Carol Robbins..... | Birmingham, AL |
| Maggie Smith..... | Dallas, TX | Cara Shelby..... | Fairhope, AL |
| Anonymous..... | Prattville, AL | Devin & Binh Gant..... | Saint Louis, MO |
| James & Karly Dunnigan..... | Birmingham, AL | Amelie & Taylor Holland..... | Homewood, AL |
| John & Kalyne Pudner..... | Auburn, AL | Andrew & Claire Collins..... | Louisville, KY |
| Lee & Katie Templeton..... | Roswell, GA | Megan Thurmond..... | Auburn, AL |
| Josh & Ginger Hallmark..... | Opelika, AL | Alex & Olivia Davis..... | Auburn, AL |
| Mary Caillouet..... | Tuscaloosa, AL | Chad & Gina Bailey..... | Auburn, AL |
| Emily & Bryan Brown..... | Cumming, GA | Lauren Dunn..... | Waxhaw, NC |
| Laura Nelson..... | Dothan, AL | Dakota Clark..... | Rainsville, AL |
| Derek Welker..... | Saint Louis, MO | Ivan & Gina Piola..... | Birmingham, AL |
| Matthew & Claire Lollis..... | Daphne, AL | Shawn Roman..... | Auburn, AL |
| Lindy Perkins..... | Opelika, AL | Nicole Firing..... | Key Largo, FL |
| Dr. Mandy Reimer..... | Auburn, AL | Will Ebbert..... | Elko, NV |
| Katie Alford..... | Atlanta, GA | Caroline Richey..... | Auburn, AL |
| Chris & Susan Rosko..... | Birmingham, AL | Jennifer Motes..... | Huntsville, AL |
| Anonymous..... | Daphne, AL | Matt & Michelle Schultz..... | Auburn, AL |
| Lindsay Fay..... | Philadelphia, PA | Matt & Natalie Atkinson..... | Auburn, AL |
| Catherine Dawahare..... | Lexington, KY | Ruth Torbert..... | Opelika, AL |
| Todd & Sarah Schmidt..... | Fairhope, AL | Sarah Lewis..... | Auburn, AL |
| Emma McManus..... | Durham, NC | | |
| Ashlyn Dunn..... | Lakewood, CO | | |
| Jeff & Maria Lewis..... | Opelika, AL | | |
| Macy Becker..... | Norfolk, NE | | |
| Lauren Lagassie..... | West Hartford, CT | | |

Baby Steps Staff



Michelle Schultz
Founder & Executive Director



Kaitlyn Willing
Director of Operations



Sommer Ingram
Director of Development



Erin Wittwer
Full-time Live-in Support



Sarah Schmidt
Expansion Coordinator



Lydia Swanson
Marketing & Branding Coordinator



Sara Hilbun
Student Resident Assistant

Board of Directors

Dr. Kerri Hensarling, *Chair*

Dr. Rob Pate, *Assistant Chair*

Evan Taylor, *Secretary*



www.baby-steps.org



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