

2024 Impact Report: State of Motherhood





Our Vision

To build a future where pregnant and parenting individuals in underserved communities across the globe are connected to every available resource to help them and their children thrive.

Our Mission

To transform maternal health outcomes by providing comprehensive, wrap around services for individuals facing an unplanned pregnancy. VH focuses on the social factors that influence health, offering stable housing, education, transportation, and critical healthcare access to support a lifetime of independence and resilience.

Our Values

- Embrace motherhood.
- Lead with love.
- Provide non-judgmental support.
- Evolve to serve our clients.
- Empower the achievement of dreams.

Our History

Viola's House was formed in 2008 in Dallas as a Teen Maternity Home to provide temporary housing and support services to pregnant teenage mothers aged 18-24 who were either homeless, at risk of homelessness or were situated in an unsafe living arrangement. The Maternity Home, which has operated from a beautiful historic home nestled in the heart of South Dallas since the inception of Viola's House, can now accommodate up to seven mothers and their newborns. The facility is staffed around the clock with licensed counselors, case managers, mentors, and educators working collaboratively to ensure the growth and success of its residents.

Viola's House has evolved into the leading nonprofit provider of services and programs to address the social determinants of health—housing, nutrition, education, job training, transportation and access to health care—that are essential to produce positive outcomes for underserved, pregnant and parenting individuals.

The organization's primary programmatic goals are to help mothers establish self-sufficient and sustainable lives for themselves and their children. Viola's House provides a growing spectrum of resources to help clients develop essential skills in parenting, child development, family budgeting, and health and nutrition as the foundation to thrive in the communities where they live and are raising their families.



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A Note from Our CEO

As I reflect on 2024, my heart is filled with gratitude for the incredible impact we've made together at Viola's House. This past year has been one of profound growth, resilience, and transformation—not just for our organization, but for the courageous mothers and children we serve.



Because of your time, energy, and resources, Viola's House has strengthened its role as a Legacy Village Builder for sustainable motherhood. You are at the center of an active group of partners, advocates, and supporters helping every mother who walks through our doors survive and thrive in the community where she lives, works, and raises her children.

In the last year, we sharpened our focus on the social factors that influence health—housing, nutrition, education, job training, transportation, and access to healthcare—as a key pathway to better maternal outcomes for mothers in the Dallas and Brownsville areas.

We served more than 6,000 clients in 2024 with a growing spectrum of services designed to create better access to healthcare, close educational and financial gaps, and uplift mothers, families, and babies. We provided just over 7 million free diapers to ease the burden on families forced to choose between the most basic needs and offered more than 78,000 minutes of counseling to help clients find their footing and access much-needed social services.

We took a bold step forward to address the needs of a growing demographic seeking Viola's House services: pregnant mothers with multiple children. We piloted a model aimed at offering these mothers transitional housing and specific wraparound support to address their unique needs.

The success of the pilot has led us to revitalize a historic home on Park Row in South Dallas into the Purpose Palace. This expansion project represents more than just a roof over a mother's head; the Purpose Palace will be a place where quality childcare, security, and opportunity come together to give families a fresh start. Once completed, the space will serve as transitional housing for up to four families and will also serve as a base for delivering comprehensive support services, including childcare, education and job training, healthcare, transportation, and other social services.

This impact would not be possible without the strength of our community. We saw that strength firsthand at our Love Rules Our City Gala, where hundreds of supporters came together to amplify our mission. We felt it during Christmas at Fair Park, where 300 volunteers donated their time to turn a season of need into a season of joy for over 3,000 families who received coats, toys, diapers, and other essentials.

Each moment, each milestone, was a testament to the power of community and what is possible when love leads the way.

With each life we touch, we are coming closer to our goal of increasing our capacity to serve more pregnant and parenting individuals than ever before.

Looking ahead to 2025, we are leaning into our vision to ensure that mothers in underserved communities have access to every available resource they need to thrive. We are committed to completing the Purpose Palace facility and we are preparing to expand our services to other cities across the country, because the need is great, and our mission is unstoppable. Your support is what makes our work possible. With every hour volunteered and every dollar given, you are changing lives, restoring dignity, and investing in futures. As part of the Viola's House Village, you are furthering a legacy of love.

From the bottom of my heart, thank you for being part of this journey. Together, we are sowing seeds of hope and reaping a harvest of lasting change.

In gratitude and service,

Thana N. Hickman-Simmons
CEO



A Year of Love, Growth, and Unwavering Support

Viola's House turned compassion into measurable impact—expanding programs, increasing access to critical resources, and transforming the lives of mothers and babies in need. Behind every number is a story of resilience, hope, and the power of community.



6,598

The total number of unduplicated clients served in 2024.



5,202

The total number of women who access our programs and services in 2024.

105,612


Visits to our agency in 2024.



7+ Million

Just over 7 million diapers distributed in 2024.

400+ clients



Number of unique clients in parenting classes per day in 2024.

95.8%

Of our program participants come from communities of color.

25.2%

Of women in our program who are mothers 24 years old or younger.



400+ volunteers

Supporting our programs and events in 2024.

“



Las clases y el apoyo que nos dan son de gran ayuda. Sobre todo la interacción de los participantes, porque nos dan sugerencias, opiniones y experiencias que han tenido y también de ahí he aprendido mucho. Muchas gracias.”

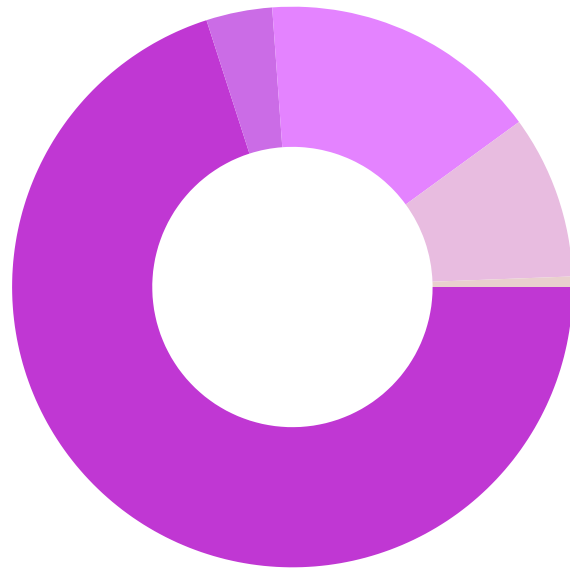
“The classes and the support they give us are very helpful. Especially the interaction of the participants, because they give us suggestions, opinions and experiences they have had; I have also learned a lot from that. Thanks a lot.”

- Norma Calderon, Learn While you Earn Program Participant

Finances

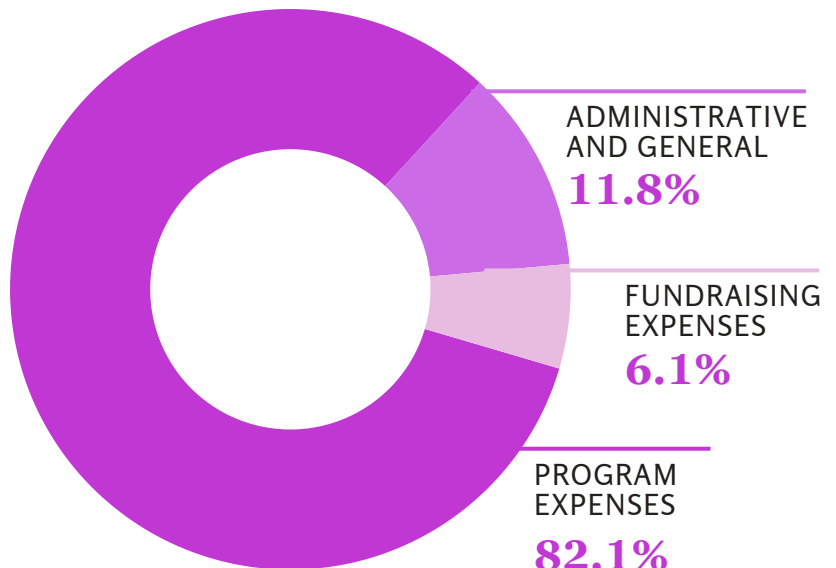
Viola's House prioritizes financial responsibility by maintaining a diverse portfolio of funding sources to promote program sustainability. We are especially excited by the increasing support from individual donors like yourself!

WHERE OUR FUNDING COMES FROM



- GOVERNMENT FUNDING - 69.9%
- INDIVIDUAL CONTRIBUTIONS - 3.8%
- IN-KIND DONATIONS - 16.1%
- CORPORATE & FOUNDATION GRANTS - 9.4%
- OTHER INCOME - 0.6%

OUR EXPENSES



82.1% of our funding goes directly into our programming

50,000+

Total number of employee hours invested in providing shelter, support, and resources—ensuring every mother and child receives the care they deserve.

OUR PROGRAMS

Programs That Change Lives: Housing, Hope, and Healthcare

Viola's House provides housing, education, healthcare, and essential baby supplies to empower mothers and families. In 2024, we expanded our impact with a new health clinic in partnership with HHM Health, strengthened our Earn While You Learn model, and ensured continued access to vital resources. Despite challenges, our community stepped up, helping us restock our Baby Benefit Boutique and continue serving families in need. Through every success, our mission remains the same: to provide housing, hope, and love to mothers facing unplanned pregnancies. Our programs are divided in three main focus areas:

- 1 Housing Programs: Safe Homes, Strong Futures.**
- 2 Supportive Services: Empowering Mothers.**
- 3 Healthcare: A New Clinic for South Dallas Mothers.**

Continue reading to see how each of our programs is transforming lives.



“

I lived at Viola's House Transitional House. I chose Viola's House because I did have an unplanned pregnancy and did not have anywhere to live. Since being at Viola's House of getting my ID and other important documents. They have provided a comfort zone for me and my baby. They have helped me and given me a second chance, Short period of time they have already showed me that there is really where love lives rest and reside.”

Jayla, Viola's House Volunteer Coordinator

SAFE HOMES, STRONG FUTURES

At Viola’s House, housing is more than shelter—it’s stability, security, and a foundation for the future. Unplanned pregnancies bring uncertainty, and without a safe place to stay, both mother and baby are at risk. Through our Teen Maternity Home and Transitional Housing Program, we provide not just a roof, but the support and guidance needed to build independence.

TEEN MATERNITY HOME: STABILITY FOR TEEN MOTHERS

For young mothers ages 18-24 facing homelessness, the path forward can feel uncertain. Our Teen Maternity Home provides more than just shelter—it offers stability, healing, and a foundation for a brighter future. With access to medical care, parenting classes, job training, and counseling, mothers receive the critical support they need to thrive. At the heart of this program is connection and transformation. Through dedicated counseling, they heal from past trauma, build confidence, and develop essential parenting skills. Surrounded by a nurturing community, these young women gain the tools to rewrite their stories and create a future filled with possibility.

TRANSITIONAL HOUSING: STABILITY FOR FAMILIES

For pregnant mothers with multiple children, it is a challenge to find a safe and stable home. The Mini Purpose Palace is our pilot program designed to bridge that gap—providing a secure three-bedroom home where mothers can prepare for independence while receiving the support they need. This initiative lays the groundwork for our future Purpose Palace residential home, which will feature four suite-style rooms, a community living space, a shared kitchen, and an on-site childcare center. As part of this program, 30% of each mother’s income is placed into a savings account every month, ensuring they have financial security when transitioning into independent living. The Mini Purpose Palace is more than housing—it’s a stepping stone toward long-term stability, empowering mothers to build a future where their children can thrive.

20+

TOTAL NUMBER OF
MOTHERS HOUSED IN 2024

20+

TOTAL NUMBER OF BABIES
HOUSED IN 2024



EMPOWERING MOTHERS THROUGH SUPPORTIVE SERVICES

Access to essential resources and education is a critical factor in the maternal social determinants of health—shaping the well-being of both mothers and their children. At Viola’s House, we are committed to breaking down barriers through our Parenting Classes, Baby Benefit Boutique, and Mobile Unit, ensuring life-changing resources are within reach for families in need. Recognizing the needs of working parents, in June 2024, we introduced evening classes to accommodate mothers and fathers balancing work and family responsibilities. By providing education, material support, and community connection at flexible times, we empower parents with the tools to build stability and create a secure future for their children.

PARENTING CLASSES

We equip mothers with infant care, child development, budgeting, and life skills through our Parenting Classes. Our Earn While You Learn model lets participants earn Baby Bucks for attending, which they redeem for essential baby items, combining education with tangible support.

BABY BENEFIT BOUTIQUE

Through the Baby Benefit Boutique, in 2024 over \$600,000 in baby bucks were used. This program ensures that no baby goes without essentials while empowering mothers to provide for their children.

THE MOBILE UNIT

Our Mobile Units, Ruby and Rose, are on the road five days a week, delivering free baby items, spreading awareness, and connecting families to vital resources. By bridging transportation gaps, we ensure underserved families receive essential supplies.



72,394+
TOTAL NUMBER OF VISITS TO THE
BABY BENEFIT BOUTIQUE IN 2024

414+
TOTAL NUMBER OF
INDIVIDUALS IN PARENTING
CLASSES PER DAY IN 2024

6,123
EVENING PARENTING CLASS
MINUTES. PROVIDED IN 2024

78,575
TOTAL NUMBER OF COUNSELING
MINUTES THIS YEAR

BRIDGING THE GAP: A NEW CLINIC FOR SOUTH DALLAS MOTHERS

One of our biggest milestones in 2024 was partnering with HHM Health to open a new healthcare clinic right next to our **Baby Benefit Boutique**. In South Dallas, where maternal healthcare is scarce, this clinic ensures prenatal, postnatal, and pediatric care is available to the families who need it most. Transportation, cost, and provider shortages create barriers for mothers to access essential care, by bringing OBGYN and pediatric services next door, we are removing obstacles and ensuring every mother and baby receives the healthcare they deserve.



THE POWER OF PARTNERSHIP

Our partnership with HHM Health strengthens our wraparound support, ensuring families get both essentials and medical care in one place. We are closing healthcare gaps in South Dallas, making it possible for more families to thrive.



COMPREHENSIVE CARE

With OBGYN services, two pediatric offices, and an immunization clinic, we offer critical healthcare for moms and babies. From prenatal checkups to vaccinations, families now have consistent, quality care right next door to our Baby Benefits Boutique, making access even easier.



STRENGTHENING OUR HOLISTIC APPROACH

At VH, we know that housing, education, and essential supplies alone aren't enough—access to quality healthcare is just as vital. By partnering with HHM Health, we ensure that our mothers have access to prenatal, postnatal, and pediatric care right next door.

COMMUNITY EVENTS

Bringing Our Community And Supporters Together

At Viola's House, we believe in the power of community. Our annual events bring families together, provide essential resources, and create lasting memories. From holiday celebrations to fundraising galas and community service initiatives, each event strengthens our mission of providing hope, support, and joy to the families we serve.

SOUTH DALLAS SERVES

South Dallas Serves is an initiative that allows volunteers, community members, and partners to come together in support of local families. Through service projects, resource distribution, and community engagement, we work to meet the needs of mothers and children in South Dallas. From food trucks to outreach efforts, this initiative strengthens the bonds between VH and the families we serve. Whether through hands-on volunteering or donations, every contribution makes a difference in creating a stronger, healthier community.



313

FAMILIES SERVED
AT SOUTH DALLAS
SERVES IN 2024



TURKEY GIVEAWAY

During the holiday season, Viola's House helped families get food for their families by providing turkey, pies, baby essentials, and Southpoint cards to shop and get fresh produce. This event served over 250 families in 2024.

250

TOTAL NUMBER OF
FAMILIES SERVED AT
TURKEY GIVEAWAY IN 2024.

3RD ANNUAL LOVE RULES OUR CITY GALA

A night of celebration, impact, and generosity—our 3rd Annual Love Rules Our City Gala was a major highlight of 2024. This special event brings together supporters, donors, and partners to celebrate the work of Viola’s House and raise funds to expand our impact. With an evening of inspiring stories, live entertainment, and community recognition, the gala is an opportunity to honor those making a difference while ensuring that our mission continues to grow.



CHRISTMAS AT FAIR PARK

Every holiday season, Christmas at Fair Park brings warmth, joy, and essential supplies to families in need. This annual event ensures that families can celebrate the season with dignity and joy, receiving items like diapers, wipes, socks, toys, and coats. Families visit multiple stations, each offering much-needed supplies and gifts. Children get to experience the magic of the holidays through arts and crafts, dancing, holiday treats, and special guests like Bluey and Bingo. The highlight? Meeting Santa and Mrs. Claus for a cherished holiday photo. This event leaves a lasting impact on children and families, making the holiday season brighter for those in need.

6,000+
TOTAL NUMBER INDIVIDUALS SERVED AT CHRISTMAS AT FAIRPARK 2024

300+
TOTAL NUMBER OF VOLUNTEERS WHO SUPPORTED OUR EVENT.



2025 VISION

Advancing Towards a Brighter Future

In 2025, Viola's House is poised to achieve significant milestones as we continue to expand our reach and enhance our services to better support mothers and families in need. Here are our key goals for the year ahead:

DALLAS, TEXAS

- Expand housing stock to increase capacity to serve more clients.
- Secure \$2M in funding to complete the renovation and inhabitation of Purpose Palace on Park Row and to launch a childcare program in partnership with the ChildCare Group (CCG).
- Leverage lessons learned from the pilot program of the Purpose Palace on Park Row to document a "from intake to transition" program roadmap to efficiently serve clients.
- Consolidate and expand local warehousing capacity to supply and optimize the space of the Baby Benefit Boutique.
- Acquire additional parking lot space to accommodate increases in monthly visits to the Baby Benefit Boutique.

BROWNSVILLE, TEXAS

- Increase the capacity of our Mobile Unit to serve up to 150 clients per day.
- Expand the capacity to deliver virtual Parenting and Life-skills education by 50% to serve 200 clients per month.
- Develop and execute a "land and expand" plan in the City of Brownsville to serve 1,000 clients per month.

66

Ser una mamá primeriza es difícil y ustedes han sido un sistema de apoyo para nosotros, no solo he aprendido más a través de los cursos educativos / informativos, sino que financieramente los regalos de pañales y toallitas al mes han sido muy beneficiosos. Realmente aprecio la ayuda y ustedes sirviendo a nuestra comunidad.

Being a first time mom can be difficult and you guys have been a support system for us not only have I've learned more through the educational/informational courses but financially the diaper and wipe giveaways a month have been very beneficial. I really appreciate the help and you guys serving our community.

Jayla, Viola's House Volunteer Coordinator



The Power of Partnership

At Viola's House, our ability to support mothers and babies is made possible by our generous donors, sponsors, and partners. Your contributions provide housing, parenting education, supplies, and healthcare access, ensuring no mother faces an unplanned pregnancy alone.

We are deeply grateful for all the donors, sponsors, and community partners who help sustain our programs. Their generosity ensures families receive essential supplies, medical care, and the support needed to build a stable future.

KEEP THE IMPACT GROWING: BECOME A PART OF THE VH VILLAGE FOR LOVE!

With just \$12 a week, or \$48 a month, you can be a driving force behind positive transformation in the lives of those who need it most. Your commitment as a member of the VH Village not only provides immediate relief but also fosters long-term resilience and empowerment within our community.

Together, we can create lasting change and ensure that every family receives the care and support they deserve. Join us today in making a meaningful impact and spreading love throughout our community.



The Theodore & Beulah Beasley Foundation

And a host of amazing individuals!!



Join the
Movement

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