



**2020-2021** **DAWNING**  
Family Services

# ANNUAL REPORT





# A LETTER FROM THE CEO

**Forty years is a long time.**

So much has changed in our country since 1981- culturally, financially, socially, and politically. But Dawning Family Services, formerly known as the Alpha House of Tampa, has been successfully serving vulnerable families facing homelessness throughout Greater Tampa Bay for that same period of time, **40 YEARS**.

Over the past four decades, we have changed our name, expanded our mission to more relevantly address family homelessness, added new programming, and moved to be more centrally located to the clients we serve. Moving forward, we are working on even more exciting plans for growth and sustainability for our agency.

**What has remained constant over nearly the past half century, is the resilience of the families we have the privilege of serving and the generosity of our donors, funders, and community supporters.** Today, our families face even greater challenges with rising housing costs and less affordable housing options. With continued support, we can prevent families from becoming homeless, and we can assist families currently experiencing homelessness quickly achieve housing stability. The simple act of having a home can change the trajectory of these families' lives for generations.

**Thank you for continuing to be a part of this vital effort and the positive difference we make in the lives of the families we serve.** Because of your generosity, we will be able to proudly sustain and continue to grow our programs, services and offerings, making a difference in the lives of families facing homelessness for the next 40 years and beyond.

With Deepest Gratitude,



*Mona Duffus*

**Mona Duffus**

CEO, Dawning Family Services







# OUR HISTORY

## 1981



Volunteers open a crisis pregnancy office. First residence opens with 7 beds on S. Empedrado. Offered shelter and support services to only pregnant women and women alone with small children — the "maternity home" model.

## 1987-1988



Acquired property on S. Tampania Avenue to build a 20+ bedroom maternity home.

The Grand Opening of maternity home was on December 15, 1988.

## 1994-1995



Agency name officially changed to Alpha House of Tampa, Inc.

Acquired two homes on S. Tampania Avenue to be renovated as transitional housing for women who did not have a safe place to go after the birth of their babies.

Alpha Village program opened at North Boulevard Homes to provide 18 apartments for transitional housing.

## 2005



Property at 205 S. Tampania Ave is acquired. Existing house is demolished to make way for the Village Green and other expansion plans. Acquiring this property completes the Alpha Village campus on South Tampania Ave.

The Rosalie Center opens its doors to homeless mothers.

Semi-Independent Living Program is opened for foster care teens that are trying to parent their babies.

## 2018



Alpha House becomes Dawning Family Services. Board of Directors approved a new mission to reflect the agency's desire to address the growing need to serve families beyond our historic core population of serving single homeless mothers.

## 2019



South Tampa property sold and DFS purchases and moves to the current Armenia campus.

## 2021



DFS launches the Family Homeless Prevention program to provide basic needs and essential supports in partnership with the School District and Children's Board.

Employment Program launches in partnership with United Way Suncoast.

New Family Welcome Center opens its doors to the community serving as a hub for families seeking services. This trauma aware designed center houses our case management teams, food pantry, client resource center and employment computer lab.



**Family Welcome Center**  
6718 N. Armenia Avenue  
Tampa, Florida

# PROGRAMS & SERVICES

## Emergency Bridge Housing

Families with minor children and pregnant women who are homeless are provided safe housing and support services. Each family works with their case manager to develop a plan to secure permanent housing. After families exit emergency bridge housing, case managers provide post services support to ensure stability and continued progress.



## Housing Services

Our Rapid Re-Housing (RRH) program focuses on providing short-term rental and utility assistance to families who are currently experiencing "literal homelessness."



## Employment Support Services

Our Employment Specialist assists families with job searches, improving soft skills, job placement and even provides one-on-one counseling and workshops in job readiness skills. The DFS team also partners with local employers to develop career pipelines for families.



## Family Homeless Prevention

This program assists families who are experiencing homelessness, or who are at risk of losing their housing. By providing solution-focused strength-based case management services to families in crisis, we prevent families from entering the homeless system.



**DAWNING**  
Family Services





## OUR MISSION

We create sustainable change in the lives of our community's most vulnerable families.



## OUR VISION

We believe that every member of the community deserves the tools to create and maintain self-sufficiency.



## OUR VALUES

### Acceptance:

Belonging to a community means supporting those who need it most, so our services are wide-reaching and available to all manner of family.

### Commitment:

A visit to our campus is temporary, our commitment to clients is for life. Motivated by seeing them achieve lasting change, we stay in touch as long as necessary.

### Partnership:

Community is at the center of everything that we do, so we partner with different agencies to provide the most effective services for our clients.







## 292 Women, Men, & Children

were provided emergency  
bridge housing this year.

## 96 Families

were provided rental and  
utility assistance through  
our Rapid Rehousing  
Program.



## 100% of Families

served through the Employment  
Services' department received job  
seeking skills and **53%** of families found  
and maintained employment through  
Employment Services.

## 52% of Families

served through our Prevention  
Program were stabilized in  
long term housing.



## With your help...

We can serve even more families.  
Through your donations and support,  
we can make a difference in the lives  
of families experiencing homelessness!







# 2020-2021 HIGHLIGHTS

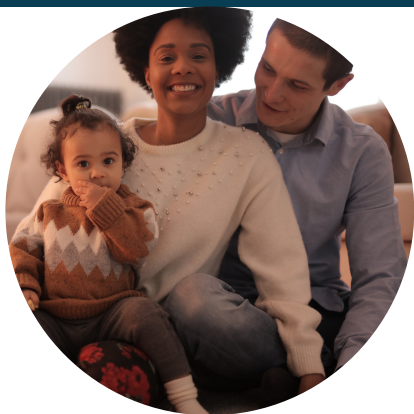


**January 2021**

## **Employment Services**

This program was created to help adult family members obtain and retain jobs and increase employability through new jobs.

**53% of families that received our employment services were placed in jobs!**



**April 2021**

## **Homeless Prevention**

A new homeless family prevention program in partnership with the School District and Children's Board to keep families from falling into homelessness in the first place.



**June 2021**

## **Completion of Family Welcome Center**

This new facility houses our case management teams, administration, client resource center and employment computer lab. A BIG Thank You to the Hillsborough County's Affordable Housing Services Department for the funding to make this a reality.



**July 2021**

## **Nonprofit of The Year Award**

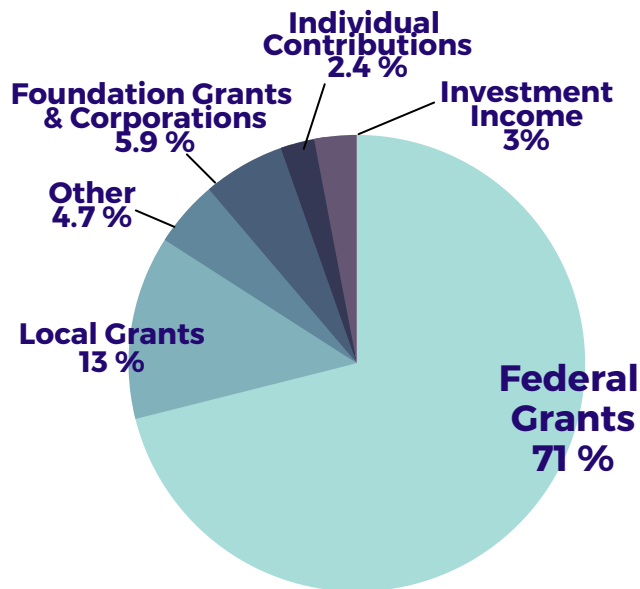
Dawning Family Services received the 2021 Tampa Bay Business Journal's One Tampa Nonprofit of the Year Award. This program is designed to spotlight the many non-profits and corporate sanctioned giving that stand out in our community.



# FINANCIAL SUMMARY

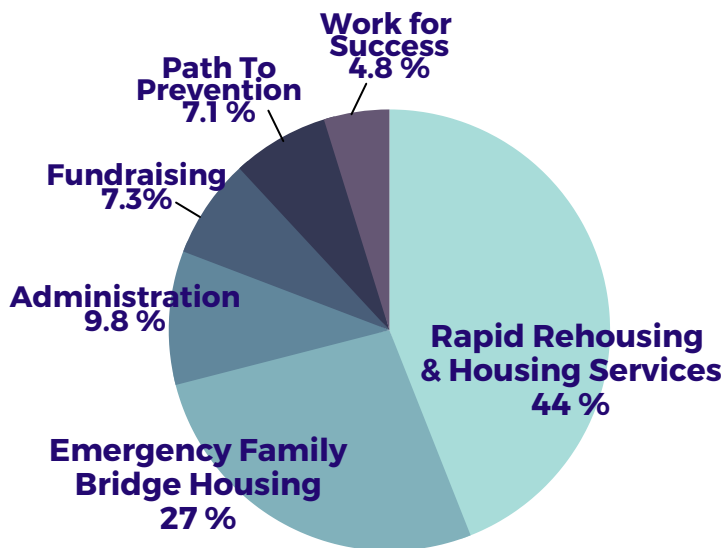
## REVENUE

Individual Contributions	\$ 90,632
Federal Grants	\$ 2,636,937
Local Grants	\$ 482,594
Foundation Grants & Corporations	\$ 215,281
Investment Income	\$ 107,751
Other Income	\$ 259,310
<b>TOTAL REVENUES</b>	<b>\$3,709,345</b>



## EXPENSES

Emergency Family Bridge Housing	\$575,016
Rapid Rehousing & Housing Services	\$ 942,156
Work for Success Employment Program	\$ 102,338
Path to Prevention Program	\$ 152,107
Administration	\$ 208,777
Fundraising	\$ 155,268
<b>TOTAL EXPENSES</b>	<b>\$2,135,662</b>



**Assets**  
\$5,111,125

**Liabilities**  
\$41,483

**Net Assets**  
\$5,069,642

\*Source 2021 990

**292**

people served in our  
emergency shelter

**428**

individuals received  
housing services

**80%**

of families left to permanent  
housing as defined by HUD



# OUR 2022 GOALS

1

## Increase Bridge Housing for Families

The demand for emergency bridge housing has risen over the past year. For those who enter emergency bridge housing, we provide a safe, welcoming environment that promotes and supports the hard work of obtaining permanent, stable housing. This approach does not have barriers to entry or mandatory participation requirements. Once the family is placed in safe, emergency housing, they are engaged in supportive services to assist them with problems affecting family well-being and to ensure that housing is retained.

2

## \$41 for 41 Initiative

March 2022 marked 41 years that Dawning Family Services, formerly the Alpha House of Tampa, has been providing emergency housing and other support services to families throughout Hillsborough. Dawning Family Services is seeking 41 new monthly donors committed to donating \$41 a month for 1 year (March 2022 to March 2023) to celebrate and continue supporting the growing needs for families facing homelessness,

3

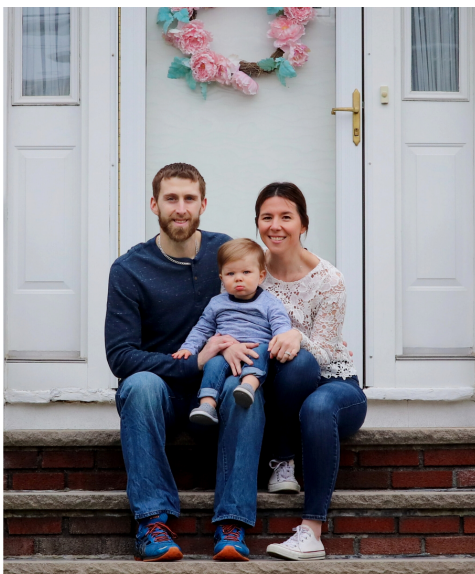
## Expand Employment Services

Build Additional job development for our clients. For many clients, full-time employment may be a primary goal. Our Employment Specialist creates a career and income plan with each adult family member to obtain employment and build career skills. They also establish job development pipelines with local employers.

**Make A Gift  
to Help Vulnerable  
Families & Help Us  
Meet Our Goals!**



**DawningFamilyServices.Org**





**DAWNING**  
Family Services

# ROCKSTARS



## **LaToya McCalla**

**Emergency Bridge Housing Manager,  
16 Years with DFS**

LaToya McCalla, Emergency Bridge Housing Manager for Dawning Family Services, has been with the agency for over 16 years. We celebrate her commitment to our agency. She does a wonderful job making sure our Bridge Housing is safe and ready for new families. LaToya handles everything from arranging thorough cleaning between residents, repairs and oversight of our facilities, and ensuring families have all they need for a fresh start.



## **Rick Waterhouse**

**1st recipient of DFS Champion of Hope Award**

Rick Waterhouse of Aquacasa Studios was awarded our first Champion of Hope Award in June of 2021 for his exemplary service in the renovation of the Family Welcome Center. The Family Welcome Center provides a one-stop for families seeking services inclusive of a food pantry, client resource room, and employment computer lab.

# 2020-2021 COMMUNITY PARTNERS

- The Children's Board of Hillsborough County
- City of Tampa
- Community Foundation of Tampa Bay
- Dorothy Thomas Foundation
- Ernst & Young
- European Wax Center, Lutz
- The Grace Jones Richardson Trust
- Hillsborough Board of County Commissioners
- Hillsborough County's Affordable Housing Department
- HCSO Charities
- Hobbs Foundation
- Italian-American Golf Association
- Kappa Phi Lambda Sorority (USF)
- Marsh McLennan Agency
- Old Navy
- One Source
- Publix
- Regions
- Rum Runners
- Shirley Bennett Foundation
- Spurlino Foundation
- St. Lawrence Catholic Church
- Tampa Hillsborough Homeless Initiative (THHI)
- TEGNA Foundation
- Truist Foundation
- United Way of Miami-Dade
- United Way Suncoast
- Wal-Mart Foundation
- The William Stamps Farish Fund
- The Winston-Salem Foundation



# THANK YOU TO OUR LEADERSHIP



**DAWNING**  
Family Services

## 2020-2021 BOARD OF DIRECTORS

### Executive Board

**Chair | Janet L Kumpu**

**Vice Chair | Janice Polo**

Executive Vice President and Chief  
Financial Officer, BayCare Health System

**Treasurer | Cliff Miller**

Senior Manager, Advisory Services,  
Ernst & Young LLP

**Secretary | Danielle Diaz**

Of Counsel, Greenberg Traug, P. A.

**Member at Large | Lindsay Grinstead**

Director of Marketing & Sponsorship,  
International Plaza

### Executive Leadership

**Mona Duffus, MBA, LCSW**

Chief Executive Officer

**Tammi Casagni**

Vice President of Programs  
and Operations

**Jamie Whitehurst**

Director of Development

### Board Members

**Kathy Barlow** | Senior Vice President, Marsh McLennan

**Carlos Brito** | Hillsborough County Sheriff's Office

**Katie Christopherson**

**Elizabeth Colón**

Client Executive, Mercer Health and Benefits

**Tina Dumar, CPA** | Chief Financial Officer, Peerfit

**Sondra J. Fogel, Ph.D**

Associate Professor, University of South Florida School  
of Social Work

**Robin Kraemer**

Senior Vice President of Human Resources, Cadence Rx

**Stephanie Krager**

Deputy Sheriff, Hillsborough County Sheriff's Office ,  
Homeless Initiative Team Coordinator | Crisis  
Intervention Team Coordinator

**Roger Kurz** | Owner, GP Partners, LLC.

**Megan Lawler**

Director, Transaction Management, Savills

**Debra Palmer**

**Christopher Wharton, CPA, CFE, CFF**

Executive Director, JP Morgan Chase

AND TO OUR GENEROUS COMMUNITY  
**THANK YOU**  
FOR YOUR CONTINUED SUPPORT OF OUR MISSION TO  
**END FAMILY HOMELESSNESS**



**Visit** [DawningFamilyServices.Org](https://DawningFamilyServices.Org) **to learn more!**



**DAWNING**  
Family Services

**Address:**  
**6718 N. Armenia Avenue**  
**Tampa, Florida**

**Phone:**  
**(813)**  
**875-2024**

Report Designed  
and Created by  
the team at  
**the Nonprofit**  
**SPOT**





# DAWNING

Family Services



**@DawningFamilyServices**

**To learn more, please visit**  
**DawningFamilyServices.Org**

