

IMPACT

family counseling

2025 ANNUAL REPORT IMPACT IN ACTION



USING CHRISTIAN PRINCIPLES TO BUILD STRONG FAMILIES, SUPPORT CHILDREN, AND EMPOWER INDIVIDUALS.



www.Impactal.org



@ImpactFamilyCounseling



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GENERAL INFORMATION

For over 30 years, IMPACT has provided accessible, affordable mental health services in Birmingham. As a United Way partner and member of the Alabama Network of Family Resource Centers (ANFRC), we strengthen families, protect children, and build healthier communities, removing barriers to care and offering compassionate, life-changing support to all who need it.

IMPACT Vision:

To be the preeminent provider of mental health counseling, serving children and families with care, dignity, and respect to build healthier communities.

WE ARE THANKFUL FOR OUR BOARD MEMBERS

Ms. Fonda Hitchcock, Chair

Mr. Patrick Thompson, Past Chair

Dr. Mieke Thomeer McBride,
Vice-Chair

Mr. Andrew Waits, Treasurer

Mr. John Thompson

Ms. Julie Knox

Ms. Kate Merriweather

Ms. Amy McMullen

Mr. George Casey, CEO



A WORD FROM OUR DIRECTOR

This year at IMPACT Family Counseling, we are grateful for God's guidance and the incredible support of our community. Our mission to strengthen families and restore hope continues to transform lives.

A highlight has been expanding our Schools Program into a new Vestavia building, giving more students and families access to the resources and counseling they need to thrive. In a safe, nurturing environment, we help young people grow emotionally, socially, and academically.

Thanks to our dedicated staff, volunteers, and generous supporters, every family we serve experiences care, encouragement, and faith-based guidance. Your prayers and contributions make this work possible and allow us to expand our reach.

Together, we are making a lasting difference—one heart at a time.

With gratitude and blessings,

GEORGE CASEY, LPC-S, NCC CE

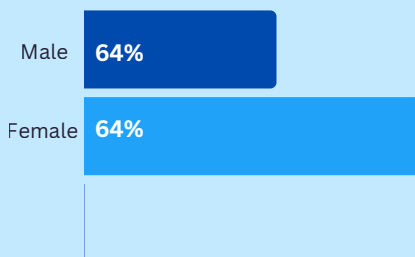
WHO WE SERVED IN 2025

IMPACT delivers comprehensive support to families and individuals through five core programs: Outpatient Counseling; PROVE (Parents Reaching Objectives through Vocational Education); Successful Schools; Family Reunification; and Safe Sleep Education Awareness. Through these services, IMPACT supported **2,664 individuals** in 2025, strengthening families, promoting stability, and improving outcomes across our community.

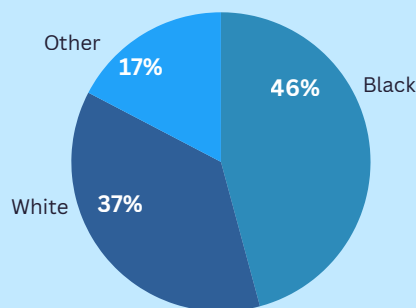


2,664 Clients Served

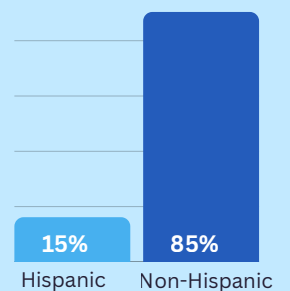
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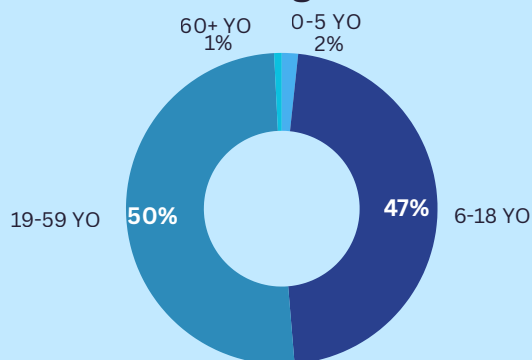
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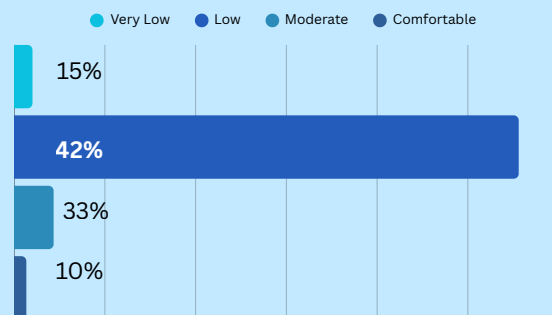
Ethnicity



Age



Socio-Economic Status

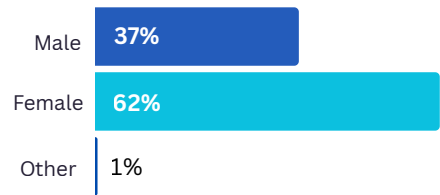


OUTPATIENT COUNSELING

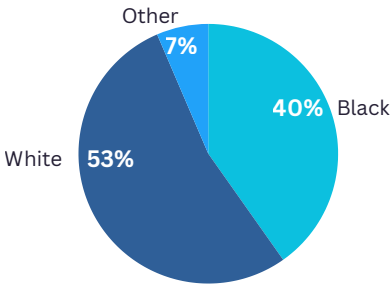
Outpatient Counseling offers private therapy services to the general public. We provide individual, couples, and group counseling with licensed therapists, available in-person or via telehealth. Our services address a wide range of challenges, including depression, anxiety, relationship conflicts, marital issues, and anger management. We accept various payment options, including insurance, Medicaid, and private pay. In 2025, **465** individuals were served.

Program Demographics

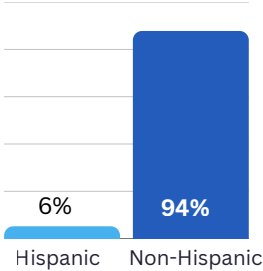
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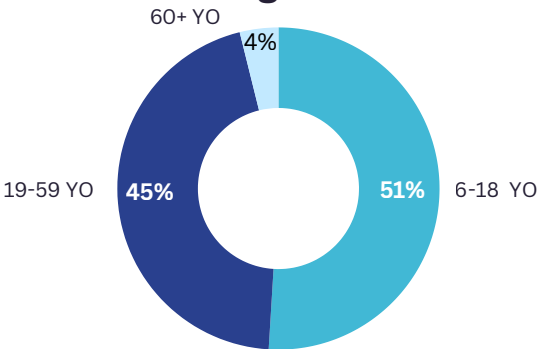
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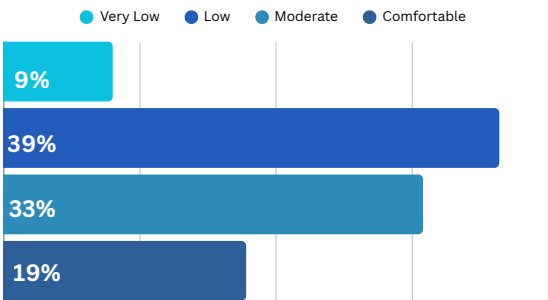
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Age



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OUTPATIENT COUNSELING PROGRAM OUTCOMES



Social & Relationship Skills

- 73% of clients demonstrated improvement in communication and social skills.
- 69% showed an increase in healthy interpersonal relationships.



Emotional Regulation & Coping

- 85% demonstrated improvement in healthy coping skills.
- 59% demonstrated improved anger management skills.



Cognitive & Decision-Making Skills

- 68% demonstrated improved decision-making skills.
- 71% showed increased rational thinking and judgment.



Self-Perception & Motivation

- 77% demonstrated increased positive self-esteem and confidence.
- 68% demonstrated increased motivation to address presenting issues and counseling goals.



Mental Health Symptom Reduction

- 64% experienced a decrease in depressive symptoms.
- 71% experienced a decrease in anxiety-related symptoms.
- 70% experienced a decrease in trauma-related symptoms.



Safety-Related Outcomes

- 19% of clients presenting with suicidal ideation demonstrated a reduction in suicidal thoughts and behaviors. *

*Outcome reflects clients who presented with suicidal ideation at intake and demonstrated a reduction in suicidal thoughts and behaviors during the course of treatment. Percentages of clients demonstrating improvement outcomes are based on Pre/Post Assessment data, clinical observation, and client self-report.

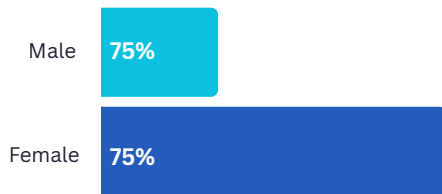


PARENTS REACHING OPPORTUNITIES thru VOCATIONAL EDUCATION

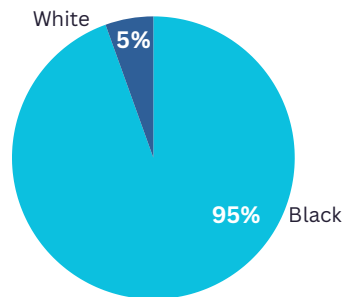
PROVE offers parents of minor children a 12-month program designed to teach life and workplace skills to help move families off subsidies and into meaningful employment. In addition to earning industry-recognized credentials, parents participate in workshops on parenting, healthy relationships, anger control training, and financial stability. In 2025, **91** individuals were served.

Program Demographics

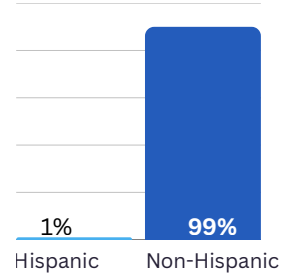
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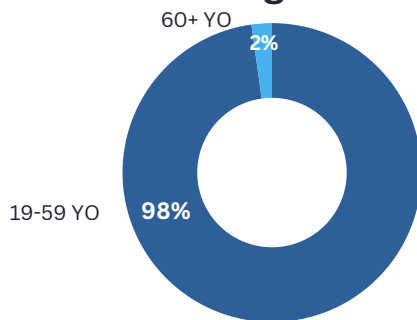
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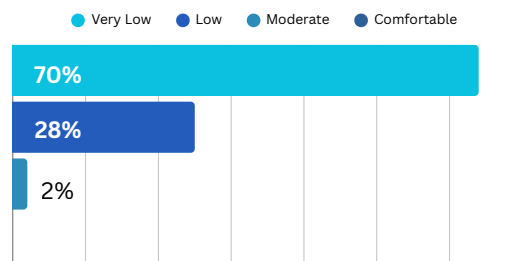
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PROVE PROGRAM OUTCOMES



Healthy Relationships and Communication

- ◆ 94% improved conflict management skills
- ◆ 94% increased awareness of unhealthy communication patterns
- ◆ 88% strengthened communication in relationships
- ◆ 94% increased understanding of unhealthy relationship characteristics
- ◆ 88% practiced new skills to maintain healthy relationships



Parenting and Family Stability

- ◆ 88% increased knowledge of positive parenting skills
- ◆ 63% increased commitment to spending quality time with their child
- ◆ 69% increased commitment to paying child support



Emotional Well-Being

- ◆ 88% increased awareness of personal stressors
- ◆ 94% improved ability to cope with stress



Financial Stability and Resources

- ◆ 88% improved understanding of financial needs versus wants
- ◆ 75% increased commitment to stable employment
- ◆ 88% increased awareness of community resources

Participants achieved measurable gains in education, workforce readiness, and employment, reflecting increased skills, stability, and progress toward long-term self-sufficiency.

- ◆ 64 participants completed Parenting, Healthy Relationships, and Anger Control training classes
- ◆ 55 participants completed Adult Career Essentials and Mobilizing Alabama Pathways (ACE/MAPS)
- ◆ 11 participants participated in GED preparation
- ◆ 7 participants earned a GED or High School Diploma
- ◆ 21 participants enrolled in post-secondary education
- ◆ 14 participants earned a career certification
- ◆ 50 participants were employed upon program exit
- ◆ \$10,626.80 average salary increase from program entry to exit



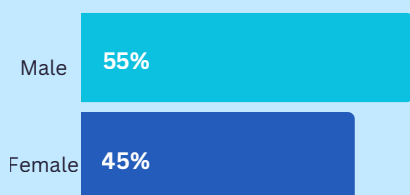


SUCCESSFUL SCHOOLS

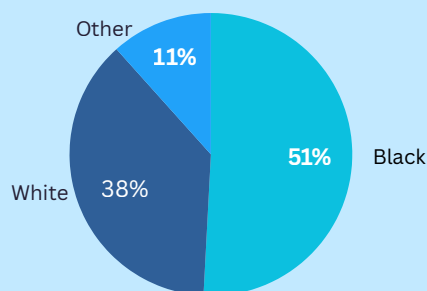
The Successful Schools Program places licensed counselors and behavioral specialists in partner schools to support students' emotional and behavioral needs through individual and group interventions. For students with more intensive needs, IMPACT offers a specialized Day Treatment School, providing a structured, therapeutic environment designed to promote social, emotional, and academic growth. In 2025, **1,194** individuals were served.

Program Demographics

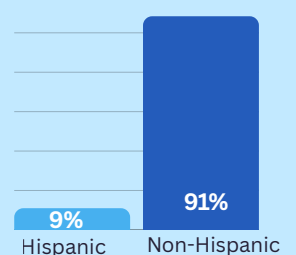
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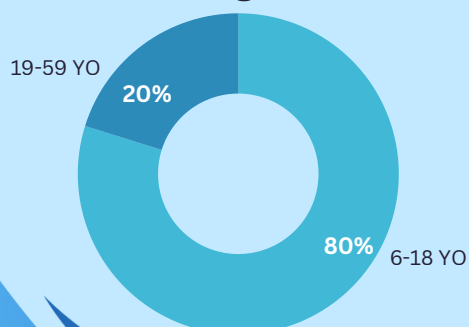
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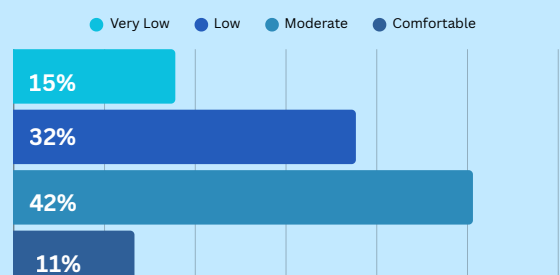
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SUCCESSFUL SCHOOLS OUTCOMES



Middle & High School Students

Emotional Awareness & Regulation

- ◆ 81% can accurately identify their own emotions
- ◆ 76% are more likely to identify and use positive coping skills
- ◆ 72% know how to use positive anger management and conflict resolution techniques

Social & Communication Skills

- ◆ 79% understand positive communication skills and how to use them

Decision-Making & Self-Control

- ◆ 78% are better at making decisions efficiently
- ◆ 76% are better able to keep behavior within acceptable limits and avoid getting into trouble

Self-Esteem and Support

- ◆ 77% can identify their positive qualities and report an increase in self-esteem
- ◆ 90% know where and how to get help from a trusted adult when needed



Elementary Students

Emotional Regulation

- ◆ 76% have better control when feeling angry
- ◆ 86% can identify their big feelings and emotions
- ◆ 88% can identify and use positive coping strategies
- ◆ 91% more easily recognize positive things about themselves

Decision-Making & Responsibility

- ◆ 76% are better at making decisions and choosing between right and wrong
- ◆ 74% find it easier to accept feedback, consequences, and guidance from adults

Social Skills & Peer Relationships

- ◆ 78% find it easier to get along with others
- ◆ 74% have a better understanding of how to make and keep friends

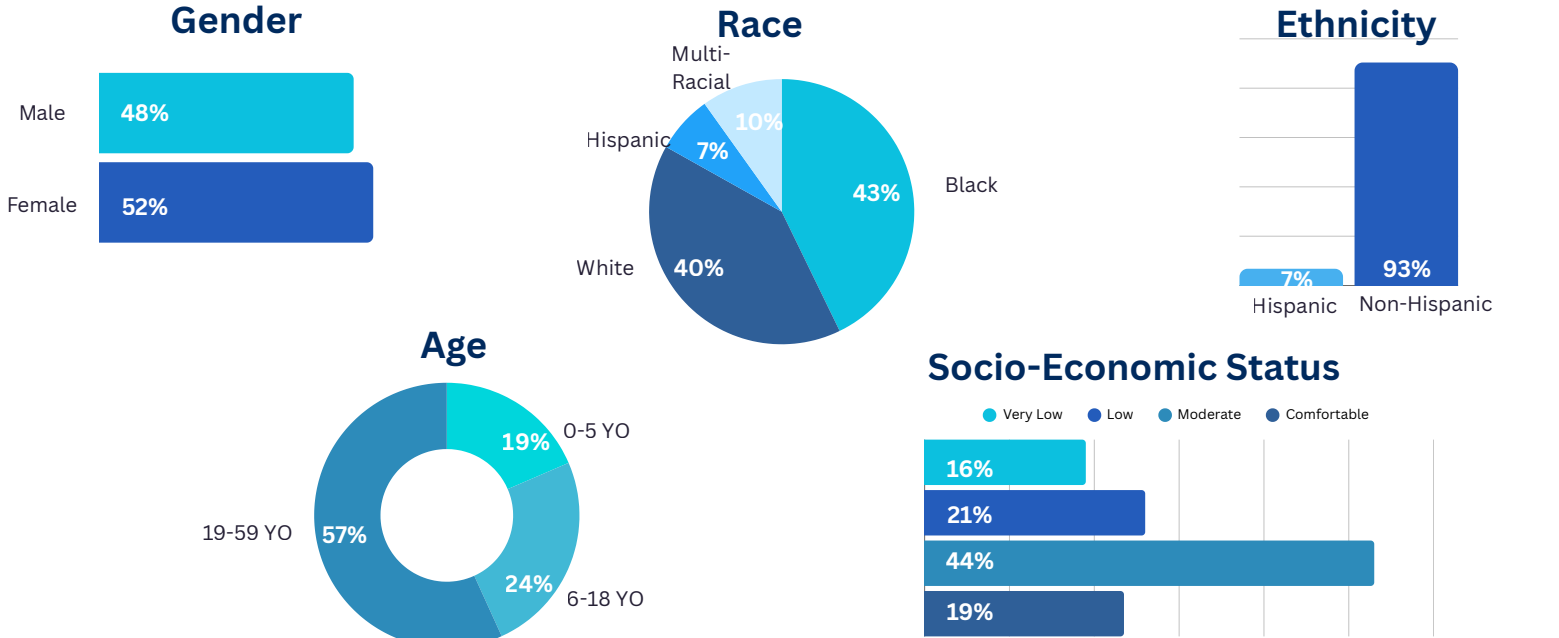


FAMILY REUNIFICATION PROGRAM



IMPACT provides supervised visitation and safe exchange services for families navigating custody disputes or court-ordered out-of-home placements. Our secure visitation center offers private, child-friendly spaces for both individual and multi-child families, along with 1-on-1 coaching from trained Supervised Visitation Coaches to support healthy parent-child interactions and strengthen family connections. In 2025, **243** individuals were served.

Program Demographics



FAMILY REUNIFICATION PROGRAM OUTCOMES

Parent Outcomes at a Glance:

Strengthening Skills:

- ◆ 94% improved stress-management skills
- ◆ 95% improved anger-management skills



Promoting Safe Parenting:

- ◆ 97% can now recognize harmful or unsafe parenting behaviors
- ◆ 94% increased their knowledge of different forms of child abuse

Supporting Child Well-Being:

- ◆ 95% committed to providing appropriate medical care for their children

Building Support Networks:

- ◆ 97% sought informal support more often (friends, family, trusted connections)

Connecting to Community Resources:

- ◆ 100% used community resources more frequently



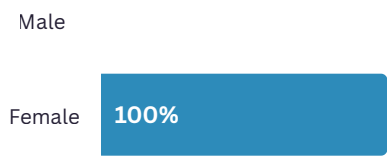


SAFE SLEEP EDUCATION AWARENESS

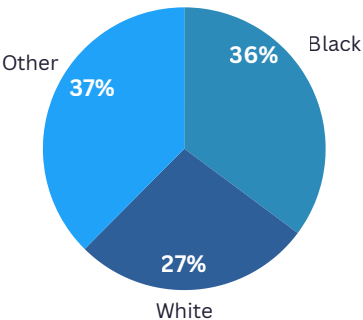
The Safe Sleep Education Awareness program promotes infant safety by training parents and caregivers on safe sleep practices, shaken baby prevention, and SIDS awareness. Families in need receive Pack 'n Plays and car seats to ensure every baby has a safe and secure start. In 2025, 671 individuals were served.

Program Demographics

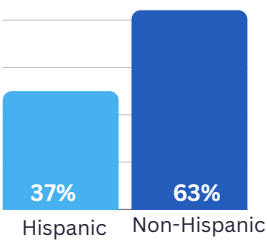
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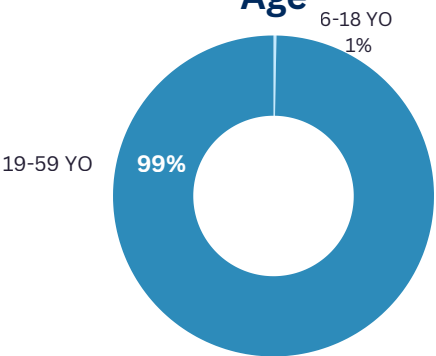
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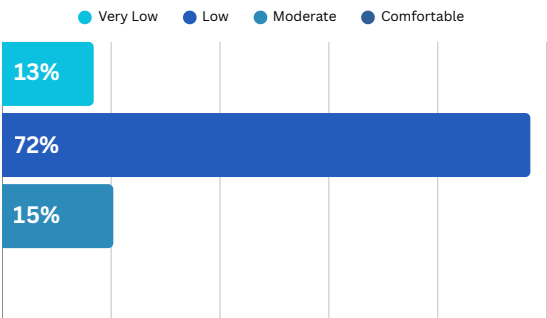
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SAFE SLEEP EDUCATION AWARENESS PROGRAM

IMPACT distributed **671 Pack 'n Plays**, ensuring infants had access to a safe and secure sleep environment and helping reduce the risk of sleep-related infant injuries and deaths.



Through our infant safety efforts, IMPACT distributed **64 car seats** to families in need, promoting safe transportation and protecting our youngest children.

As part of our family support efforts, IMPACT distributed **30 strollers** to help ensure safe transportation for young children.



2025 FINANCIAL REPORT

Total Income

\$ 5,079,775

Total Expenses

\$ 4,702,581

Change in Net Assets
without Restrictions

\$ 377,194

Operating Revenue

Contractual Services fees	\$ 3,931,088
Government Grants	\$ 623,231
Outpatient Program Fees	\$ 223,335
Rental Income	\$ 99,391
United Way Support	\$ 98,604
Contributions	\$ 3,000
Interest and Other Income	\$ 20,638
Foundations and private Grants	\$ 80,588
Total Operating Revenues	\$ 5,079,775

Operating Expenses

Program Services	\$ 4,521,081
Support Services	\$ 41,520
Rental Activities	\$ 139,980
Total Operating Expenses	\$ 4,702,581

IMPACTING BIRMINGHAM ONE FAMILY AT A TIME!



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