



## Yesterday's Gone 2024 Annual Report

### Our Mission

Yesterday's Gone exists to bring hope and healing to women and children who are escaping abuse and trauma. Through safe housing, personalized support, and life-changing resources, we walk alongside survivors as they build new lives filled with Strength and Dignity.

### Organization and Background

Yesterday's Gone is a 501(c)(3) non-profit corporation formed in 2022 by a group of caring and committed citizens with a vision to provide housing, education, coaching, counseling, and other resources to women who have been battered, abused, or had other traumatic or destabilizing experiences, or who were previously in the foster system, along with any dependent children of such women. The program is designed to support women who have been abused or suffered trauma by offering transitional housing while they heal and prepare to live independently. Life coach services are provided to help guests navigate local resources and to provide encouragement along the journey. The program includes access to the Yesterday's Gone Healing Curriculum and setting achievable goals to guide women toward independence and self-sustainability. A volunteer board of directors composed of business and community leaders governs the organization.

### 2024 Impact Highlights

- **6 women, 8 children, and 4 dogs** found safety and stability on our property.
- **50 women** were on the waitlist throughout the year; **28 women** remain on the waitlist as of 1/3/25.
- **585 hours** of one-on-one life coaching for women in the program.
- **220 hours** of case management for women outside the organization.
- **42 counselor hours** provided in 2024 by a new on-site counselor who meets with women *and their children*.
- **24 support group hours** coordinated on and off-site.
- **40 life skills hours** offered on-site.
- **24 hours of children's programming** provided on-site.
- **143 women** outside of Yesterday's Gone received resources or were connected to safe housing.
- **Success Stories:** Two baptisms, two new businesses started, three women working full-time, kids discovering new interests, and joyful holiday celebrations.

## Staffing

- We started with our Executive Director and Founder, and Life Coach in 2023.
  - In 2024, we added our Director of Community Engagement and one Counselor.

## 2024 By the Numbers

### Impact Metrics

- **6 women, 6 children, and 5 dogs** found safety and stability on our property.
- We currently have over 50 women in our waiting pool, indicating an urgent need for expansion.
- **585 hours** of one-on-one life coaching provided to women in the program.
- **220 hours** of case management for women outside our organization.
- **143 women** outside of Yesterday's Gone received resources or were connected to safe housing.
- We have **55** active volunteers.
  - Recorded over 2,000 hours.

### Financial Overview

#### Total Donations in 2024:

- \$259,992.43 in unrestricted donations
  - *\$159,010 generously given by our founder*
- \$44,575.13 in restricted donations (trailers + installation)
- \$6,321 from Amplify Austin (\$4,181 + \$2,140 match)
- \$37,809 in donations + \$22,500 in matching funds from our *Blessed to be a Blessing* campaign
  - **Average donation:** \$714.36

#### Audited Statement of Activities (2024)

- **Total contributions & grants:** \$319,568
- **In-kind contributions:** \$33,404 (equipment & vehicles donated)
- **Total revenue & support:** \$352,972
- **Total expenses:** \$252,397
  - Program services: \$195,324
  - Management & general: \$29,837

- Fundraising: \$27,236
- **Change in net assets:** +\$100,575
- **Net assets, end of year:** \$150,481 (includes \$15,000 restricted for transportation in 2025)

## Statement of Financial Position (as of 12/31/2024)

- **Total assets:** \$159,138
- **Total liabilities:** \$8,657
- **Net assets:** \$150,481
  - Without restrictions: \$135,481
  - With restrictions: \$15,000

## Property & Facilities Updates

- Purchased **2 shelter trailers** (\$68,533).
- Received **3 donated vehicles** (valued at \$23,115) and equipment (\$10,289).
- Leased land and 3 shelter homes for **\$1 annually** (in-kind discount).

## Donors, Grants, & Sponsors

### Campaigns & Fundraising

- *Blessed to be a Blessing* Digital Campaign(10/15–11/30): Successfully raised **\$41,460**.
- **Business, church, and group sponsors:** BNI donations and connections, NIA pickleball family event, 8 church groups sponsoring women.
- **Networking:** Attended 4 chambers, BNI, NIA, and other networking groups.
- **Community Relations:** Healing workbook distributed to victim services and nonprofits.

### Grant Updates

- **Awarded:**
  - \$114,000 The Church of Jesus Christ of Latter-day Saints
  - \$25,000 Georgetown Health Foundation Grant
  - \$20,000 Community Development Block Grant
  - \$15,000 Lola Wright Grant
  - \$11,500 Future Fund
  - \$7,000 City of Cedar Park Grant
  - \$3,000 Rotary Club of Georgetown
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- **Pending:** JP Morgan, Alice Kleiberg Reynolds, Dougherty, Montandon, PEC, Lowe Foundation, Texas Methodist.
- **Denied:** Seeds of Strength and Anna Olson Anton (audit/time in operation required).

## Marketing & Outreach

- **Social Media:** 1 boosted post per week for success stories or inspiration. 3-4 non-boosted posts.
- **Press Coverage:** Featured in Georgetown View, Liberty Hill Digest, Community Impact, The Liberty Hill Independent, Williamson County Sun, and Cedar Park City Lifestyle Magazine (November cover story).
- **Email:** Monthly newsletters to all donors, potential donors, and community partners.
- **Events:** Annual event scheduled on May 03, 2025.
  - Event Sponsors:
    - Edward Jones, Texas Two-Step Gaming, Sue Wiseman, Brent Allen State Farm, Brown Fortunato, Classic Bank, DFox Law, Goodwin & Company, HEB, Milestone Builders, Republic Print & Mail, Security State Bank & Trust, Thaler Law, Toyota of Cedar Park, Ally Medical Emergency Room, Stephanie's Accounting, Cedar Park Nissan, Perky Beans, Transformation Irrigation, South Star Bank, Paul's Lawn & Landscaping, EverStellar, GC Group, GTX Awards, The Vineyard at Florence, and Meridell Achievement Center.

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## Looking Ahead to 2025

- Expand housing to serve women and families on the waitlist.
- Increase partnerships to sustain long-term support.
- Launch additional trauma recovery and skill-building programs.
- Ensure sustainable financial growth to secure housing and services for the future.

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## Thank You!

Every dollar, every volunteer hour, every gift — it all translates into transformed lives. Yesterday's Gone would not exist without the generosity of our community, donors, and volunteers. Together, we are building a future where yesterday's pain becomes tomorrow's healing.