



Heart for Winter Haven | Season In Review | Winter 2025



The Beatty Beat

BRAD BEATTY, EXECUTIVE DIRECTOR

This past year was filled with incredible work by our staff and volunteers! You will find that the reports on some of our outcomes in this newsletter bear testament to that work. In addition, we added six units of housing last year (a 3 bedroom/2 bath house and **five** 1 bedroom/1 bath apartments). All this is our part of the effort to eliminate the experience of child homelessness in Winter Haven.

We are building a system of care that will strengthen families through employability, financial savvy, access to attainable housing, and most importantly, community support!

This year (2025) we want to invite you to engage with us in undergirding and strengthening families experiencing homelessness. We are asking that you help make this **"the Year of the Volunteer"** at Heart for Winter Haven! Community is where we experience and practice our faith, and it is what makes our programs "transformative" and not just "informative". We are preparing a place at the table for you to join "us" at our class offerings at H4WH. We also look forward to expanding our classes outside of our offices and back into local churches and neighborhoods, where our participants live.

Come join us as we pray, share, learn, serve and give our offerings to God, a sweet aroma that fills the air the way orange blossoms once did! ❤️



Empowering Lives and Building Stability

**BEE GALLISON,
DIRECTOR OF CARE**

As the year rolls in, we reflect on our impact together in 2024. At Heart for Winter Haven, our mission to assist families in achieving stability and sustainability has been at the forefront of every effort.

As we step into 2025, we remain committed to tackling systemic barriers and expanding our impact. Together, with your continued support, we will empower even more families to build sustainable futures.



CARE MANAGEMENT

Our team of care managers conducted 858 case management sessions in 2024!

These personalized sessions allow us to walk alongside individuals and families, identify barriers, set goals, and create pathways to stability.

Housing Success

- **Households Housed:** We celebrated the transition of **25 families into safe, stable housing** through our rehousing programs.
- **Eviction Prevention:** Through our proactive support, we helped **33 households remain in their homes**, avoiding the trauma of displacement.

Understanding the Needs

Our clients face significant barriers to stability. Throughout the year, the following challenges emerged most frequently:

- **Livable Wages:** Many families struggled with incomes far below what's needed for financial independence. The median monthly gross income of our clients was just **\$2,700**, underscoring the critical need for economic empowerment.
- **Housing Costs:** Fair Market Rent (FMR) for Winter Haven/Lakeland in 2024 presented significant challenges for low-income households. Monthly rents ranged from **\$1,006 for an efficiency unit to \$2,121 for a four-bedroom unit**, highlighting the difficulty of accessing affordable housing.
- **Transportation:** Limited access to reliable transportation created hurdles for employment and accessing essential services.
- **Childcare:** The lack of affordable childcare options made it difficult for parents to secure or maintain jobs.

CENTER FOR WELL-BEING

KIMBERLY SMILEY, DIRECTOR, THE CENTER FOR WELL-BEING

As The Center for Well-Being closes out a year of providing mental health services to our community, we reflect on the many lives touched and the progress made in fostering healing, support, and resilience. Throughout 2024, our team had the privilege of walking alongside individuals and families through their mental health journeys, offering a safe space for healing and growth. We've seen firsthand the strength of those seeking help, and we've been humbled by the trust placed in us to support their emotional and psychological well-being.

May 2025 bring new hope, renewed purpose, and continued healing for all those we serve, as we place our trust in God's unwavering guidance and love.

1168 counseling sessions provided

259 clients served

14 mental health classes/workshops

5 Mental Health First Aid (MHFA) trainings

WorkerSpring

253

job seekers
enrolled

207

local job opportunities
posted

58

business partners
engaged

Faith & Finances

12

families met match savings goals, each saving over
\$600 for emergencies (up from \$0 before the program)

33

participants graduated

Jobs for Life

3

graduates moved into more meaningful & better-paying
employment

10

participants graduated



ELEVATE: A Hub for Transformation & Growth

TABITHA KEITH, DIRECTOR OF PROGRAMS

The Elevate Center has exceeded all expectations in 2024. Completed a year ahead of schedule, this vibrant space has already become a beacon of activity and community engagement.

A Buzzing Hub of Activity

Since its completion, Elevate has been buzzing with action, hosting a variety of programs, classes, and events that bring people together and foster growth. As we look ahead to 2025, the calendar is already filling up with exciting opportunities for learning and connection.

Ambitious Goals for 2025

Both the Center for Well-Being and our Programs Department have set lofty goals for Elevate in the coming year:

- **Graduating 40 participants** each from the Jobs for Life and Faith & Finances programs.
- Hosting **personal development and mental health workshops** every month, which will be open to the public.
- Creating a space where transformation meets community through events, partnerships, and resources that empower individuals and families.

Looking Ahead

Elevate is more than just a building; it's a symbol of hope and progress, and is poised to make an even greater impact in the lives of those we serve. With its early completion and incredible momentum, we are confident that 2025 will be a year of significant impact.

Thank you for your continued support as we grow together and create lasting change in our community.



Heart for Winter Haven

10TH ANNUAL GOLF TOURNAMENT

MAY 5, 2025

REGISTRATION OPENS FEB 10TH!



MORE INFORMATION AT
HEART4WH.ORG/GOLF

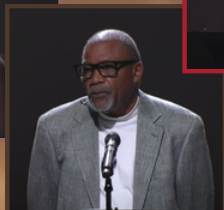
Discovering ALICE

**JENNIFER COWAN, CHAMPION
RELATIONSHIPS SPECIALIST**

In November, our dear friends at Heartland Church hosted the 7th annual AS ONE! Vision Banquet, where a packed room of almost 400 people spent an evening with ALICE. This term, coined by the United Way, is an acronym used to represent a large number of individuals and families in our community: Asset-Limited, Income-Constrained Employed. ALICE may be your neighbor, coworker, friend, or side-by-side volunteer at a local nonprofit! At the banquet, we heard stories from individuals who have served with ALICE, or who have been her, or who still are, at this point in their journeys.

Thank you to all who participated in this life-changing evening, and who have come alongside H4WH in support of our mission to engage these incredible lives!

We are still a bit short of our fundraising goal for this event. If you would like to partner financially with us, please visit heart4wh.org/donate today! ❤️



Ways To Help

- **PRAY!** For those we serve, our volunteers, staff, community businesses, city leaders, etc.
- **GIVE:** To make a **donation**, please visit www.heart4wh.org/donate.
- **SERVE:** We are seeking volunteers to serve in various areas of ministry. Please mail info@heart4wh.org for information.
- **SPONSOR:** Sponsorships are now available for the golf tournament. Please email events@heart4wh.org.

"GIVE HOPE, GIVE A FUTURE"

Hearts in Bloom: Micro-Event

BRAD BEATTY, EXECUTIVE DIRECTOR

Heart for Winter Haven is celebrating our tenth anniversary with a spring "micro-event": Hearts in Bloom. This event will be held March 27th at Venue 650. The themed evening will include appetizers, refreshments, a live band and live auction.

Our Board of Directors will be inviting guests to join in helping to grow our efforts at helping to provide stable homes for homeless families in Winter Haven.

If you are interested in helping sponsor this event, please contact Brad@heart4wh.org. Help us celebrate generosity on our community and have fun for a great cause! ❤️

