



# Annual Report

2018



The Magdalen House  
A RECOVERY COMMUNITY FOR WOMEN



**T**hank you for making 2018 a record-breaking year for our agency. What a privilege it has been to serve more alcoholic women and their families than ever before in our history – and yet there is much work to be done.

At The Magdalen House, we believe that every woman, regardless of her resources or circumstances, deserves and has the right to receive treatment and recover from alcoholism. The women who come to us are in a fight for their life. We aim to walk alongside each woman and show her she is not alone. And because of our mission, this year we witnessed a 41% increase in admissions to our Social Detox Program.

In 2018, we had 730 donors generously help us provide free services to the thousands of women and families we serve, and 318 volunteers who graciously gave precious time to our agency. Thank you for making our dream in 2017 become a reality in 2018.

We help women get to "The Other Side" at no cost and based on spiritual principles. With an estimated 161,373 women\* in the Dallas area who are alcohol-dependent, we will not stop until every woman who needs and wants help has the opportunity to recover from alcoholism.

In 2019 we will continue to build our community for alcoholic women and their families by focusing on our Peer Recovery Program, which means serving every woman and family member who needs us. How might you be willing to help us move forward toward that perfect vision in 2019 and beyond?

With love and gratitude,

Lisa Kroencke  
*Executive Director*



\*Based on 2015 statistics from the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and 2016 Census Bureau Population Data





## *our mission*

To help women achieve sobriety and sustain recovery from alcoholism at no cost and based on 12-Step spiritual principles.

## *our vision*

To build a thriving community of recovered women and their families - one woman at a time.

## *history*

In 1987, inspired by “A Way Out Women’s Center” in Houston, a group of four recovered alcoholic women returned to Dallas and saw the urgent need for a safe and welcoming place for women to detox from alcohol at no cost.

Thanks to generous donations from the local A.A. community and the help of incredible volunteers, we served 110 women in our first year. Our method of introducing residents to the foundation of a 12-Step spiritual solution and connecting them to other women in the recovery community proved to be working, and the community was enthused to help us keep our doors open.





- 768  PHONE SCREENINGS
- 325  CLIENT ADMISSIONS
- 74%  COMPLETION RATE

Our Social Detox Program is our cornerstone program. It is our 14-day, in-house approach that not only physically removes a woman from alcohol but also provides her with a safe and supportive environment to study and practice a spiritual solution. We provide her with a foundation of recovery through 52 classes and meetings during her stay.

With a **41% increase in admissions** in 2018, we have helped more women than any other year in our history, and we are dedicated to sustaining this growth in 2019.

“  
Thanks to my alcoholism and to the solution I found at Maggie’s, I have a better quality of life than I could have ever planned.  
ROZZIE JONES, SOCIAL DETOX PROGRAM ALUMNA





6,152 HOURS  **OVERNIGHTS**

443 HOURS  **SPONSORS**

1,216 HOURS  **MEETING CHAIRS**

82%  
ALUMNA

67%  
ALUMNA

28%  
ALUMNA



“  
Maggie's is the place  
where I learned my truth  
and the meaning of  
community and helping  
others.  
LACY MONTGOMERY,  
PEER RECOVERY PROGRAM  
PARTICIPANT

Our Peer Recovery Program is the lifeblood of our organization. It provides Social Detox alumna with the opportunity to give back what they've been given – through opportunities like overnights, sponsoring, and chairing meetings – while also serving as an open community for any alcoholic woman in recovery seeking fellowship, service, and an improved quality of life.

With **8,242 visits** to our classes, meetings, and educational workshops in 2018, we are implementing new tactics to increase visits and reach as many of the estimated 161,373 alcohol-dependent women\* in the Dallas area as we possibly can.

\*Based on 2015 statistics from the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and 2016 Census Bureau Population Data

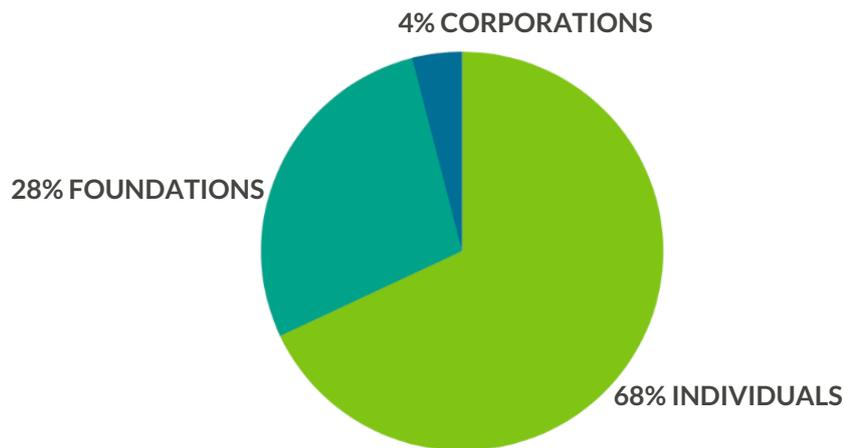




## *funding*

We are overwhelmed with gratitude by the financial support we received from individuals, foundations, and corporations in 2018! Our funding streams continued to focus on sustainable donations from individuals which made up 68% of our total revenue. Our agency is also excited to report that new donors made up 80% of our contributions for our 2018 year-end campaign, with a total of **578 new donors** contributing to our overall revenue. To our loyal donors - thank you for your continued support.

## *revenue*



## *expenses*



\$100 can provide 10 "Big Books" of Alcoholics Anonymous, the curriculum used at all of our classes, workshops, and meetings.



\$250 can cover the cost of one day's worth of Peer Recovery Program expenses.



\$1,000 can provide one woman's two-week stay in our Social Detox Program (including food, detox fluids, and housing costs).





## women only

Studies show that women are much less likely to get help and often take multiple tries to recover; their resources are drained, leaving few options.

## no cost

We strongly believe that every alcoholic woman, regardless of her resources or circumstances, deserves the opportunity and has the right to receive treatment and recover from alcoholism.

## peer-implemented

When one person helps another, they help themselves in the process. An alcoholic woman is uniquely qualified to help another still struggling with alcoholism.

## comprehensive

Our program works because women can participate in our comprehensive approach to recovery for the rest of their lives.

“

This is a program like no other. Dignity and grace replace the shame and guilt most of us feel when seeking help.

SUSAN L., SOCIAL DETOX PROGRAM ALUMNA





## board of directors

**Kay Colbert**  
*Board Chair*

Diane Brooks  
D.C. Ciccone  
J.D. Dollins  
Kate Dorff  
Michelle Hope

Delia Johnson  
Jennifer Landry  
Robin Seckel  
Harriet Shaw  
Tina Shuey

## executive staff

**Lisa Kroencke**  
*Executive Director*

**Ainsley David**  
*Director of Programs*

**Susie Floyd**  
*Director of Operations*

**Nina Herndon**  
*Director of Communications*

**Lauren McElroy**  
*Director of Development*

**Mary Shuford**  
*Director of Outreach*

**to donate please visit**  
[www.magdalenhouse.org/donate/](http://www.magdalenhouse.org/donate/)

 /themagdalenhouse

 [www.magdalenhouse.org](http://www.magdalenhouse.org)

 @magdalenhousecommunity

1302 Redwood Circle, Dallas, TX 75218 | 214.764.0793