



Lifelines Counseling Services
Take the First Step.

TAKE THE FIRST STEP TO HEALING



2024

ANNUAL REPORT

WHO WE ARE

Lifelines Counseling Services is a full-service agency providing family counseling, financial counseling, crisis services and resources to Southwest Alabama since 1958.

Our programs through the Family Counseling Center, Consumer Credit Counseling Services, Outreach & Education Department deliver an expert, innovative approach to life's challenges our community members face daily.

Regardless if you are someone in need of services, or someone who wants to give back to the community, or both – there is a place for you at Lifelines. At Lifelines, we CARE. Through Counseling, Assistance, Referrals and Education, it is our goal to provide Real Solutions for Real Problems that are experienced as a part of daily living.



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VISION



To build strong individuals and families to sustain a healthier community.

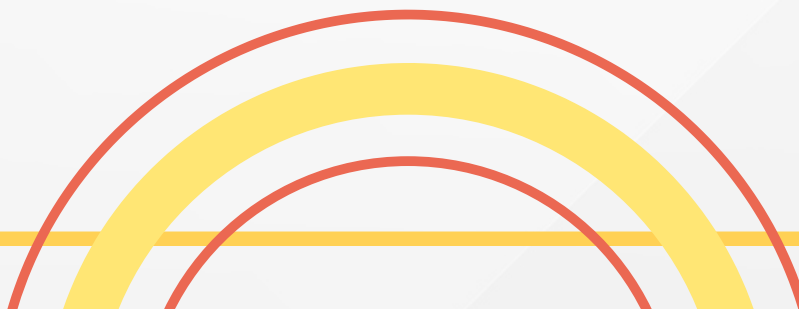


MISSION

To help individuals and families live more productive lives through counseling, assistance, referrals, and education.

KEY VALUES

Lifelines Counseling Services values the diversity of our clients by delivering expert, innovative approaches to life's challenges within the context of the client's cultural experience. Lifelines Counseling Services will always provide competent and thorough service to each.



SUCCESS STORY

I JUST NEEDED SOMEONE TO LISTEN

I didn't even know where to start.

At first, it was just one thing. A missed paycheck that led to a missed rent payment. But then it snowballed. My anxiety got worse, and I didn't have the words for what I was feeling. My kids were asking questions I couldn't answer. I was trying to hold it together, but I was unraveling.

A friend gave me the number for 2-1-1. I called, half expecting a recording. Instead, a real person answered. They didn't rush me. They asked questions gently. By the end of the call, I had referrals for rent help and a counseling appointment; and maybe for the first time in weeks, I had hope.

That call led me to Lifelines.

Over the next few months, I worked with a housing counselor who helped me make a plan. I joined budgeting sessions, had one-on-one credit coaching, and slowly began to feel like I could breathe again. The counseling sessions, those were hard.

But they helped me unpack some things I'd carried for years.

This wasn't just about money or housing. It was about feeling human again.

Seen. Heard. Cared for.

I don't know where I'd be without Lifelines. What I do know is that I'm still here, and that has to count for something.



2023-24 BOARD OF DIRECTORS

John Teague, Past President (2023) 2021–2023

Chris George, President (2023), Past President 2022–2024

Nina Ladner, Vice President (2023) 2023–2025

Talma Carstarphen, Secretary (2023) 2021–2026

Amanda Jones, Treasurer (2023)

Shivani Bhakta — 2021–2023

Cassandra Andrews — 2022–2024

Renie Kennemer — (2023), Vice President (2024) 2021–2026

Tammy Monistere — (2023), President (2024) 2022–2024

Tabitha Phillips — 2021–2023

Cindy Rathle — 2022–2024

Brooke Thomas — 2021–2023

Ryan Damrich — (2023), Secretary/Treasurer (2024) 2022–2024

Brittany Winfree — 2023–2025

Stephanie Streeter — 2023–2025

BOARD OF DIRECTOR REPORT

TAMMY MONISTERE

PRESIDENT, 2024

Dear Friends, Supporters, and Partners,

As I reflect on all Lifelines has accomplished throughout the past year, I think about what it means to be a light for someone in their darkest moment. Over the past year, I've seen that light shine brightly—through every counselor offering a safe space to heal, every housing counselor helping someone stay in their home, and every voice on the 2-1-1 line calmly guiding someone through crisis. It's in the big things, yes—but also in the quiet, steady presence Lifelines provides every single day.

As a mother of two daughters, I understand how essential it is to invest in the well-being of women, children, and families. In a world where so many are struggling, Lifelines stands as a beacon of hope, guiding individuals and families toward healing, growth, and empowerment. Every success story, every life transformed, reminds us of the power of community and compassion.

Looking ahead, we remain committed to our mission and to serving those who need us most. The road ahead may present challenges, but with your continued support, we will continue to provide life-changing services that allow individuals to break free from cycles of trauma and build brighter futures.

Lifelines is built on trust. On impact. On people who show up for one another. If you've ever asked yourself how to make a difference in your own backyard, this is your moment.

Join us.

With deep gratitude,
Tammy Monistere



LETTER FROM EXECUTIVE DIRECTOR

Each year at Lifelines, we pause to reflect not only on the services we've delivered, but on the strength of the people and communities we walk alongside. This past year was no exception—it called on all of us to be more adaptive, more responsive, and more grounded in our mission than ever before.

In the face of uncertainty, what emerged most clearly was resilience—not just within our team, but in the stories of every individual, family, and community we had the privilege to serve. Resilience is not just a word to us. It's what we see when a family secures safe housing after months of instability. It's what we witness when a survivor finds her voice in a counseling session. It's what we feel when a teenager calls 2-1-1 and is met with compassion and resources, not judgment.

This past year, Lifelines connected thousands of people across South Alabama to life-changing services—counseling, housing support, financial coaching, crisis intervention, and more. But our impact isn't just in the numbers. It's in the trust we've built over decades, the relationships we hold dear, and the belief that healing and hope are possible for everyone.

As I think about the road ahead, I'm reminded of something I've heard time and again from clients: "I didn't know where else to turn, but Lifelines was there." That is the heart of our work—and the promise we strive to keep.

Of course, none of this happens alone. Our strength comes from you—our partners, volunteers, donors, staff, and community leaders. You help ensure Lifelines is a steady hand in moments of chaos, and a bridge to stability when things fall apart.

Looking forward, we remain committed to doing the hard, human work of showing up for people—especially those who feel overlooked. We're also expanding our focus to include community-rooted data, and programs that address the deeper systemic issues affecting health, housing, and economic opportunity.

If you've been with us for years, thank you. If you're just learning about our work, I invite you to join us. There's a place for you at Lifelines—whether through giving, volunteering, or simply sharing our story with others who may need us.



Chandra Brown
Executive Director

LIFELINES PROGRAMS

FAMILY COUNSELING CENTER

Our counselors conduct programs to help our community with many relationship struggles, divorce, parent-child conflicts, grief, domestic violence, sexual assault and trauma. Youth violence prevention programs teach youth and their parents skills necessary to live more productive lives.

CONSUMER CREDIT COUNSELING SERVICES

We provide preventative and rehabilitative programs to help community members manage finances, become debt free, increase financial literacy, purchase homes or avoid foreclosure, and become more financially stable.

RAPE CRISIS CENTER

Providing advocacy, education and support to community members in Mobile, Clarke & Washington Counties. Our staff provide services for sexual assault victims and their families, as well as prevention education to students of local schools. Our programs also provide HIV testing and culturally specific programs.

211 RESOURCE LINE

The 2-1-1 call center covers 8 counties in Southwest Alabama as a resource directory for anything our community may need, also assisting veterans, as well as through the A-RESET program to help individuals obtain employment and assistance.

Our call center also works during disasters to link the community to emergency services they may need.



2023

In 2023, Lifelines provided services to
31,569 community members

2024

In 2024, Lifelines provided services to
35,205 community members

**A total of 66,704 children, adults, and
families in Southwest Alabama are
being provided the following programs.**



THE FAMILY COUNSELING CENTER

provides counseling/groups for children, adults, and families dealing with divorce, death of a loved one, traumas, marital issues, parent-child conflicts, sexual abuse, anger management, and child behavior problems.

In 2023, we provided emotional care to 1,532 children, adults, and families through 2,964 sessions, groups, observations and trainings.

In 2024, we provided emotional care to 2,278 children, adults, and families through 4,025 sessions, groups, observations and trainings.



YOUTH VIOLENCE PREVENTION PROGRAMS

teach youth and their parents the skills necessary to reduce problem behaviors, decrease delinquency, deal with alcohol/drug abuse in children, parent more effectively, improve social competencies/school performance, and strengthen the bond between parents and youth.

In 2023, 30 intakes had 97 family sessions in this program, improving their communication, anger management, conflict resolution and relationships.

In 2024, 32 intakes had 97 family sessions in this program, improving their communication, anger management, conflict resolution and relationships.



Family Counseling Center
A Division of Lifelines Counseling Services

CONSUMER CREDIT COUNSELING SERVICES

offers financial programs to help individuals/families build financially stable lives.

In 2023, 604 individuals/families were given the tools to be more financially self-sufficient.

In 2024, 517 individuals/families were given the tools to be more financially self-sufficient.



Consumer Credit Counseling Services' counselor, Ursula Smith, attended the NFCC Conference.



Consumer Credit Counseling
A Division of Lifelines Counseling Services

UNITED WAY OF SOUTHWEST ALABAMA HEART OF GOLD PARTNER AGENCY OF THE YEAR FOR 2023





THE RAPE CRISIS CENTER

offers services that reduce trauma symptoms and return victims to pre-crisis state, while their family members are given the tools to provide appropriate support and to feel less helpless.

In 2023, Lifelines provided services to 378 sexual assault victims (291) and their families (87).

The Rape Crisis Center offered-

- 144 clients counseling with 373 sessions
- Hospital/court accompaniment (200/38)
- 549 Follow Up Calls.

In 2024, Lifelines provided services to 331 sexual assault victims (275) and their families (56).

The Rape Crisis Center offered-

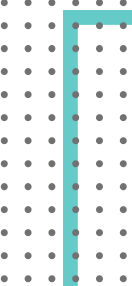
- 59 clients counseling with 128 sessions
- Hospital/court accompaniment (244/49)
- 409 Crisis Calls
- 679 Follow Up Calls.

Executive Director Chandra Brown visited Washington, D.C., in April 2024, to accept the FBI Mobile 2023 Director's Community Leadership Award.

Lifelines provides numerous services to help individuals and families live more productive lives. It works closely with FBI Mobile's victim assistance program to provide comprehensive victim services. Lifelines plays an important role in the healing process for victims and fully supports the FBI's mission to ensure the well-being of the American people.



Rape Crisis Center
A Division of Lifelines Counseling Services



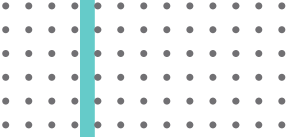
A COLLABORATION WITH ALABAMA DEPARTMENT OF PUBLIC HEALTH AND AIDS ALABAMA SOUTH

allowed Lifelines to create a program to help rape victims ensure they receive an HIV test. We know that one of the biggest fears of rape victims is the fear of HIV. With this program we are ensuring that each sexual assault victim will receive an HIV test.

Lifelines is also creating culturally specific programs that focus on Black Women, trauma, sexual assault and HIV. Through 78 community programs, we reached 2,180 community members in 2023.

Financial assistance in the amount of \$38,114.43 was provided to 79 community members.

Services were provided to 79 community members with lived experience.



In 2024, through 83 community programs, we reached 2,724 community members.

Financial assistance in the amount of \$86,173.16 was provided to 111 community members.

Services were provided to 111 community members with lived experience.



SCHOOL BASED AND COMMUNITY PREVENTION PROGRAMS

give children and community members the information/skills to deal with bullying, unhealthy relationships, sexual assault, dating violence, conflict, suicide prevention and other life skills.

In 2023, 193 presentations with 5,701 children were given information to decrease violence and increase healthy family dynamics.

32 community trainings, fairs, and exhibits with 4,202 in attendance.

In 2024, 192 presentations with 4,925 children were given information to decrease violence and increase healthy family dynamics.

34 community trainings, fairs, and exhibits with 2,856 in attendance.

UNITED WAY 2-1-1

SOUTHWEST ALABAMA

has been ran through Lifelines Counseling Services since 2006. As part of a larger statewide 2-1-1 network, our team facilitates helping callers through screenings, assessing their needs and providing connections to area agencies.

In 2023, 2-1-1 answered 14,710 calls, giving 33,026 referrals, 1,738 follow up calls to help and human service resources needed to improve lives. Through the Veteran's Initiative, our team provided information to 2,943 veterans and their families.

In 2024, 2-1-1 answered 17,186 calls, giving 40,743 referrals, 3,707 follow up calls to help and human service resources needed to improve lives. Through the Veteran's Initiative, our team provided information to 610 veterans and their families.

UNITED WAY 2-1-1 A-RESET

is an employment training program offered to individuals who receive SNAP benefits. This is possible due to our 2-1-1 specialists being uniquely capable of attending to each callers' unique set of needs through case management.

In 2023, our staff screened 12,410 2-1-1 callers for the A-RESET program while simultaneously providing the traditional information and referral services of 2-1-1. 84 of the screened callers have become fully enrolled clients. Of our A-RESET clients, 19 have attained employment situations while working with our staff.

In 2024, our staff screened 12,907 2-1-1 callers for the A-RESET program while simultaneously providing the traditional information and referral services of 2-1-1. 61 of the screened callers have become fully enrolled clients. Of our A-RESET clients, 21 have attained employment situations while working with our staff.

COMMUNITY HEALTH NAVIGATORS

was formed in collaboration with AIDS Alabama and 211 Alabama to join with 2 other 2-1-1 call centers to serve as community health navigators.

In 2023, we screened 516 community members, attended 71 outreach events and assisted 63 in obtaining health insurance.

In 2024, we screened 2,212 community members, attended 53 outreach events and assisted 54 in attaining health insurance.

INFANT AND EARLY CHILDHOOD MENTAL HEALTH DIVISION

was formed to connect our programs serving our youngest community members. Lifelines partners with Help Me Grow Alabama, an initiative providing developmental screenings with children, up to 8 years old. Lifelines also collaborates with the Alabama Partnership for Children to provide the Help Me Grow program to those in our area.

In 2023, 160 calls were received, 486 referrals were given to community resources, 2033 follow up calls, and 24 community presentations, chairs, and exhibits. 103 developmental screenings were completed.

In 2024, 125 calls were received, 203 referrals were given to community resources, 1879 follow up calls, and 8 community presentations, chairs, and exhibits. 23 developmental screenings were completed.



INFANT AND EARLY CHILDHOOD MENTAL HEALTH DIVISION

partners with APC, Community Action (Headstart) and Community Action of Baldwin County (Headstart) to offer consultation, observation, and resources. Our most recent programming addition is SAFE Care Mobile County. This program, in partnership with the Children's Policy Council in Jefferson County, provides a wraparound services to Mothers, struggling with addiction, their newborns and children up to 1 year old.

In 2023, our team offered consultation, observation and resources to 171 child care providers, 20 families, and 921 youth, in our region.

In 2024, our team offered consultation, observation and resources to 180 child care providers, 17 families, and 1,057 youth, in our region.



FUNDERS, DONORS & SPONSORS

ALABAMA DEPARTMENT OF ECONOMIC AND COMMUNITY AFFAIRS
A GATHERING PLACE CATERING
ALABAMA COALITION AGAINST RAPE
ALABAMA DEPARTMENT OF PUBLIC HEALTH
ALABAMA PARTNERSHIP FOR CHILDREN
ALABAMA TOURISM
AMANDA JONES
BIG A'S BANDO
BIG BAD BREAKFAST
BOB'S DINER
BUBBLES & BRUNCH
CADENCE BANK
CAPITAL ONE
CDC FOUNDATION
CHILD ADVOCACY CENTER
CHILDREN'S POLICY COOPERATIVE OF JEFFERSON COUNTY
CHIP HERRINGTON, ATTORNEY AT LAW
CITI
CITY OF MOBILE
COMMUNITY ACTION AGENCY
COUNCILMAN WILLIAM CARROLL
COUNCILWOMAN GINA GREGORY
CROW SHEILDS BAILEY
DEPARTMENT OF JUSTICE- OFFICE ON VIOLENCE AGAINST WOMEN
DROPOUT BAKERY
ELITE URGENT CARE
EMPOWERED FAMILY LAW
HALL'S SAUSAGE
HAYES PAINTING
HELP ME GROW ALABAMA
HEMBREE HEATING AND AIR
HYDRO TECHNOLOGIES
KEESLER FEDERAL CREDIT UNION
MILLIMEDIA LLC
MOBILE COMMUNITY ACTION
MOBILE COUNTY
MOBILE COUNTY PUBLIC SCHOOL SYSTEM
MS. CHARLENE BROWN
NATIONAL FOUNDATION FOR CREDIT COUNSELING



FUNDERS, DONORS & SPONSORS CONT.

PILOT CATASTROPHE SERVICES, INC.

PJ'S COFFEE

POARCH BAND OF CREEK INDIANS

PRISM SYSTEMS

PRISM UNITED

REGIONS BANK

RENAISSANCE

RENASANT BANK

RICH'S

ROUSE'S

RUBY SLIPPER

SCESA

SOUTHWEST ALABAMA PARTNERSHIP FOR TRAINING AND EMPLOYEMENT

STC BUSINESS SOLUTIONS, INC.

THOMPSON ENGINEERING

TROY RUSSELL CONSTRUCTION

TROY UNIVERSITY

TRUSTMARK BANK

TYNDALL FEDERAL CREDIT UNION

UNITED WAY OF BALDWIN COUNTY

UNITED WAY OF CENTRAL ALABAMA

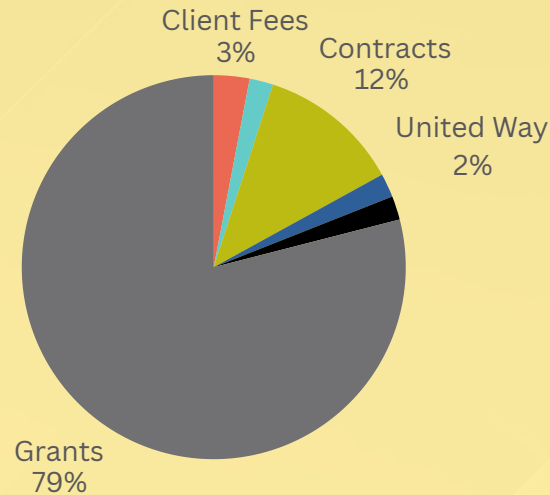
UNITED WAY OF SOUTHWEST ALABAMA

UNITED WAYS OF ALABAMA

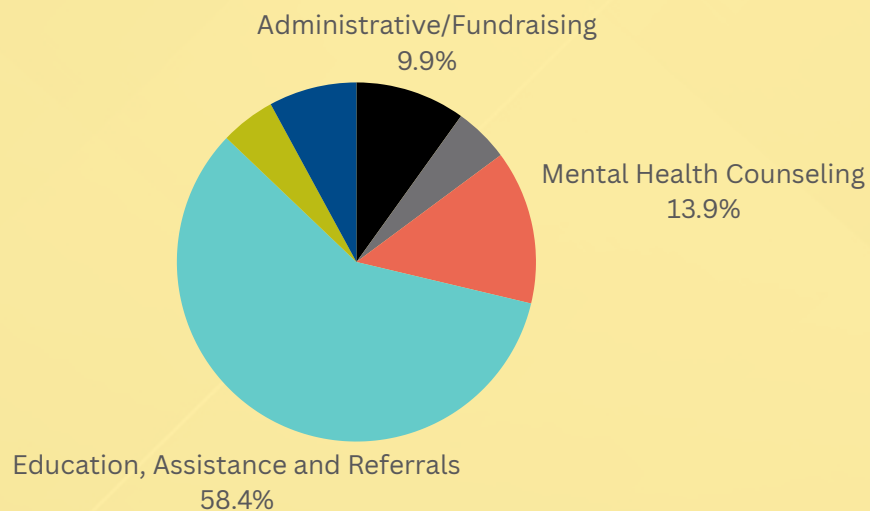
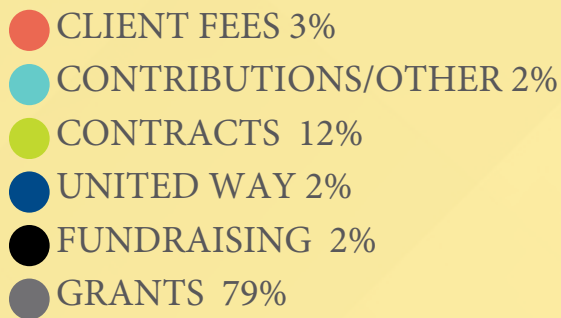
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WET WILLIE'S

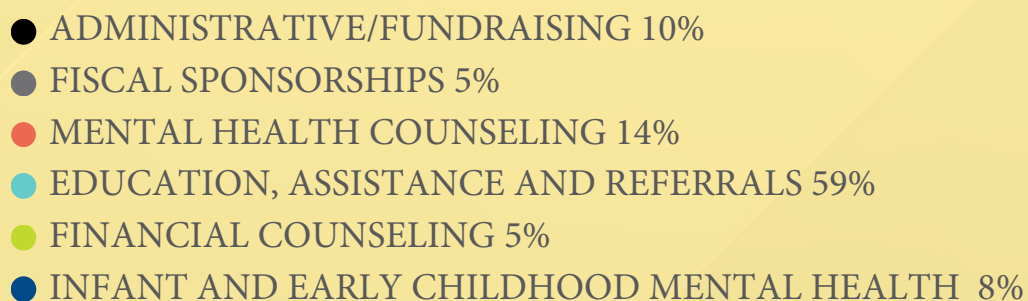
FISCAL RESPONSIBILITY



TOTAL INCOME 3,361,938



TOTAL EXPENSES 3,305,479



FINANCIAL DATA

FUNDING & SUPPORT

- Supported by grants, donations, United Way, and service fees
- Funding ensures low-to-no cost counseling services
- Strong partnerships with local foundations and agencies

2024 PRIORITIES

- Expand telehealth capabilities
- Increase school-based mental health access
- Strengthen fundraising to meet rising needs
- Recruit diverse Board and staff to reflect community

ANNUAL APPEAL



Annual Fund Donation Form

Name: _____

Address: _____

City: _____

State: _____

Phone: _____

Email: _____

I have enclosed a one time gift of \$ _____

I pledge a total gift of \$ _____ to be paid over _____ months.

I have donated/pledged \$ _____ online. (see website)

I would like to give a donation of securities/stock. (please contact Cary Quint, 251-602-0909)

Would you like your gift to remain anonymous? _____

Please return this completed form along with a check made payable to Lifelines Counseling Services to the following address:

Lifelines Counseling Services
P.O. Box 91068
Mobile, AL 36691-1068



Lifelines Counseling Services

Take the First Step.

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 - 📞 251-602-0909
 - ✉️ cbrown@lifelinesmobile.org
 - 🌐 www.lifelinesmobile.org

