

CREATING NEW

Legacies



20 ANNUAL IMPACT
25 REPORT



A LETTER FROM OUR FOUNDER

Welcome to our first Annual Impact Report!

2025 was our first full-year in operation as a 501(c)(3) corporation and we couldn't be more pleased about our growth. Our Gross Profit, including the fair market value of donated goods, was nearly eleven times that of 2024. While we are still financially small, we hope to continue to see that sort of exponential growth going forward.

To date, we have served 20 families and nearly 50 individuals. The nature of our work in the community is one of longevity and continued relationship. We are often asked how many people we serve, but our mission is not centered on scale alone—it is centered on meaningful, lasting impact. Leaving a domestically violent situation is the first step, but it is the most dangerous step a victim of abuse will take on their road to recovery—and the road to recovery is *long*. Our goal isn't to provide a band aid, but a road map.

Although we do help people on a one-time basis, our intention and preference is to stand as a pillar next to these survivors and their families for years, as they navigate protection orders, custody battles, job acquisition, counseling/therapy, economic recovery, community building, and growth. We are lucky enough to be invited into these families' lives in exciting, thought provoking, heart-wrenching, real, and joyful ways—and for them to grow into our own family here at The PJR Collective.

In addition to the data shared in this report, several milestones shaped our year:

- Partnering with The Rocket City Starlets to expand community awareness.
- Launching more than 20 PJR billboards across North Alabama and Middle Tennessee thanks to a generous corporate donation.
- Opening The PJR Community Closet to provide essential goods for families.
- Welcoming two dedicated Staff Volunteers who strengthened our operations.

As a small organization, we rely on the commitment of our volunteers, Board of Directors, & Staff Volunteers.

Finally, we rely on you.

The PJR Collective is entirely privately funded and we do not accept federal funding, which often comes with significant restrictions. Instead, we depend on the generosity of our community to sustain and grow our work. Thank you for being part of this journey. Let's take a look at the past year together—and forward to an even stronger year ahead.

With gratitude,

Elizabeth A. Land
Founder, Executive Director



EXECUTIVE SUMMARY

2025 marked our first full year operating as a 501(c)(3) and a year of significant growth and strengthened community impact.

Financial Highlights

- Total Revenue (Cash + In-Kind): \$54,796
 - 10.75× growth from 2024
 - 2.03× growth from 2023 to 2024
- Monetary Donations: \$30,626
- Physical donations represented approximately 45% of total revenue
- Total Expenses: \$31,340
 - 63% directed to survivor support
- Positive change in net assets: \$23,456

Impact and Services

- Served 20 families and nearly 50 individuals through long term, relationship based support
- Opened The PJR Community Closet to distribute clothing, hygiene items, and household essentials
- Provided bill payment assistance, grocery support, transportation assistance, and legal advocacy
- Supported survivors in Protection from Abuse hearings, custody proceedings, and Legal Aid applications
- Maintained comprehensive safety standards, including background checks and confidentiality agreements for leadership, staff, and applicable volunteers

In response to reductions in nonprofit funding and SNAP benefits in 2025, grocery assistance represented a larger portion of program expenses than anticipated.

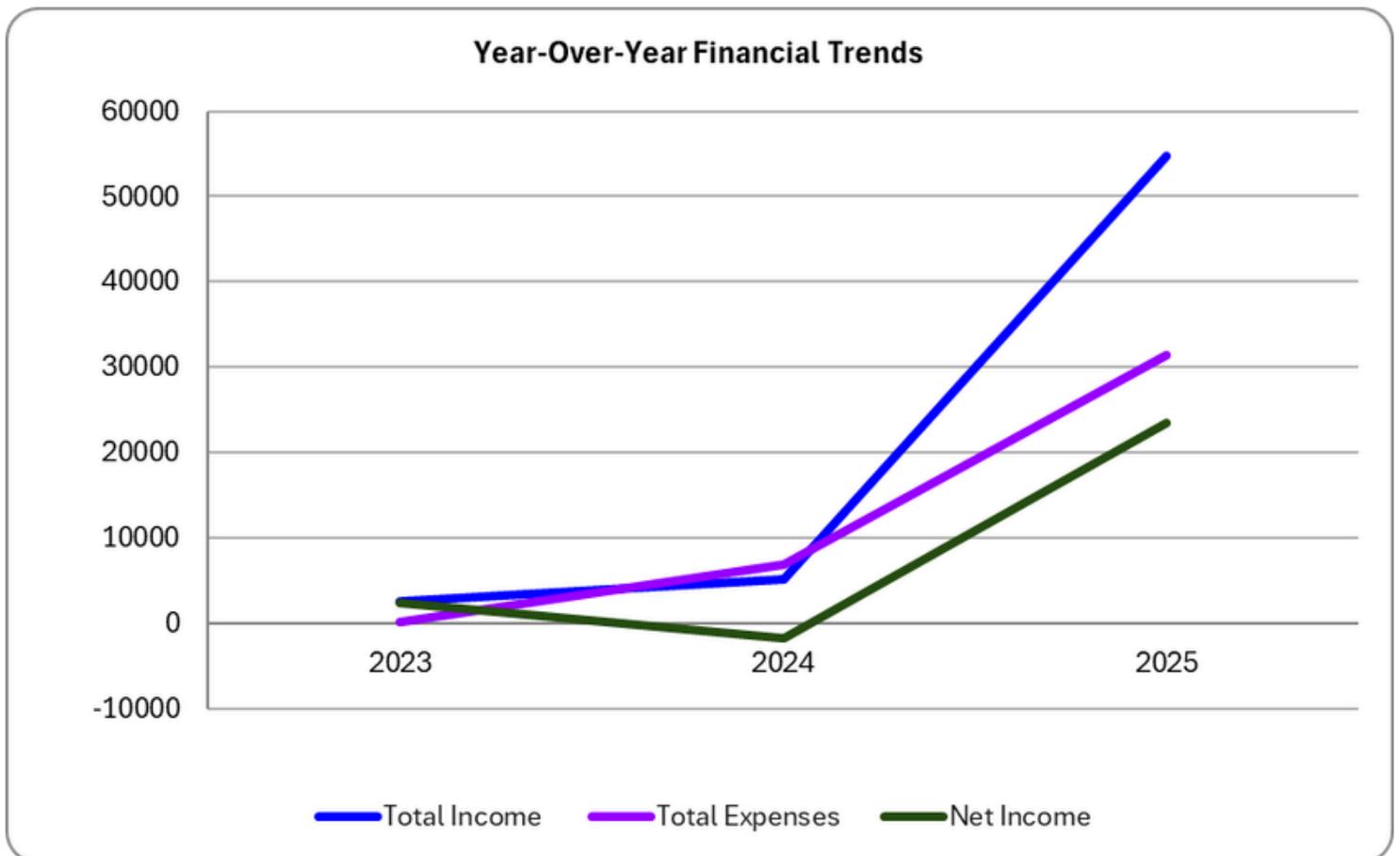
The PJR Collective remains entirely privately funded and does not accept federal funding. Continued community and corporate partnership will be essential to sustaining and expanding survivor services in 2026 and beyond.



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FINANCIAL OVERVIEW



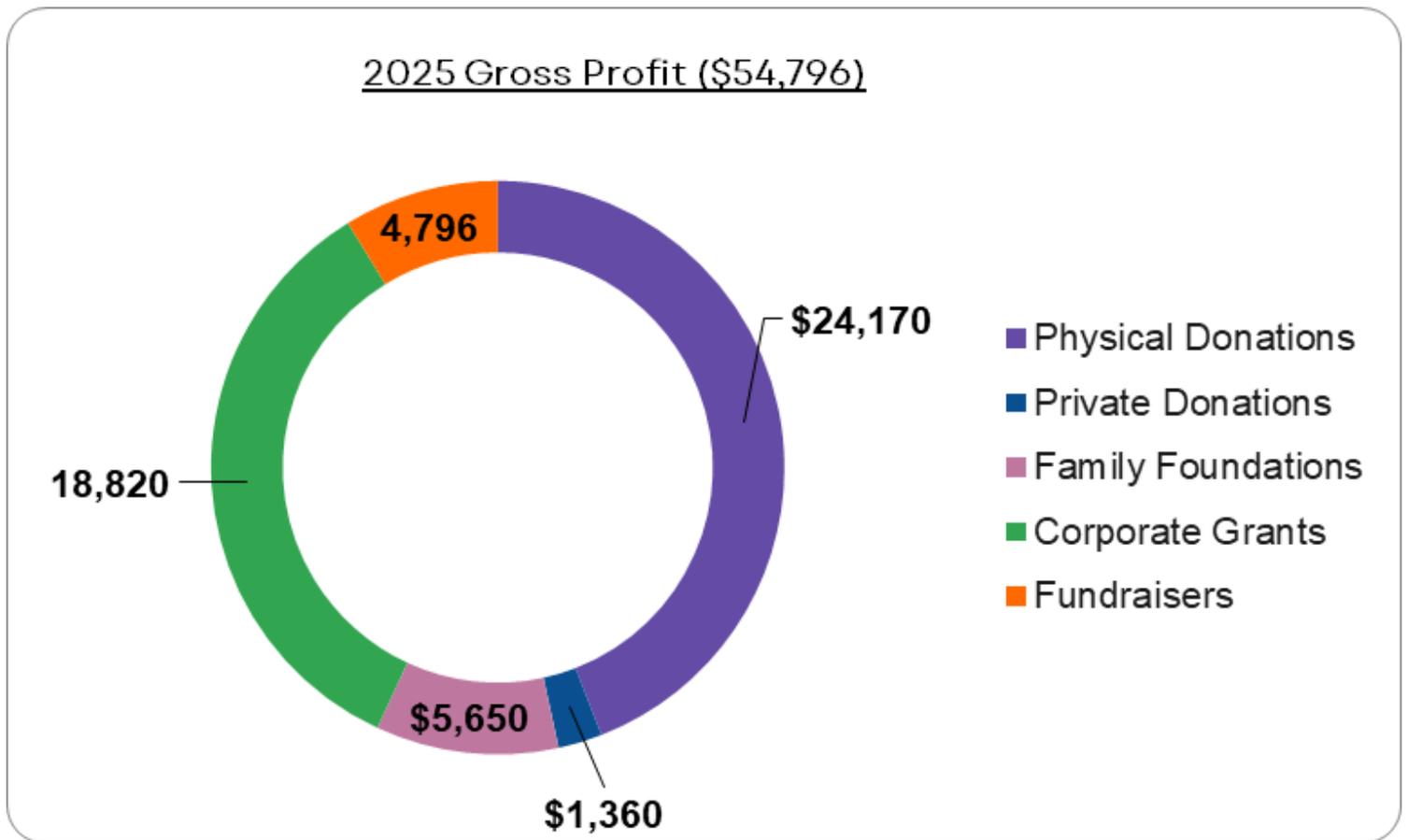
Gross profit, which includes the fair market value of physical donations made to The PJR Collective, has grown year over year as follows:

- 2.03× growth from 2023 to 2024
- 10.75× growth from 2024 to 2025

Net income totaled a positive \$23,456 after dipping below \$0 in 2024.

2025 was our first full year of operations as a 501(c)(3) and our Gross Profit was \$54,796.

REVENUE SOURCES



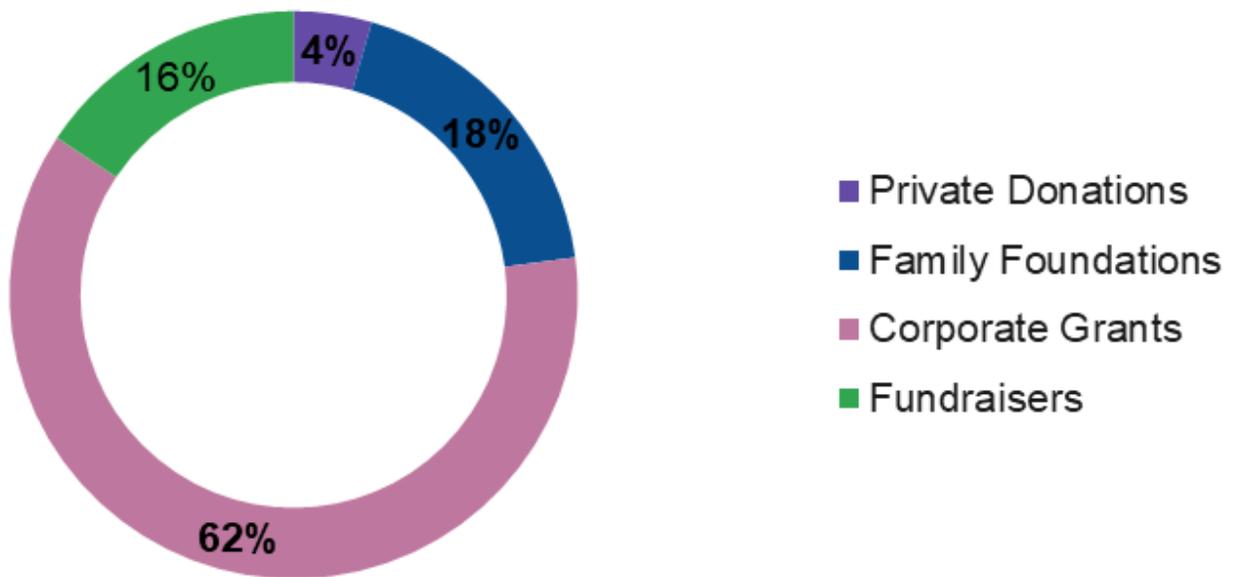
An overview of our 2025 funding streams, led by physical donations and supported by grants, fundraising events, and individual giving.

Primary revenue sources included:

- Physical donations such as clothing, hygiene items, diapers, household goods, and toys
- Corporate and family foundation grants
- Fundraising proceeds
- Individual donor contributions

REVENUE SOURCES (cont.)

Percentage of Monetary Donations (\$30,626):
By Type



A snapshot of 2025 cash funding from grants, events, and individual giving.

Highlights include:

- Corporate grants totaling \$18,820
- Family foundation support of \$5,650
- Fundraising event profit of \$4,796
- Individual donations of \$1,360

Total monetary donations for 2025: \$30,626



FUNDRAISING & COMMUNITY EVENTS

In March, comedian Landon Bryant generously donated a portion of proceeds from his Huntsville show at Levity Live, kicking off our fundraising season on a high note.



In April, we partnered with The Huntsville Adventurer for a sold out hike at the Walls of Jericho, with 100 percent of proceeds donated directly to our mission.



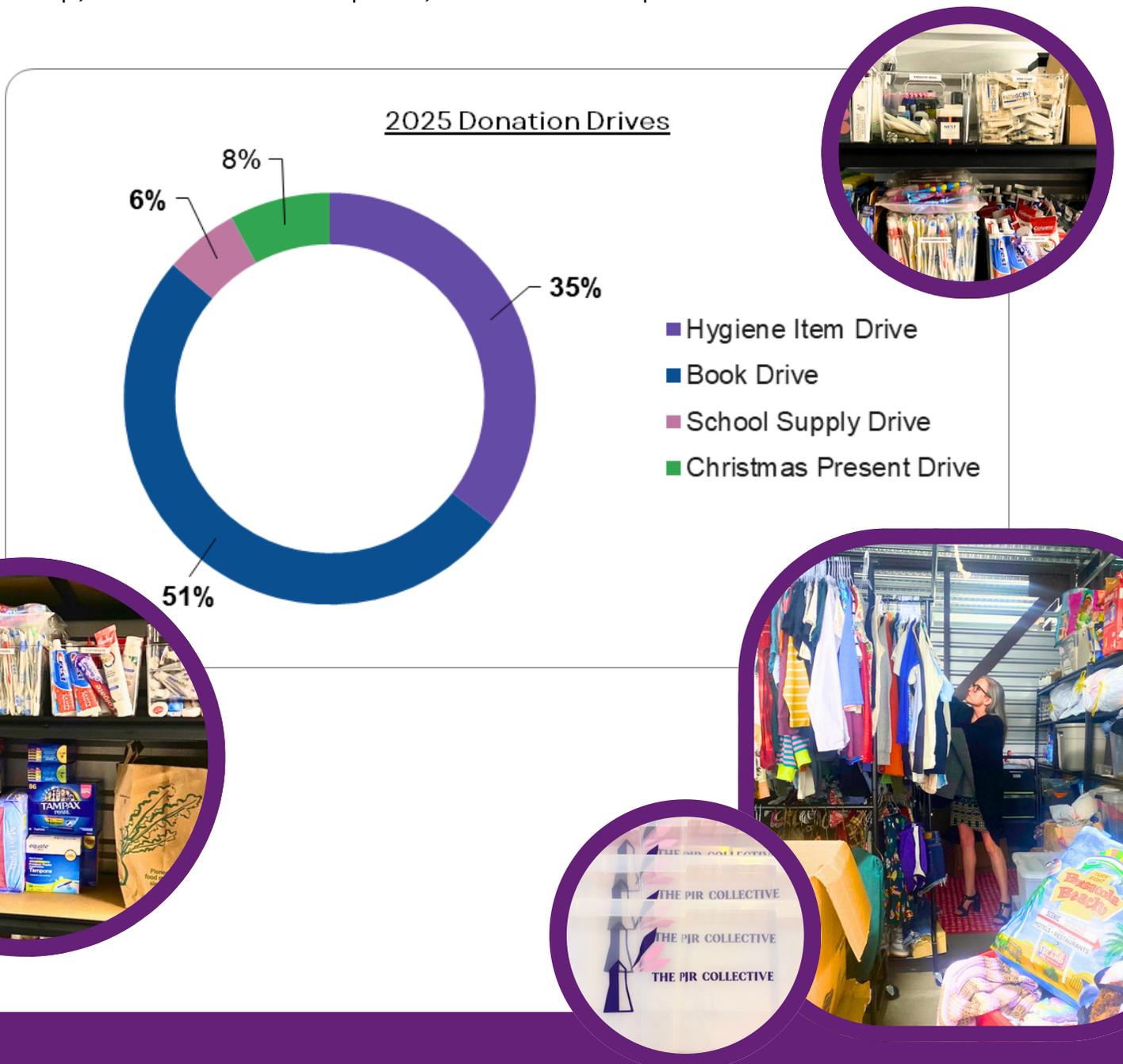
In October, Lanier House in Madison hosted an oversold Domestic Violence Awareness Month fundraiser for approximately 80 guests, with 100 percent of proceeds benefiting The PJR Collective.



In December, members of The PJR Team participated in the Huntsville Christmas Parade, engaging the community by distributing candy canes and informational materials to raise awareness of our mission.

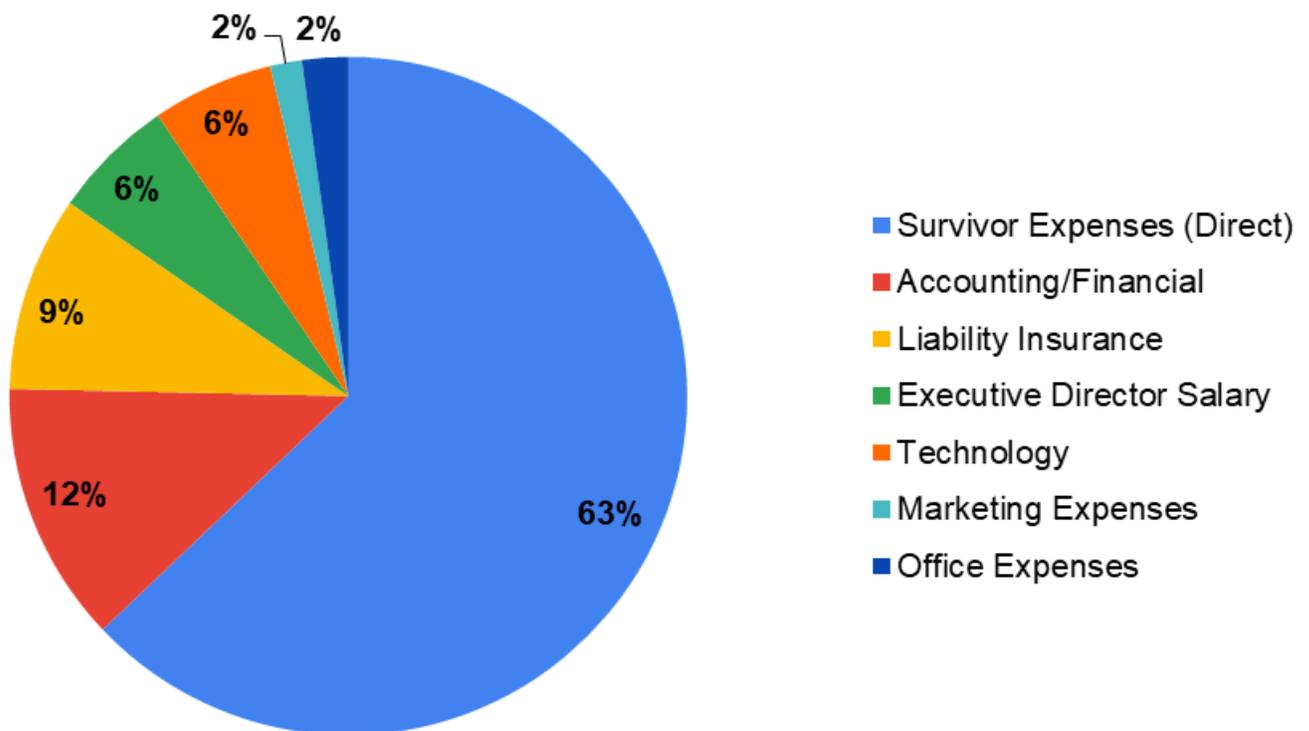
DONATION DRIVES

Our donation drives were highly successful. The largest campaign, focused on hygiene essentials, generated nearly \$1,900 in donated goods, including 900 toothbrushes, 300 bars of soap, 200 tubes of toothpaste, and additional personal care items.



EXPENSES & OVERHEAD

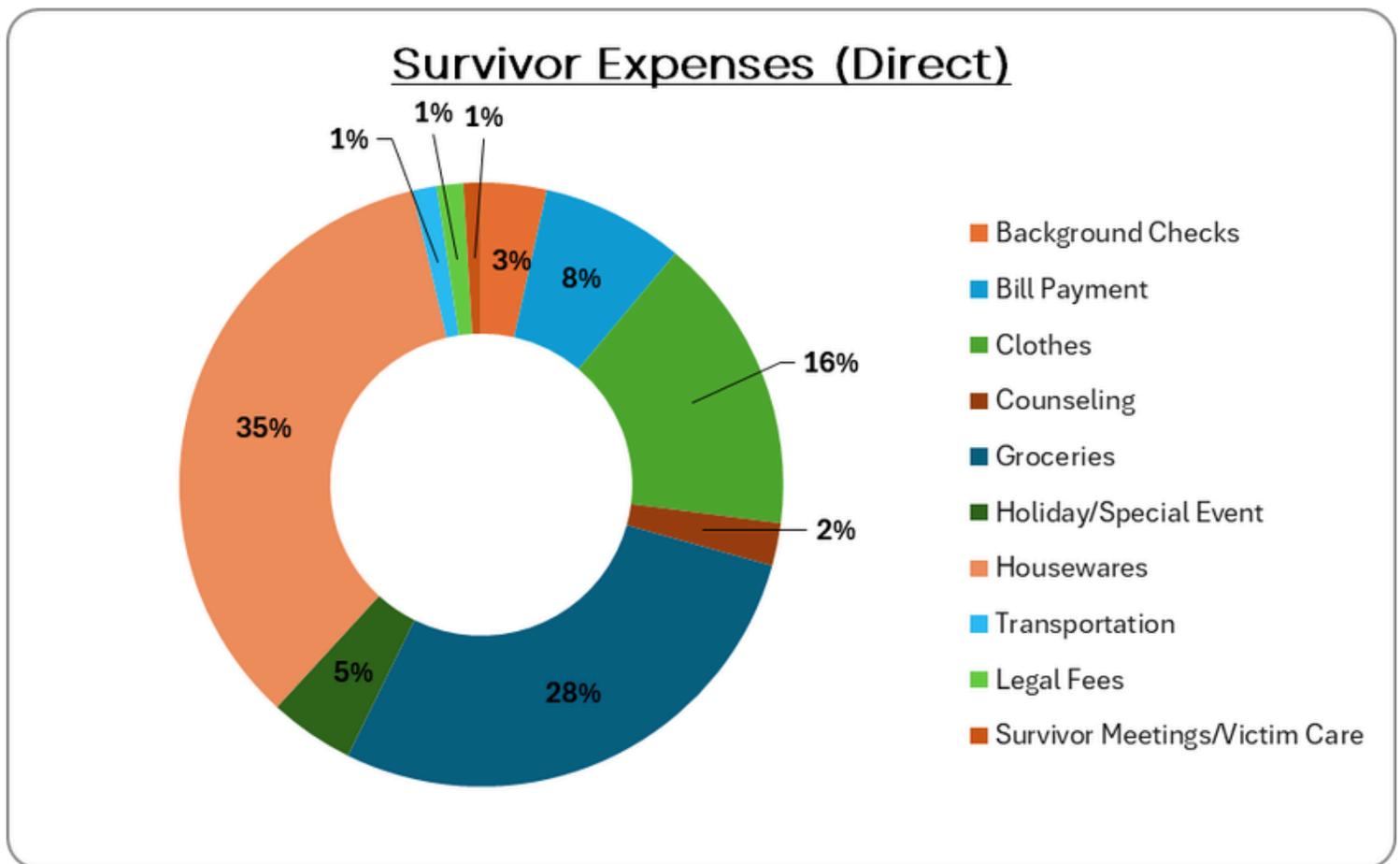
Breakout of 2025 Expenses by Type



We have worked diligently to keep overhead low and are proud to report that 63% of our 2025 expenses went directly to survivor support.

Remaining expenses included accounting and payroll services, QuickBooks fees, liability insurance, the Executive Director's salary, website and phone system costs, marketing materials, and general office expenses. Total 2025 expenses were \$31,340.

SURVIVOR EXPENSES (DIRECT)



Our three largest survivor related expense categories include:

- Clothing, including both donated and purchased items
- Household goods, including both donated and purchased items
- Groceries

These expenses also include the operational costs of The PJR Community Closet, where donated goods are stored and distributed.

A more detailed breakdown of each category is provided on the following two pages.



EXPENSE INDEX

Background Checks: Background checks are integral to maintaining the safety and integrity of our organization, especially the safety of the survivors and families we serve. All Board members, staff, and any volunteer with access to survivor or donor information, or are in contact with survivors directly undergo a background check.

Our screening process includes local and national criminal searches, a global watchlist search, and sex offender registry search. Individuals subject to a background check must also sign a strict Confidentiality Agreement prior to assuming their role in order both to maintain confidentiality of our donor information, as well as safety and anonymity of those we serve.

Bill Payment: We view our work as a bridge that helps survivors transition into the next stage of healing and stability. Financial abuse and the significant life disruptions associated with leaving domestic violence often create acute economic hardship. During these transitional periods, we provide assistance with essential bill payments. While this support represents a significant financial commitment, it is often the difference between success and failure amidst substantial life transitions.

This budget line item would greatly benefit from increased funding in 2026.

Clothes: Most clothing needs are met through generous donations. However, when urgent gaps arise, such as a winter coat in a child's size not currently available, we purchase additional items necessary to ensure immediate needs are met. This category represents expenses of both kinds.

Counseling: Access to counseling and trauma-informed therapy is essential for survivors to heal from the pain they've endured and to build a life of newness and health. We hope to increase funding for this critical support in coming years.

Groceries: Federal cuts in non-profit funding at the beginning of 2025, combined with decreases in SNAP benefits later in the year, substantially increased the demand within The PJR Collective for grocery assistance. Non-profits that typically fill this need in our community were also strapped for resources, so our families were also doubly affected by these cuts. As a result, grocery support accounted for a significant portion of our 2025 budget, and we anticipate continued need in this area.



EXPENSE INDEX (cont.)

Holiday/Special Event: Holidays and milestones, such as birthdays, are often overlooked in the healing process. Creating a life of renewal is not just about surviving but thriving. For many families, the celebrations we are able to facilitate may be the first they have had in years, if ever. These celebrations are among the moments that make life meaningful for all of us, and the families we serve are no exception.

Housewares: Much of our houseware needs are met through generous donations, but these items represent a significant expense. Most of the families we serve leave abusive situations with nothing but their children—and perhaps a suitcase. Rebuilding a life and a home from scratch is costly in many ways, yet it is essential for supporting long term health and stability.

Transportation: Transportation assistance removes certain barriers to growth. Support has included ride share services for job interviews and gas cards to ensure parents can take children to school or maintain their employment. Simply put, we recognize the need to have money (by way of gasoline and adequate transportation) to make money. Reliable transportation is foundational to economic recovery.

Legal Fees: The majority of our legal advocacy has taken place in court, supporting survivors during Protection from Abuse hearings, divorce and custody proceedings, and assisting them with applications for Legal Aid. Occasionally, there has been a need to help cover costs such as cease and desist letters, process servers to deliver papers to a spouse who may be avoiding the courts, or consultations for a second opinion with local family law attorneys. To date, our assistance with legal fees has been modest and ad hoc in nature.

Meetings/Survivor Care: Let's face it: the primary community that we serve is women and children—and relationship based support remains central to our work. We meet with survivors to assist with budgeting & finances, legal and government aid applications, job searches and résumés, planning surrounding next steps, or to serve as a sounding board and bear witness to their story so that they don't live it alone.

Although we initially have operated without a physical location in order to limit overhead, we see the need, value, and community that a private space would provide. Securing funding for such a space is a top priority in our 2026–2027 financial plans.

THANK YOU

