



For Immediate Release

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### **Alley's House Builds Sustainable Infrastructure after Organization Struggles**

Dallas, TX, May 14, 2015 - Teen Pregnancy Awareness Month is the perfect time to announce that the board of directors, staff, and key stakeholders' hard work is paying off as Alley's House. Over the past year and a half, Alley's House has focused on building a solid financial base to better support teen mothers and community partners. Additionally, Alley's House has broadened its reach in serving the community, and beginning in 2015, will focus on the following strategic objectives: helping young mothers achieve independence, developing a high performing organization, and strengthening community connections.

This organizational growth would not be possible without the support of foundations, corporations, and individuals including the **David M. Crowley Foundation, Dirk Nowtizki Foundation, and Independent Bank who are helping us expand our program capacity with gifts of \$25,000 each, The Moody Foundation and Hillcrest Foundation with grants of \$15,000, Fossil Foundation with a gift of \$12,500, as well as Women of Saint Michael, and Perot Foundation with gifts of \$5,000 plus.**

In 2015, Alley's House began implementing steps to serve more moms by expanding into the community and building on our traditional pathway model. Teen moms can now enter the program and choose their pathway – with modules focused on parenting, health and wellness, financial literacy, or workforce readiness. The organization transitioned to a community counseling framework; all moms receive weekly individual counseling and twice weekly teen mom groups designed to address their social and emotional needs. Once moms have completed a program track they are eligible to apply for our Certified Nurse Aide (CNA) training program and “earn a laptop / earn a vehicle” program for moms taking the next steps towards higher education and long-term career paths.

“Alley's House is thrilled to be in a place of financial stability after struggling to serve teen mothers, for the past three years (2010-2013),” said Board President, Judy Liimatainen. “Our executive director, Rachel Branaman, has worked alongside the board of directors to build a shared, practical vision for the future that establishes action planning and significant strides forward to ensure that this agency can continue to make teen mothers' dreams a reality for the foreseeable future.”

While our programs are open to any pregnant or parenting teen mom (ages 13 to 21) in the Dallas/Fort Worth metroplex, the majority of Alley's House moms live in Dallas County. Last year, our services impacted 22 zip codes in Dallas including four zip codes that have disturbingly high teen birth rates (90.4 to 112.9) exceeding the national rate by more than 300%: 75203, 75212, 75215, and 75216.

To learn more about Alley's House visit [www.alleyshouse.org](http://www.alleyshouse.org) or call 214-824-8700.

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