

Alano Club of Kent County



# 2024 Annual Report

Rebuilding lives, healing families and strengthening communities with the goal of ending the generational cycle of addiction and its devastating impact on society.



# President and Board Chair Report

It is with great pleasure and gratitude that I share this update on the current state of our club, the progress we have made, and our plans for the coming year. To start, I am delighted to announce an important leadership change: Jena Johnson has officially transitioned to the role of Executive Director for the Alano Club of Kent County. Jena has been performing in this capacity since September of last year, and this change recognizes both her exceptional performance and the need for her to operate in the community with a title that reflects her role and responsibilities. Please join me in congratulating her when you see her around the club!

I'd also like to highlight some recent changes and initiatives, many of which you may have already noticed, as well as share some of the exciting plans ahead.

## Café Improvements

In the late fall of 2022, we identified key issues in the café area that needed to be addressed to better support and grow our club. While this remains an ongoing effort, the changes we've implemented have started to show positive results. Thanks to the collaborative efforts of our team, café sales have doubled on a monthly basis. This progress is promising, but we are committed to continuing the growth of this vital area of our operations.



## Room Rent Campaign

Room rent has always been a topic of discussion. Last summer, we launched a “room rent” campaign with a goal of raising the average hourly contribution from \$22 to \$35.

Traditionally, the practice has been to contribute one dollar to the basket during the 7th tradition collection, but the reality is that this amount no longer meets today's costs. As expenses continue to rise, we encourage all members to adjust their contributions accordingly. Please help us spread the word by announcing the room rent goals during meetings and encouraging increased donations. Some have suggested passing the basket a second time if the initial collection falls short, and this is another way we can work together to ensure the club remains sustainable for years to come.

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Donations and Grants

One area of significant growth has been in donations and grants. People are noticing the positive changes at our club, and the response has been overwhelmingly supportive. We’ve seen former donors return, new donors join us, and an increase in grant funding thanks to the tireless work of Jena Johnson. Compared to last year, revenue from these combined sources has grown by an astounding 218%—a testament to the strength of our mission and the confidence the community has in our efforts.



Partnerships

Our partnerships have been another major contributor to our success. A standout new collaboration with Wealthy Street Bakery, along with our growing partnership with Guiding Light Mission, has brought additional support and opportunities to the club. We are grateful for these partnerships and look forward to continuing to expand them in the future.

Acknowledging Our Team

None of this progress would be possible without the dedication and hard work of our staff, both current and former, as well as our many volunteers. Their contributions are invaluable, and we owe them a heartfelt thank-you for their commitment to our club’s mission.

Looking Ahead

This year, our mission is to improve communication and transparency while placing the focus firmly on the club. As your board, we see ourselves as custodians working to represent the membership and position the club for long-term success.

Thank you all for your support and dedication. Together, we are building a stronger, more vibrant community to support those in need.

Brad Rose

Alano Board President and Chairperson

# 2024 IMPACT BY THE NUMBERS



**102,003**  
seats filled



**564**  
members



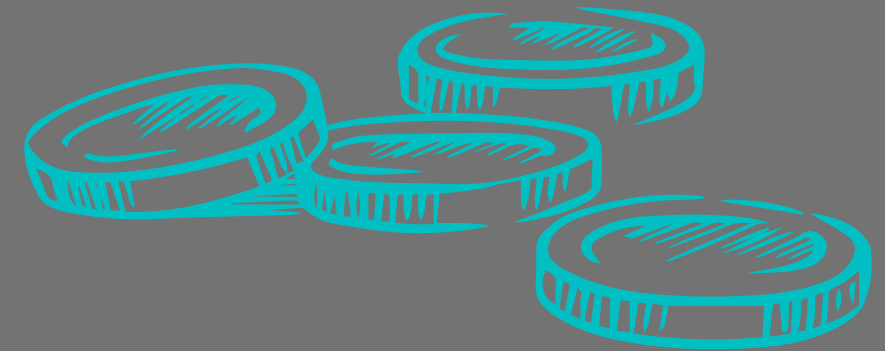
**8**  
outreach events



**3,551**  
volunteers



**125**  
weekly meetings



**2,244**  
coins given

# KEEP COMING BACK - A SHARE FROM KYLE R.

I still remember the day I took my first drink. Its details have been etched into my brain. Riding bikes around the neighborhood with my friends, we were popping wheelies off the old dirt jumps in the field at the end of the street during a family cookout. I was 8 years old and my cousin and I stole a wine cooler from the adults and met behind the garage to see what the big deal was about. All within a few moments, I hadn't a care in the world. The year before I had been cruising the neighborhood in my Dyno DT, playing wiffle ball in a cul de sac. None of that mattered anymore.

By 6th grade I was introduced to pain medication and it felt like alcohol, only 10 times better. I was the coolest kid in the room. All my insecurities seemed to melt away. I wanted to feel that way every second of every day. Pills led to cocaine. Cocaine led to heroin. In 2012, I checked myself into a treatment center in Rockford, Illinois and spent a decade as a frequent flyer there. I found sobriety in AA, and then relapsed again. Some of those years were the darkest of my life.

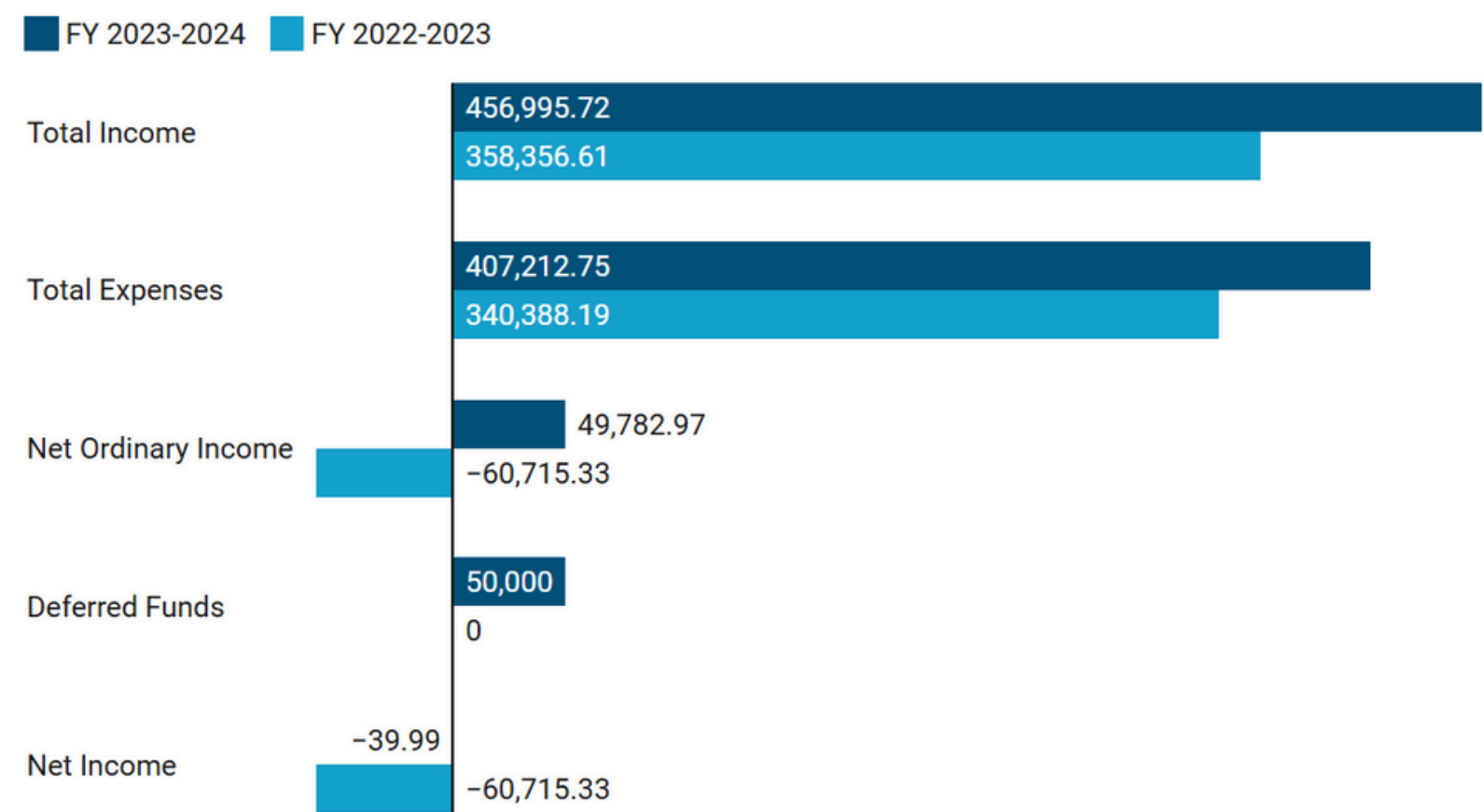
On an early morning in April 2022, I totaled my Jeep on a country road and woke up days later in my mom's basement. I was done. I checked myself into treatment in Grand Rapids, and after getting out, I heard the voice of a friend and staff member from my first stay in treatment in my head saying "go to a meeting when you leave here." I walked through the doors of The Alano Club of Kent County without knowing a single person in the city. I was greeted with a warm welcome and shown around. After finding a meeting, I sat down and shared about where life has taken me since my last AA meeting. That's when I heard it said, "keepcoming back." This simple phrase has meant so much to me over the years. No one was asking me to go anywhere with them, and they most certainly did not ask me to come back. The recovery community understands. We understand the isolation and fear that plagues most newcomers, that's why we invite them back.

After a few months of spending nearly all day at the Club, I was once again part of a community. I got to witness first-hand the way this community works. The grace and understanding we share with each other. The feeling of home as soon as you walk through the doors. I know I'm not the only one who feels this way. Finally came my first holiday sober. The relationships with my family weren't exactly healed at that moment so I was spending the holiday at the club. "What a bunch of losers these people must be!" I thought to myself. Like usual, I was wrong.

The community got together and shared a wonderful meal and time together. It wasn't just people who had no other place to be. It was people who had a place to be, and that place was spending the holiday with the recovery community. A few years have passed since that first sober holiday, but I still make it a point to go to the Club on holidays. Not only to share precious moments with the closest people in my life, but to also show the newcomer what can happen if they "keep coming back."

# Treasurer's Report

This has indeed been a year of change. We ended our fiscal year strong with a final net loss of \$39.99 as compared to last year's loss of more than \$60,000. The club has been working on enhancing our fundraising efforts by pursuing local grants and improving the relationships with our supporters and donor partners. We also improved and expanded our fundraising events adding new events like stand up comedy and a Juneteenth celebration. Adjustments to our golf outing yielded an increase in overall outing income of more than \$5,000.



Café profits, or the lack of them, was a very large piece in last year's losses. One of the highest priorities of the new board was to address this problem and to find solutions to it as quickly as possible.

Early on, adjustments were made to the pricing policies. These policies produced changes in prices on almost all products. At the same time, we started making adjustments to the product offering which was improved through the addition of new things like ice cream, coffee espressos, a daily menu of meals, and more.

We formed cooperations with Wealthy Street Bakery and Guiding Light which expanded our range of baked goods and enabled us to fully utilize the kitchen and its equipment with a more comprehensive menu.

Monthly sales in the café have risen commensurate with the changes and profitability has also improved. More importantly, more and more people are staying or eating at the club than before in at least the last 5 years and we are extremely pleased with the sense of community that has resulted.

**Michael Jasperse**

Alano Board Treasurer and Finance Committee Chair

# Year-Over-Year Comparison

The Alano Club of Kent County operates on an October to September fiscal year. This report is the year-end report and compares how we finished the last year, 2022-2023 with this year.

In fiscal year ending September 2023, we had a loss of more than \$60,000. That has been trimmed in the year ending September 2024, resulting in a net loss of \$39.99.

Of additionally note, we received a very generous \$50,000 grant at the end of the fiscal year. This was restricted funds made available for building facility and maintenance projects in our new fiscal year. Because of this, those funds have been listed as deferred and that can be seen on the income statement.

	FY 2023-2024	FY 2022-2023
<b>Income</b>		
Membership Dues	31,556.00	30,944.04
Café Sales	80,647.89	79,750.55
Grants	74,600.00	19,460.00
Room Rent	131,970.64	127,331.18
Donations	83,986.92	53,346.76
Special Events	54,174.27	47,470.08
<b>Total Income</b>	<b>456,995.72</b>	<b>358,356.61</b>
<b>Cost of Goods Purchased</b>		
Event and Café Expenses	105,706.98	126,077.64
<b>Gross Income</b>	<b>351,288.74</b>	<b>232,278.97</b>
<b>Expenses</b>		
Payroll and Taxes	184,116.07	210,195.01
Operational Expenses	71,018.55	43,834.48
Maintenance and Utilities	46,371.15	38,964.81
<b>Total Expenses</b>	<b>301,505.77</b>	<b>292,994.30</b>
Deferred Income	50,000.00	0.00
<b>Net Income</b>	<b>-39.99</b>	<b>-60,665.92</b>

# Income

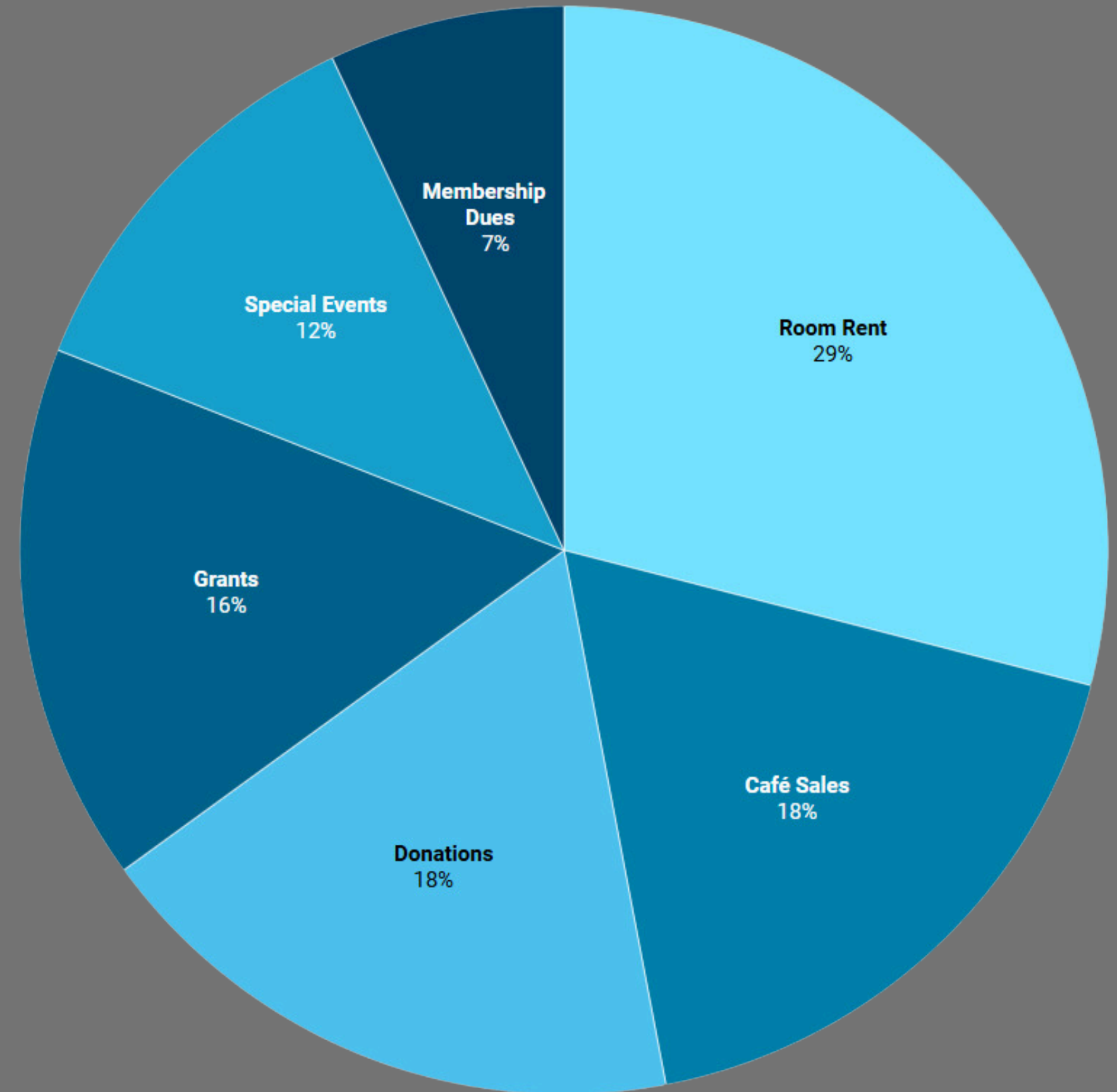
We have seen personal donations continue to increase and have explored new grant opportunities, leading to increased incomes.

Rents, however, continue to be way behind where they should be based on the room rent agreements. In 2024, we introduced new ways of paying room rent with QR codes posted in each meeting room and we are hoping that this new method will allow people to pay meeting rent or make donations more easily.

The Café has been restructured, new staff and community relationships have greatly supplemented our offering and sales have increased significantly.

## Future Growth Opportunities:

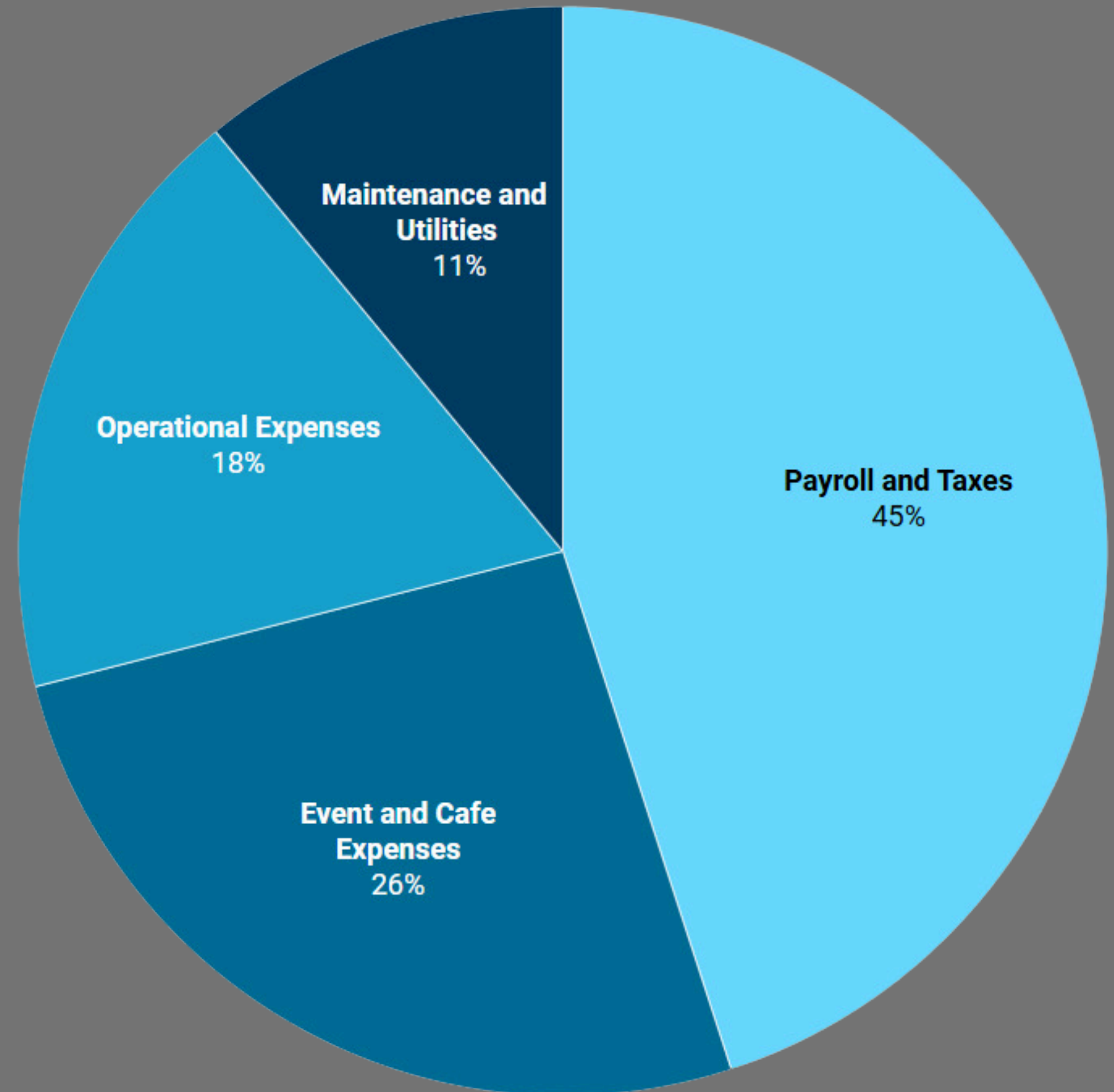
- Rooms rents can improve – our average room rent paid is around \$22 versus the \$35 requirement
- Larger assortments and higher sales in the Café will help greatly
- Promoting membership as a way to support the Club



# Expenses

As in our summer financial report, we indicated that we had realized some savings in our net expenses thanks to the vacancy of the director at the beginning of the year. These were somewhat offset by increases in contract support during the transition. However, we continued to see savings in running costs, café costs, and supplies costs.

While café sales were almost the same as last year, we saw lower net costs in beverage and food of more than \$11,000. This was due to price corrections made earlier in the year. This change in pricing was met by a net reduction in quantities of products sold meaning actual sales numbers were still similar to last year's. However, costs were therefore lower and profitability was improved.



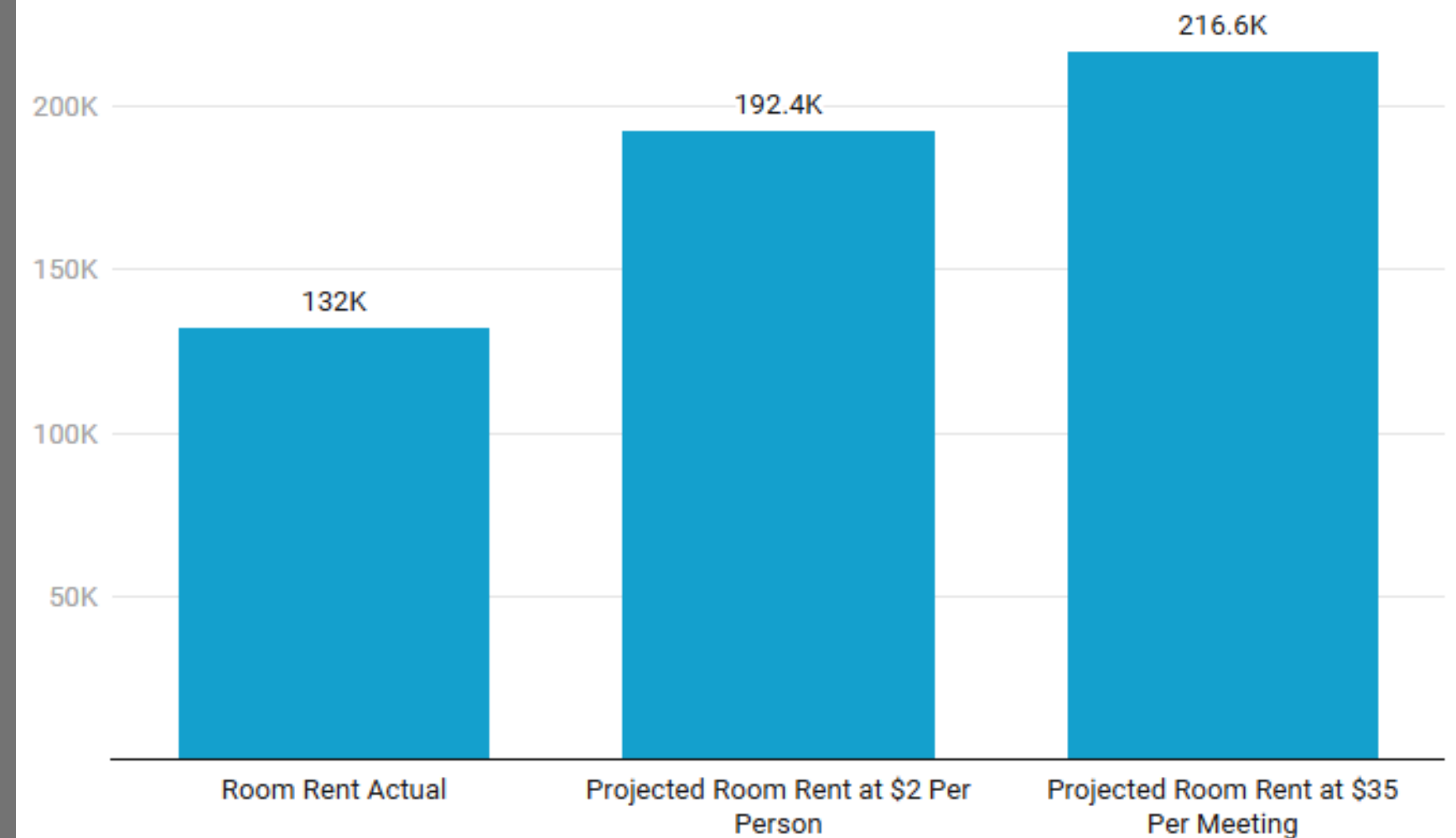
# Room Rent

This is still a soft point for the club's financial performance. The previous management had established a minimum per meeting rent payment due to the club. The current board has not changed that policy. However, weekly room rent levels are never where they should be and there is a regular shortfall every week of about 40%.

We are at a net deficit with room rents every single month and the annual shortfall is nearly \$90,000. This shortfall means we have to make up our cash inflows in other ways. The management has been highly creative in finding other sources of income, but this is still a significant issue for the club.

This is not an easy point; Tradition 7 says that each group will be self-supporting and should not accept outside contributions. It becomes a contract between the club and the meetings that the club will supply a space for the groups to meet in exchange for room rent to be paid. Currently only about 30% of meetings pay their rent in full and there are only about 10 meetings out of the approximately 120 weekly meetings that pay extra to help to offset differences.

**Room Rent Actual Versus Projections**





# Thank You to Our Community Partners

**GUIDING LIGHT**  
GuidingLightWorks.org

 **PINE  
REST** Christian  
Mental Health  
Services

## 2024 Board of Directors

Brad Rose, Chair  
Susan Haworth-Hoeppner, Vice Chair  
Michael Jasperse, Treasurer  
Kevin Rogers, Secretary  
Ed Paul  
Michael Spielmacher  
Hannah Chee

## Leadership Team

Jena Johnson, Executive Director  
Megan Gogo, Operations Manager  
BaNar Singleton, Kitchen Manager