



2024

Impact Report



A woman with long dark hair is smiling warmly and hugging a young girl from behind. The girl is also smiling and has her eyes closed. They are outdoors, with a blurred green background. The woman is wearing a light-colored top, and the girl is wearing a yellow top. The overall mood is affectionate and supportive.

Empower Single Parents. Transform Families.

Our Mission

Solo Parent is a non-profit organization that empowers single parents by unlocking their emotional, spiritual, and physical potential.

Through our tailored programs and nurturing community, we address and embrace their unique needs and challenges, transforming adversity into strength - guiding families and their children on a path toward healing and sustained success.



Dear Friends,

2024 was a year of transformation—the year everything changed. Thanks to partners like you, we built the foundation needed to step through the incredible doors of opportunity that opened to us. For the first time, we're positioned to support the amazing momentum ahead.

This year, we reached a major milestone: over 225,000 solo parent families reached! But 2024 wasn't just about numbers—it was about pivotal changes that set the stage for our future. In 2023, we cast a vision for a self-sustaining model where revenue from partnerships with government, churches, and the military would fully cover our overhead within 24 to 36 months. You listened and stepped up! Your generosity made 2024 the year that vision took root.

In the pages ahead, you'll see how your support has made all this possible. These stories and milestones are yours, because your belief and support in this mission is what drives it forward. If something here resonates with you or sparks your passion, I'd love to hear from you. Let's connect and we can dive into the details, explore your interests, and dream together about how we can make an even greater impact. Your voice and perspective matter, and I'm here to listen.

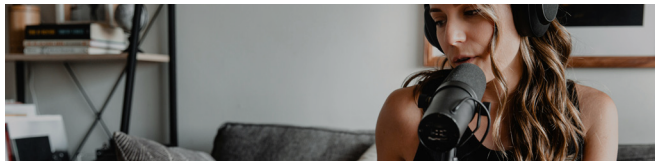
2024 truly changed everything. And because of that, the future looks brighter for the 14 million single parents and their 22 million children in the U.S. On behalf of every life you've touched, thank you. It's an honor to serve alongside you.

Here's to the exciting road ahead,



2024 | Our Impact

225,000
Families
Reached



Podcast

Our podcast remains the heart of our resources and content. In 2024, we grew to over 600,000 downloads, with our daily devotional podcast surpassing 70,000. Unlike standard podcasts which typically run 13 weeks, we release a brand-new episode every single week (52 weeks), covering the topics single parents face most. From heartfelt conversations with solo parents to insights from incredible guest experts and thought leaders, we're honored to provide content that equips, encourages, and empowers.



Groups

We continue offering free Solo Parent support groups seven days a week—many days with multiple opportunities to connect. These groups are led by inspiring solo parent leaders who've walked their own healing journeys through Solo Parent and now help others find hope and healing. Without any formal promotion, we've also seen in-person local Solo Parent groups take off in churches and corporations eager to serve their local communities. Stay tuned for more on this exciting growth.



Online Resources

Through our website, written materials, and social media, we've created a constant source of encouragement for single parents. Daily posts provide connection and remind solo parents they are never alone—they're part of a larger community that cares.



Solo Parent App

Our app has become a central hub, putting resources at solo parents' fingertips. Even more exciting are the 7,000 single parents around the world accessing real-time chat to share best practices, prayer requests, and encouragement. It's a powerful tool for connection and community, especially for those who feel isolated.



CRM

For the first time, we've implemented a powerful CRM system, allowing us to stay in closer contact with donors, partners, and single parents. This new tool has transformed how we build meaningful, consistent communication.



Employees

2024 marked another milestone—we transitioned from part-time and contract help to W-2 employees with benefits. Investing in our team reflects our commitment to building a strong foundation for the future.

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Military Partnerships

In 2023, we were honored to be invited to the Pentagon to collaborate on creating a support program for single-parent service members—a group that, incredibly, had never received tailored support in the history of the U.S. Armed Forces. Working closely with high-ranking officials, we developed two programs from the ground up. While we were told the approval process could take 12-18 months, the programs were approved in just two weeks, making history as the first-ever support initiative for single parents in the U.S. military.

2024 became a year of unprecedented progress. We trained 90 Army chaplains, equipping them to serve 38,000 service members and their families. But the impact didn't stop there. The Pentagon itself embraced our program, offering our support groups internally, serving all military branches and even offering it to their civilian employees. Now, this historic initiative serves 24,000 individuals working at the Pentagon itself.

This milestone underscores not only the urgent need but also the immense opportunity to support single parents who serve our country with such bravery. We remain humbled and deeply honored to walk alongside these men and women. Looking ahead, we're excited to expand this program further within the military and continue making history by addressing a need that has been overlooked for far too long.



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State-Level Expansion

A surprising and exciting development in 2024 came from the state of Florida. After learning about our work with the Pentagon, state leaders asked if our programs could be adapted to support first responders, law enforcement officers, and veterans—those in high-stress roles who often face the unique challenges of solo parenting.

In partnership with senators and legislators, we worked to develop a tailored approach that met these needs. The result was the passage of an appropriations bill that received bipartisan support in both the House and Senate. This legislation allocated funding in Florida's 2024 budget to provide free resources and support to single parents in these critical professions.

This initiative has not only deepened our impact in Florida but also opened the door to future collaborations with other states. We are grateful for the opportunity to serve these dedicated individuals who sacrifice so much for their communities and look forward to scaling this model nationwide.



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Solo Parent Academy

For years, we've dreamed of creating a way for single parents to access resources directly—whether or not they're connected to a church, organization, or institution. In 2024, that dream began to take shape with the launch of the Solo Parent Academy. Our first course, "Four Habits of a Successful Solo Parent," equips solo parents with practical tools for building stability, fostering emotional health, and finding hope. This course marks the start of a comprehensive library of content designed specifically to meet the needs of single parents.

The Solo Parent Academy is more than just an online course platform. It's a place where solo parents can find encouragement, learn at their own pace, and feel empowered to navigate their unique challenges. Over the next year, we will be developing additional courses, covering topics ranging from co-parenting strategies to financial planning, to emotional wellness.

This Academy represents a significant step toward fulfilling our mission: to equip and empower every single parent, no matter where they are, with the resources they need to thrive.



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Digital Platform

From the very beginning, we recognized the power of digital tools in reaching single parents. However, relying on third-party platforms for our app and website has limited what we can offer. In 2024, we began an ambitious project to build a proprietary digital platform designed specifically for the needs of single parents.

This new platform will integrate all of our resources into a seamless, user-friendly experience. The first feature, launched in late 2024, was the Solo Parent Academy, with its inaugural course available online. But this is just the beginning. By early 2025, all of our digital resources—including support group access, devotional content, and community chat—will transition to this new platform.

The most exciting aspect of this proprietary system is the ability to customize it entirely for single parents. Whether it's real-time chat for sharing encouragement, personalized resources based on individual needs, or streamlined access to new content, this platform will provide a comprehensive and dynamic hub for support.

This digital transformation is more than a technological upgrade—it's a commitment to serving single parents better, eliminating barriers, and creating a space where they feel equipped, connected, and supported.



Our Why

Our nation is only as strong as the strength of our families. Currently, one-third of the nation's families are facing crisis.



Single parent families account for
10.9 million households, raising 23 million kids*

**Children from single parent homes
are at exponentially greater risk.**



63%
of youth suicides



75%
of kids in chemical
abuse programs



85%
of incarcerated
minors**

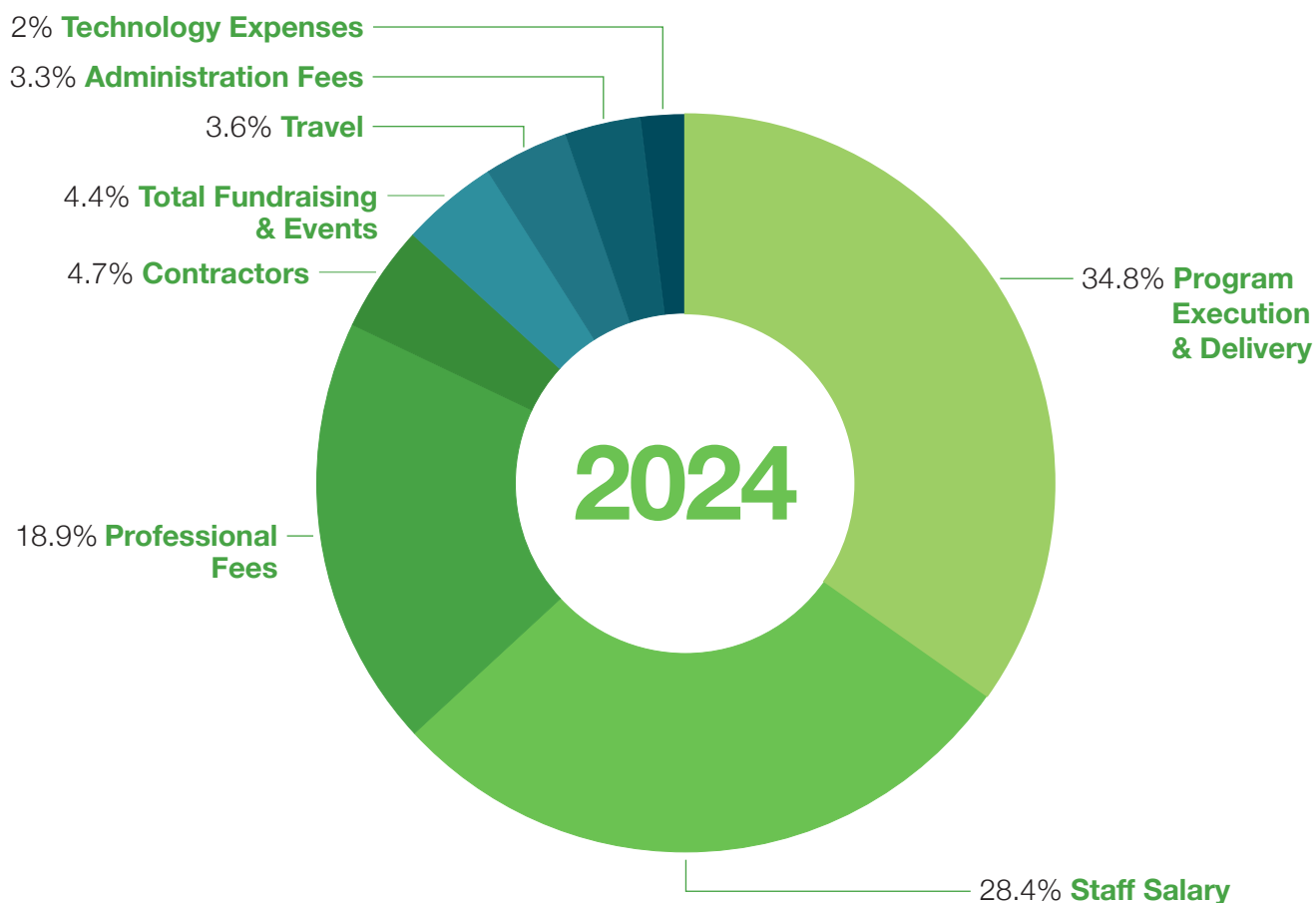
come from single parent homes.

Fueling Our Mission: Strategic Budget Allocation for Growth and Impact

In our 2024 fundraiser, we outlined our vision for the next 24 to 36 months to seize the growing opportunities and demands coming our way. We are thrilled to report that, thanks to your generous support, we have built the necessary infrastructure to serve our expanding community of advocates and partners. Importantly, we achieved this while keeping our primary financial investment directed toward program development, ensuring our mission remains the central focus.

As we enter 2025 and 2026, we will concentrate on expanding our reach significantly. With this infrastructure now in place, we seek additional resources to extend our impact further. To use an analogy, we've built the car through your support; now we need gas to drive our mission forward.

We take the stewardship of your contributions very seriously. If you'd like more details about our specific projects or how we can address resource gaps, please feel free to reach out. Thank you for being an essential part of this journey!



Looking Ahead

Critical Opportunities & Needs



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Self-Sustainability

In 2024, we gained a clear road map for providing resources to military and government sectors. These areas, which we initially identified as promising avenues for self-sustainability, have now proven their potential after nine months of actively selling our programs. Our belief and forecast have been validated: we now project that within the next 18 months, 60% of our operational overhead will be covered by these initiatives.

However, meeting the growing demand has required significant investment in the infrastructure necessary to service these opportunities. To sustain this growth, we need donor support during this critical transition.

Our plan is twofold:

- 1. Phase One** (First 18 Months): Donor support will need to cover 60% of our operational costs, requiring \$800,000 annually.
- 2. Phase Two** (Second 18 Months): Donor support will decrease to 30% as we move closer to self-sustainability.

By the third year, our overhead will no longer rely on donor contributions, allowing us to channel future donations directly into expansion efforts, such as serving low-income populations and launching benevolence programs. This strategy ensures we can achieve self-sustainability while continuing to scale our impact.

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321 Mobilization

In 1984, President Ronald Reagan proclaimed **March 21** as **National Single Parent Day**—the first and only time a U.S. president officially recognized this demographic. Despite this recognition, little has been done since to support or celebrate single parents.

In previous years, we marked this date with a fundraiser called “321.” Starting in 2025, we’re pivoting this effort into a nationwide awareness campaign. This campaign will culminate in an event on the Thursday before March 21, aiming to inspire people to honor, support, and celebrate the single parents in their lives.

Our role will be to shine a spotlight on the importance of single parents, equipping individuals, organizations, and institutions like the military with the tools and resources they need to celebrate and support this under served group. This shift moves the focus away from us as an organization and positions us as a thought leader, mobilizing the country to pay attention to this vital demographic.

In 2026, to make this vision a reality, we aim to raise \$120,000 to fund this nationwide effort.

Military Expansion

With the launch of support groups at the Pentagon, awareness of our programs is spreading beyond the Army branch. Our goal is to serve all branches of the Armed Forces.

Expanding this initiative will require significant infrastructure and support, including:

- **Customization:** Adapting materials and programs originally developed for the Army to meet the unique needs of other branches.
- **Dedicated Liaisons:** Establishing key personnel to manage relationships and provide customer service for each branch.
- **Training:** Recruiting and equipping trainers to prepare chaplains across all branches to care for single parents.

This expansion is a vital next step in addressing the needs of single-parent service members throughout the military. By creating tailored programs and resources, we can ensure no branch or individual is left unsupported.

Digital Resources

Our new proprietary platform has opened the door to provide a more robust and tailored experience for single parents. Until now, much of our content has been broad, addressing the general challenges faced by widowed, divorced, and never-married parents. While this approach has been valuable, it doesn't fully address the nuanced needs of specific groups within the single-parent community.

Whether it's support for parents of children with special needs, navigating complex co-parenting relationships, or dealing with grief after losing a spouse, these unique experiences require focused resources. General content simply can't go deep enough to address these crisis points.

Our vision is to build a comprehensive library of resources that speaks to every facet of a single parent's life. In 2025, we plan to produce 12 to 15 video courses as the foundation of this library. These courses will address specific, immediate needs while laying the groundwork for a dynamic platform that evolves alongside the challenges single parents face.

This ongoing effort is about more than just creating content—it's about ensuring single parents have access to expert guidance and tools that meet them exactly where they are, no matter their circumstances.



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It's very hard to do this parenting thing, period. And then when you're doing it by yourself...being in a group of people who are also doing this alone is empowering and encourages you to keep going. And not only just to push through the hard things, but also come alongside you with a sense of love and care. You're able to do it with each other. **–Stephanie**

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It takes bravery to be a solo parent. Sometime the bravest thing you can do is get that foot on the floor out of bed that morning and that's the thing about Solo Parent - when you are parenting alone, coming to groups or having a chat in the app - you can have those little celebrations with each other, for each other, and cheering each other on. Because you may have lost the cheerleader you thought you once had, but others in this community will say, 'you know, I'm going to come along and help you.' It's a safe space where you feel seen, heard, and understood. **–Carrie**

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There's always a time zone somewhere that someone's awake and you can reach out to them or put a message on the app and somebody will respond, because either they can't sleep or it's the right time zone for them. It has totally enriched my life. It's opened up a whole new door of life that I didn't even know was there. **–Lana**

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Thank You!

Together, we've accomplished more than we ever imagined possible, and this is just the beginning. Your belief in our mission has not only fueled real change for single parents and their children but has also opened incredible doors of opportunity. From serving military families across all branches to expanding state-level programs and building a robust library of tailored digital resources, the future is full of promise. Meeting the growing needs ahead requires all of us—your continued support, passion, and partnership. With your help, we can achieve self-sustainability, equip even more solo parents with the tools they need, and expand our impact into under served communities.

Thank you for standing with us, for dreaming with us, and for helping us create a brighter future—one family at a time. Together, we're not just changing lives—we're rewriting what's possible.





SoloParent.org