

2023



ANNUAL REPORT



501-530-0095 | www.goodnessvillage.org | Little Rock, Arkansas



Tyson, Jeff, Dee & Max Blackwell in their Goodness Village apartment

“Spending countless days and nights in a hospital can take a toll on your mental and emotional well-being. Goodness Village offers respite for my husband and me as we alternate between our son’s bedside and caring for our younger child at the apartment.”

 *Dee Blackwell*

2023 Goodness Village Guest

Looking Forward...



Reflecting on Goodness Village's impact in 2023 fills me with an overwhelming sense of gratitude for the generosity driving our mission. Your support enables us to profoundly impact the lives of numerous families seeking critical medical treatment in Little Rock.

Last year, we provided affordable housing and support to guests from 22 states and 5 countries. **The numbers in this report are more than just figures; they represent real individuals facing unimaginable medical crises.** Through new partnerships, we've expanded our reach and our ability to serve even more guests.

Looking forward, we're eager to magnify our impact. Our commitment to expanding goodness includes seeking new partnerships and intensifying efforts to raise awareness, all while never losing sight of what is most important - serving our guests.

To each of you, thank you for your integral role in our mission. Your contributions, whether time or treasure, make tangible differences in the lives we serve.

 *Kim Burket*

EXECUTIVE DIRECTOR
KIM@GOODNESSVILLAGE.ORG





Our Mission



Providing comfort, care, and community

Goodness Village provides affordable, upscale apartment homes to patients and their families receiving medical treatment in Little Rock, Arkansas.

From Our Leadership

Ben Parkinson

BOARD CHAIRMAN



“The Board of Directors wants to thank each and every one of you for your continued partnership with us in coming alongside families from, literally, all over the world this year. Through your generosity and belief in the mission of Goodness Village, we have been able to encourage, support, and house families from 22 different states and five different countries this year! **You have allowed us to love on more families than ever before and we only see that continuing to increase with your help.** God bless you for making this vision a reality for so many hurting families in our state, our country, and now our world!”

BOARD OF DIRECTORS

Kim Burket
Krissi Fry
Cynthia Gordon-Floyd
Aimee Parkinson
Ben Parkinson
Jerry Reed
Johnny Runnells
Maleah Runnells
Tonya Tennison
Ashley Wadsworth

ADVISORY COUNCIL

Dr. Gary Arnold
Melissa Bradley
Alex Cope
Neil Day
Greg Edwards
Bobby Gosser
Matt Gross
Amy Jo Jenkins
Jeremy Land
John McMorran
Charles Pfeifer
Wallace Smith
Tammy Quick





Our Team



KIM BURKET, Executive Director

ANNABELLY BAUTISTA, Cleaning Specialist

KELLY BITTLE, Brand Manager

JAMIE DEASON, Marketing & Annual Giving Manager

CHRISTY DUNSTAN, Community Outreach Coordinator

KRISSI FRY, Operations Manager

SHARON GRAVES, Meals & Special Projects

LORI LAHODNY, Apartment Care & Design

TAMMY QUICK, Director of Development

CAROL WALLACE, Patient Navigator

SUZANNE WATERS, Volunteer Coordinator

JANET WEBB, Apartment Care & Design

CARISSA HOLSTEAD*, Grant Writer

TRICIA PARKER*, Grant Writer

SUE WHITE*, Accounting Consultant

EMILY WOOD*, Grant Writer

*not pictured

Spreading Awareness



Spreading the GOOD news about Goodness Village is our passion! In 2023, we teamed up with the Little Rock Chamber of Commerce to Serve the Rock, delved into hospitality healthcare in Boston, participated in the UAMS and Arkansas Cancer Coalition walks, and participated in speaking engagements to spread awareness about the need for medical housing in Little Rock.





Impact Report

In 2023 Goodness Village maintained 22 fully-furnished apartments for patients and their families to stay together during treatment.



169

Families
Served

22

Different
States

5

Countries
Served

6,064

Nights
Stayed



Your Impact & Who We Serve

Your support makes a significant impact on patients and families during a difficult medical journey.



\$125

Average cost per night at a hotel in Little Rock.



\$527,568

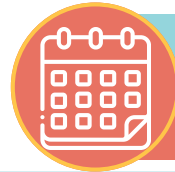
Lodging costs offset for patients and caregivers.



\$38*

Average cost per night at Goodness Village.

**Average cost per night after Family Support Funding applied. Does not include cleaning fees.*



Longest stay: 338 days

Average stay: 36 nights

Our guests were facing a wide variety of illnesses or injuries, including:

Surgery
7

Genetic
8

Neonatal
4

Multiple Myeloma
85

Other Cancers
40

Transplant
19

Cardiac
6





Guest Testimonial

Donna Raymond

At Goodness Village, our guests can stay for as long as their medical treatment requires. **For Donna Raymond, this translated into 633 nights of rest and healing.** Donna arrived in Little Rock in March 2022 from her home in California to undergo treatment following a devastating diagnosis of Multiple Myeloma. She struggled with logistical challenges and emotional strain. Thankfully, she discovered the warm embrace of Goodness Village, sharing, "The apartment became my world, my safe space, and helped me maintain a sense of normalcy."



"Without Goodness Village, I could not have had hope or the willpower to fight this disease! The incredible individuals at Goodness Village made sure that I never felt alone. Goodness Village saved my life."

Donna Raymond, Guest March 2022 through December 2023

Donna is back at her home in California and enjoying spending time with family. Her cancer is being managed with monthly chemo treatments and medications. We are grateful for Donna and each one of our guests, caregivers, and families who entered the doors of our apartments in 2023. **Their testimonies reflect the immeasurable impact of compassion, support, and love that transforms strangers into a family.**



Guest Reviews



“We couldn't have chosen a better place to stay while my daughter was receiving radiation treatment at UAMS. The staff were some of the kindest souls I've ever met. Goodness Village is a saving grace to many, like us! God bless you all!”

 *The Gregory Family*



“Having a clean, fully-furnished well-decorated apartment to return to after daily infusion, stem cell transplants was a blessing. The entire staff and all the volunteers that work endlessly to make families feel at home by offering meals, goodie bags, prayers, and support was unbelievable.”

 *The Blackwoods*



“It was so lovely to have this warm, comfortable, home away from home to come to after long days at the clinic, especially on days that were not going so well. I am so grateful to all of your staff and volunteers for all that you do.”

Google Review from Pam Beard

Goodness Village Guest 2023





Volunteer Impact

THANK YOU FOR SHARING
GOODNESS WITH US!



9,394

Volunteered Hours



787

Volunteers



291

Meals Delivered



\$298,729

Value of Volunteer
Hours



2023 VOLUNTEER GROUPS

Advance Practice Council
American Heritage Girls
Calvary Baptist Church
Deets With Dees
Little Rock Church
Kingdom Quilters
National Charity League
New Life Church

Fellowship Bible Church
Energy of Arkansas
Geyer Springs Baptist Church
Mount Saint Mary Academy
St. James United Methodist
Church
Thrivent
Young Men's Service League



Village Volunteers



Our **Village Volunteers** are an integral part of what makes Goodness Village a place of healing and hope for those undergoing medical care while in Little Rock. We are so grateful for this group and their commitment to our mission.

Ashley Atkins
Keyya Bell
Jill Brooks
Kathleen Cargill
Brenda Carter
Kristin Carter
Kathy Collard
Connie Coonan
Kelli Criswell
Melanie Dancy
Christy Dunstan
Sandra Fiser

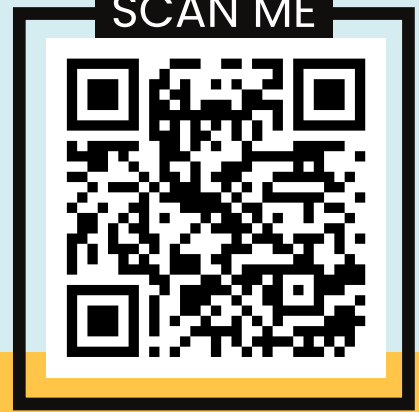
Melissa Francis
Melissa Gilliam
Kathy Goss
Regina Graham
Sharon Graves
Kristin Hodge
Nancy James
Kacey Jones
Lois Mackie
Lindsey McDonald
Quenna Milam
Donna Monk

Peggy Munson
Leslie Provencher
Julie Ruby
Beth Scanlan
Patty Snider
Rosemary Studer
Peggy Thompson
Cherrie Wade
Ashley Wadsworth
Suzanne Waters
Michelle Waugh
Becky West



Ways to Give

SCAN ME



ADOPT-AN-APARTMENT



Adopt-an-Apartment partners help us offer nightly rent reductions, meal assistance, gifts of encouragement, and a supportive community for our guests.

PLANNED GIVING



Through Planned Giving, you can leave a legacy that gives hope to the guests of Goodness Village for years to come.

BECOME A MONTHLY DONOR



The Village is a treasured community of monthly donors whose gifts support the guests of Goodness Village.

EMPLOYER MATCHING GIFTS



Employer Matching Gift programs allow you to double or triple, your donation to Goodness Village. Ask your company about matching employee donations.

WISH LIST



Shop our wish lists to provide patients and caregivers with daily essentials.

Community Partner

BSR REIT



2023 marked the start of an amazing new partnership with BSR REIT. Headquartered in Little Rock, BSR is a publicly-traded owner and operator of multifamily apartment communities across the United States. BSR's Home Away From Home Foundation generously gifted us a unit at one of their exceptional communities, Markham Oaks Apartments. The addition of a new apartment provides us with the opportunity to serve more families.

“Offering apartment homes to patients in need is a goal of the Home Away from Home Foundation,” said Dan Oberste, CEO of BSR REIT. “We are grateful to have Goodness Village as a partner to identify those patients. Together, we can have a bigger impact than working independently. It’s a natural fit and one that will benefit patients and their families the most.”



Dan Oberste

Among those who have already felt the impact of this special gift is 16-year-old kidney transplant patient JDan and her mother, Kenya. **“We suffered a severe loss after my daughter’s transplant that left us homeless and living in our car, shared Kenya. “Thankfully, we were referred by our medical team at Arkansas Children’s Hospital to Goodness Village. Now, we have a stable place for JDan to heal while she is being treated.”** Thank you BSR for this incredible opportunity and for your belief in the power of community support.





Valued Partnerships

2023 LEADING DONORS

Arkansas Children's Hospital
BOK Financial
BSR REIT
Gail and Gene Call
CARTI
Charles Carroll Family Foundation
Jackie and Tommy Clinton
Ann and August Cutter
Community Fellowship Church, Inc.
Fellowship Bible Church
Johnson Family Real Estate Holdings

Kate and Chris Foss
Starla and Phil Goad
William D. Heydel II
Legacy Termite and Pest Control
Little Rock Church
Cathy and Charles Pfeifer
Pat and Ken Plunk
St. James United Methodist Church
Mary Taylor
Peggy and Tom Van Meer
Ashley and Chris Wadsworth

2023 IN-KIND GIFTS

BSR REIT
Cobblestone & Vine
Chick-fil-A Cantrell Road
Cranford Co.
Delta Dental
Garver
Gina's Catering
Kingdom Quilters
MyStorage.com
Nothing Bundt Cakes
Potbelly Sandwich Works

2023 GRANTS

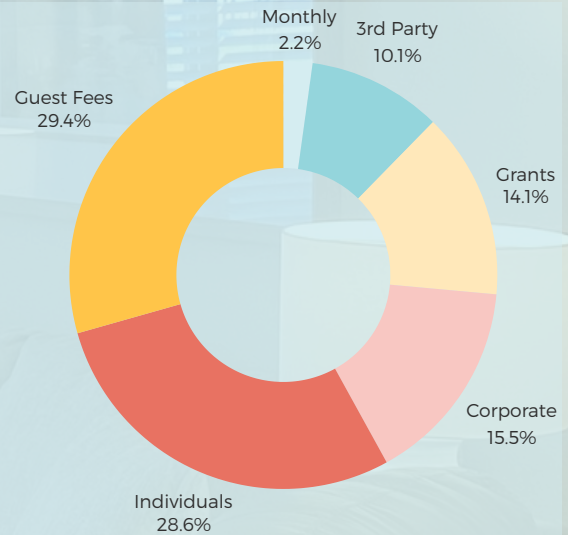
Arvest Foundation
Arkansas Cancer Coalition
Arkansas Community Health &
Education Foundation
Blue & You Foundation
Entergy Arkansas
Faith Cancer Support of Cabot, Inc
Janssen Cares
Roy & Christine Sturgis
Charitable Trust
Schmieding Foundation
Whole Foods Community Giving

Financial Snapshot



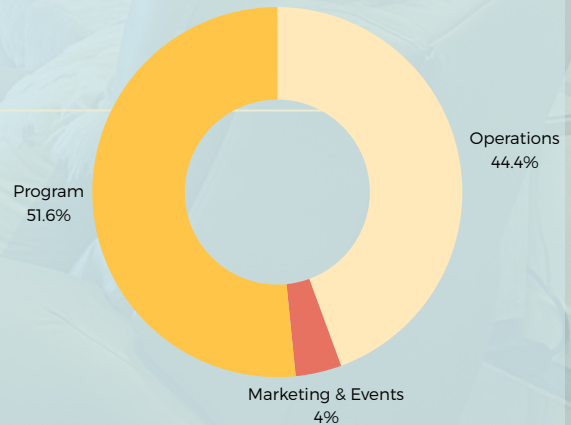
REVENUE

Monthly	\$18,987
3rd Party	\$87,400
Grants	\$121,685
Corporate	\$133,885
Individuals	\$246,732
Guest Fees	\$253,246
Total Revenue	\$861,935



EXPENSES

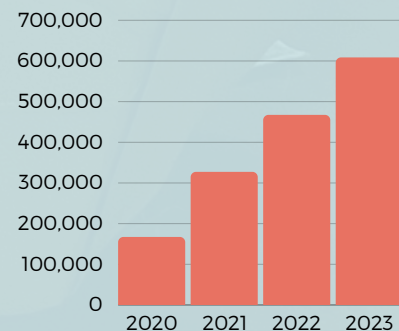
Marketing & Events	\$36,121
Personnel & Operations	\$357,683
Program	\$415,581
Total Expenses	\$809,385



GROWTH SINCE 2020

2020 Fundraising Revenue	\$167,266
2021 Fundraising Revenue	\$327,308
2022 Fundraising Revenue	\$467,441
2023 Fundraising Revenue	\$608,689

Fundraising Growth=263.9%



Social Media



Stay connected so you don't miss out on any of the **GOODNESS!**



@goodnessvillage

Facebook Content Interactions went up 73%!



@goodnessvillage

Instagram Content Interactions went up 100%!



@goodnessvillage

LinkedIn added 151 new followers in 2023!



Contact us



501-530-0095



11610 Pleasant Ridge Road
Suite 103-174 Little Rock, AR 72223



www.goodnessvillage.org



"I was fortunate enough to stay with Goodness Village during the unexpected journey of a stem cell transplant. Not only does Goodness Village offer open arms at the beginning of the process, but they continue to stay extended throughout the process and beyond. They will forever be a part of my extended family."



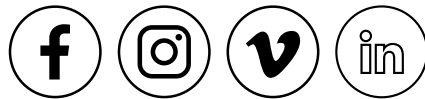
Lisa Simms-Thomas

2023 Goodness Village Guest



goodness *village*

www.goodnessvillage.org



Goodness Village is a 501(C)(3) nonprofit charity registered under Tax ID # 84-3284848.

*"I was a stranger and you invited me in...
I was sick and you cared for me."*

Matthew 25: 35-36