



*One by One*<sup>™</sup>  
MINISTRIES

# ANNUAL REPORT 2021







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# 2021 - A YEAR OF OPPORTUNITIES

2021 certainly provided us with many opportunities to serve our moms! In addition to providing our regular training on health, safety, and education, COVID and our winter storm in Memphis gave us opportunities to help our moms take advantage of numerous community resources offering assistance for a range of services from food and rent to mental health.

2021 also gave us several opportunities to grow. We added communities in Tennessee, Mississippi, and Texas and hired a full-time Texas director. We translated our training materials into Spanish, launched Spanish-speaking training sessions, and developed a Spanish page on our website.

As 2021 came to a close, we launched a pilot virtual mentoring program, which we plan to have fully functional by the end of 2022. In this report, you'll see a recap of all you helped us accomplish this year.

Of course we couldn't have done any of these things without your support! Thank you for all you do for One by One so that we can reach more moms across our communities. Praying for blessings for you in 2022,

*Heather*

Heather McCaskill  
Executive Director







According to the 2020 U.S. Census Bureau,

4 in 10 children born in the U.S. are born to single moms.

About 1/3 of those families live in poverty.

One by One wants to provide a mentor for any mom asking for help. Currently, more than 85% of the moms we serve are single, and more than 50% are low-income families receiving resource assistance. Children in single-parent families are more likely to drop out of school and are less likely to finish college, making it harder for them to earn a livable wage.

It is vital for us to come alongside at-risk moms with love, acceptance, support, resources, and parenting education and to walk with them and their babies during the crucial child development stages of birth to three years.

## MISSION & VISION

**At One by One, our mission is to mentor and educate new moms to parent well.**

**Our vision is that all moms accept God's love and parent well so children thrive.**

**Support:** "Your mentor helps you, is there for you, and is your friend. There is no judgment. You have someone for you who helps you be a good mom."

**Educate:** "One by One has increased my parenting skills with my daughter. The information and activities we go over monthly lets me know my daughter is growing and developing on time."

**Share the Gospel:** "My mentor has made me run back to the Lord."



# Impact

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189 Moms Served

163 Moms Enrolled  
Year 1 Program

20 Moms Enrolled  
Year 2 Program

6 Moms Enrolled  
Discipleship Program

107 New Mentors  
Trained

20+ Sponsoring  
Churches

50+ Community  
Partners

1000 Volunteer Hours,  
Worth \$25,000

67% of Moms provided with community resources

70% of Moms demonstrated growth in spiritual journey

93% of Moms demonstrating progress in parenting skills

95% of Moms up-to-date on health-care visits and  
children developing optimally



# Locations

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## Mississippi

Corinth  
Horn Lake  
Olive Branch  
Oxford  
Southaven  
Columbus\*  
Tupelo\*

## Tennessee

Bolivar  
Brownsville  
Dyersburg  
Memphis  
Oakland/  
Somerville

## Texas

Dallas/  
Ft. Worth  
San Antonio

\*Denotes new  
communities in  
2021





# Memphis

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One by One in the greater Memphis area continues to grow as we add more sponsoring churches, community partners, and referring agencies.

## Mom Testimony

When Tiffany found out she was pregnant, she knew that, as a single mom, she would face challenges. She contacted One by One, and we matched her with Amy. Tiffany says Amy has always been there to assure her that she's bigger than her obstacles - that she can make it with God's help. Tiffany and Amy completed One by One's year one and year two programs and now have a beautiful friendship.





# Communities

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One by One added new communities in Columbus and Tupelo, Mississippi, and continued to grow our other communities in north Mississippi and west Tennessee.

## Mom Testimony

Can you imagine being pregnant with your first baby while living in a foreign country where you had no parental support, no close friends, and no knowledge of the health care system? That's the position this Tupelo mom, who is originally from Italy, found herself in. She came to the US a few years ago to get married, but when she became pregnant, COVID restrictions prevented her family from coming to the U.S. She called One by One,



and we matched her with a mentor eager to help. Her mentor has helped her navigate the health care system, find a pediatrician, and answer questions about parenting. Our mom says her mentor has been very helpful and is teaching her how to be a good mom. Her mentor says it's really neat to see how God is using her in this relationship. The mom hopes to be able to visit family this winter.



# Texas

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One by One added a new, full-time Texas Director this year, and we are excited to be growing our efforts in San Antonio and Dallas/Ft. Worth.

## Mom Testimony

One of our Texas moms found out she was pregnant with her 7th child shortly before COVID hit. She lost her job due to COVID shut-downs, and she had two toddlers at home. She says she was terrified she had nothing left to give another child. She said for five months she tried to pray him away and seriously considered abortion. At seven months, she says she accepted being pregnant and prayed that God would help



her get through the challenges. God answered her prayers and, as she says, "had His hands on me throughout this journey." She contacted One by One, and we paired her with a mentor. She says her mentor never judged her, just listened, and now they are great friends. Her son is now a thriving toddler who, she says, "has a great purpose on his life and he has definitely blessed mine in so many ways."



# Mentors

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We could not do what we do without our wonderful volunteer mentors. Our mentors participate in a 6-hour training, where games like our Family Feud style quizzes (with prizes!) help make training more impactful and fun. We teach our mentors what they need to know to help a new mom, share their testimonies, and navigate potential uncomfortable situations. Mentors meet with their One by One moms once a month for an hour and check in weekly via phone calls or text. Mentors submit a monthly report to One by One so that we can track our program's success.



If you or someone you know would like to become a mentor, visit our website at [onebyoneusa.org](https://onebyoneusa.org) then click "Become a Volunteer" and "Mentor." Complete the application and background check, and someone from our staff will call to schedule your training.



# Community Support

One by One regularly works with more than 50 organizations in all of our communities to support our moms. COVID and the Memphis winter storm provided additional opportunities for us to work with community agencies to help our moms. In Memphis, we created an emergency resource list for food, clothing, shelter, utilities/rent assistance, eviction information, legal assistance, transportation, job opportunities, unemployment assistance, financial planning, children's activities/school supplies, domestic abuse shelters, and mental health resources.

Additionally, we connected our moms to partners who provided car service, rental assistance, transportation, pack and play cribs, clothing, baby needs, food, and school supplies.



Christian Brothers Automotive was one of several businesses and community agencies who helped our One by One moms meet physical needs. As part of its National Day of Service, CBA provided free oil changes for some of our moms.

This baby's mom was struggling to pay rent during COVID. One by One connected her to an emergency rental and utility assistance program through 901 Homes of Memphis. They reimbursed her for 4 months rent, which she used to prepay future rent.



One by One worked with the Shelby County Health Department's Fetal and Infant Mortality Review Program to give free pack and play cribs to our new moms in need of a safe crib for their babies to sleep in.

# Referral Agencies

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One by One is thankful for all of the agencies in our communities who refer expecting moms to us.

Life Choices of Columbus, MS  
Life Choices of Dyersburg, TN  
Oasis Medical Center - Corinth, MS  
Parkgate Pregnancy Clinic- Tupelo, MS  
Birthright - Memphis  
Life Choices of Memphis  
Early Success Coalition - Memphis  
Morning Center - Memphis  
Memphis Coalition for Life  
Driving the Dream - Memphis  
Methodist LeBonheur Genetics- Memphis  
Real Options - Dallas  
The Source - Dallas  
Pregnancy Care Center - San Antonio  
San Antonio Pregnancy Center  
San Antonio Hope Center  
Any Woman Can - San Antonio

We are also thankful to schools, churches, public health and safety officials, friends, and family members who refer moms to us. Of course, any mom can request a mentor by going to our website [onebyoneusa.org](http://onebyoneusa.org) and clicking "Request a Mentor."

In our efforts to reach more moms needing support, we launched a pilot **Virtual Mentoring Program** in 2021. We are excited to test the program early in 2022 with a full roll-out planned for the last quarter of 2022.



# 2021 Highlights

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## In-Person Mentoring

We were thrilled to be able to resume in-person mentoring meetings and trainings. We continued to offer virtual options for both as COVID remained a concern for some.

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## Mother's Day

We provided flowers and gift bags for all of our Memphis moms and gift cards for our community moms.



## Costume Contest

We hosted our Second Annual Baby Costume Contest on social media to spread awareness of our ministry. Winners received Amazon gift cards.

# 2021 Highlights

## Changing Lives

The Memphis chapter of A Girl and A Gun was just one of many community organizations who raised money for One by One by collecting change in our Changing Lives coin containers.



## Mentor Closet

Several volunteers organized our mentor closet at Kirby Woods Baptist Church. We store donated, gently-used baby items here so we can easily access them when our moms need them.



## One by One en Espanol

We translated our training materials into Spanish, launched Spanish-speaking training sessions, and developed a Spanish page on our website.

### One by One En Espanol



**QUIERO SER VOLUNTARIO**  
Los voluntarios son lo que hace posible nuestro ministerio. Ya sea como un compañero de oración, un mentor o incluso un coordinador, cada uno de nuestros voluntarios nos hace quienes somos! Si está interesado, haga clic en el enlace a continuación.

**SOLICITE UNA MENTORA**  
¿Embarazada? ¿Bebé nuevo? ¿NECESITAS AYUDA? Estamos aquí por ti. Queremos emparejarte con un mentor que se reunirá con usted regularmente para alentarle, apoyarlo y equiparlo.

**IGLESIAS**  
Nos vemos a nosotros mismos como el equipador y el emparejador. Trabajamos a través de iglesias locales para reclutar y capacitar mujeres para que sirvan como mentoras. ¡Llévalo las emparejamos con mamás que están pidiendo ayuda

[QUIERO SER VOLUNTARIO \(Web\)](#) [SOLICITE UNA MENTORA \(Req Mentor\)](#)



# 2021 Highlights

## Claim the Future Gala

We were happy to return to an in-person gala this year at Bellevue Baptist Church. Even with the threat of a COVID surge, almost 300 people attended our in-person event with many more watching the livestream. Our keynote speaker, Dr. Ed Newton of Community Bible Church in San Antonio, Texas, delivered a heart-felt message of the importance of having a mentor in your life. We are excited to report that you helped us raise more than \$75,000 at the event.



# Thank you to our 2021 Claim the Future Gala Sponsors

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**Platinum Sponsor:**  
**Christ Community Health Services**

**Gold Sponsor:**  
**Legacy Home Plans**

**Silver Sponsors:**

Christian Brothers Automotive  
(All Memphis Locations)  
Pinnacle Financial Partners  
Daniel & Allie Chatham  
Dick & Suzie Jacob  
Doug & Michelle Stubbs  
Mike & Holly Craft  
Steve & Debra Coplon

**Bronze Sponsors:**

Pyramex  
Thrifty Building Supply  
Virg & Cel Stoneking  
Tommy & Rita Whited  
Charles & Sherrye Baker  
George & May Chu

**Table Sponsors:**

Pinnacle Aerospace Solutions  
Rainmaker Networks  
Floyd & Tanya Groves  
Jeff & Rhonda Hensley  
Matt & Jessica Pyburn  
Kevin & Britainy Sholl  
KWBC Women of the Word  
Prevailing Point Ministries

Barbara Lowry  
Darlene Byrd  
Christ Church  
Mindy Dunn  
Jan McElroy  
Janet Cozzens  
Melody Waller

**In-Kind Sponsor:** Pursley Photography & Design

We would also like to thank the **anonymous donors** who sponsored our gala.



# 2021 Highlights

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## Christmas Mom Blessing Day

We provided 125 moms a \$50 Walmart gift card, gifts for mom and baby, and a "Cherished" shirt to remind her how much she is loved. Our Memphis moms were able to attend our in-person event at Kirby Woods Baptist Church. We mailed gifts to our community moms.

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## Cherished T-Shirts

"I just got my big gift! Thank you so much - y'all have no idea how much I needed this shirt and how much I needed it today!" We hope this shirt is a tangible reminder to all of our moms that they are cherished.

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# GIVING TUESDAY

## Matching Grant

This year we were excited to have a matching grant opportunity for Giving Tuesday. A generous donor committed \$5000 if we raised another \$5000. And you did it, raising \$5200 for our #GivingTuesday campaign!

# Sponsoring Churches

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Fairview Baptist Church - Columbus, MS  
Crosswind Ministry - Corinth, MS  
Grace Bible Church - Oxford, MS  
Oakland First Baptist Church - Oakland, TN  
Brownsville Baptist Church - Brownsville, TN  
First Baptist Church - Bolivar, TN  
First Baptist Church - Dyersburg, TN  
Harrisburg Baptist Church - Tupelo, MS  
Advent Presbyterian Church - Memphis, TN  
Prevailing Point Ministries - Memphis, TN  
Brown Missionary Baptist Church - Memphis, TN  
Bellevue Baptist Church - Memphis, TN  
Second Presbyterian Church - Memphis, TN  
St. Andrew AME Church - Memphis, TN  
Faith Baptist Church - Memphis, TN  
Kirby Woods Baptist Church - Memphis, TN  
Divine Life Church - Memphis, TN  
Deliverance Temple - Memphis, TN  
Raleigh Community Church - Memphis, TN  
Central Church - Memphis, TN  
Harvest Church - Memphis, TN  
El Buen Pastor Christian Church - Dallas, TX  
Erez Church - Dallas, TX  
Journey Community Church - Dallas, TX  
Oak Cliff Bible Fellowship - Dallas, TX  
Kessler Park Baptist Church - Dallas, TX  
Golden Gate Missionary Baptist Church - Dallas, TX  
Parkhills Baptist Church - San Antonio, TX  
First Presbyterian Church - San Antonio, TX  
River City Community Church - San Antonio, TX



# Looking Ahead: 2022

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## What will you help us do in 2022?

We're excited to continue to grow our ministry in 2022!  
These are just a few of the items on our to-do list:

**Add 3 new communities**

**Increase the number of moms served by 20%**

**Increase the number of Hispanic moms served by 20%**

**Launch a fully virtual model by December**

**YOU** are the reason we have such ambitious goals! You have blessed us with your time, your financial resources, your prayers, and your donation of gift cards and baby items so that we may bless the moms we serve. Thank you for your continued support.

## Follow us on Social Media

 **Facebook: One by One Ministries**

 **Instagram: onebyoneministries**

**Coming Soon to Linked In**

# Who We Are

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## One by One Board of Directors

- Darlene Byrd (Secretary) - Owner, APN Healthcare, and Faculty, University of Arkansas Medical Sciences College of Nursing
- George Chu, M.D. - Mid-South Internal Medicine
- Holly Craft - Attorney (Retired)
- Charity Eskew - Registered Nurse
- Suzie Jacob (Vice Chair) - Professor and Executive Associate Dean of Academic Affairs, University of Tennessee Health Science Center College of Nursing
- Kenneth Lewis - Assistant Professor and Director of Information Services, Mid-America Baptist Theological Seminary
- Barbara Lowry (Chair) - Retired Quality Administrator and Training, Communication, and International Speakers Bureau Manager, FedEx
- Britainy Sholl (Ad Hoc) - Past Executive Director, The Forsaken Children
- James Shultz - Chief Spiritual Health Officer, Christ Community Health Services
- Patti Starnes (Treasurer) - Accountant, Family WMS, LLC
- Celia Stoneking - Retired Ministry Director, One by One Ministries
- Melody Waller - Assistant Professor, University of Tennessee Health Science Center College of Nursing
- Lifetime Member: Camille Simmons - One by One Founder and former Executive Director
- Emeritus Members: Linda Hibner, Evelyn Herbert, Cathy Miller

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## One by One Staff

- Heather McCaskill - Executive Director [hmccaskill@onebyoneusa.org](mailto:hmccaskill@onebyoneusa.org)
- Marion Weaver - Memphis Ministry Director [mweaver@onebyoneusa.org](mailto:mweaver@onebyoneusa.org)
- Kristy Dunaway - Community Ministry Director [kdunaway@onebyoneusa.org](mailto:kdunaway@onebyoneusa.org)
- Michelle Price - Texas Ministry Director [mprice@onebyoneusa.org](mailto:mprice@onebyoneusa.org)
- Cindy Curry - Marketing & Development [ccurry@onebyoneusa.org](mailto:ccurry@onebyoneusa.org)
- Joyel Wiley - Office Administrator [admin@onebyoneusa.org](mailto:admin@onebyoneusa.org)
- Nechia Cunningham - Match Advocate [advocate@onebyoneusa.org](mailto:advocate@onebyoneusa.org)
- Celia Stoneking - Prayer Coordinator [cstoneking@onebyoneusa.org](mailto:cstoneking@onebyoneusa.org)





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