

CH^oSEN

2024 Impact Report



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J Jenni Lord
Chief Executive Officer
JenniLord.com

From despair to hope and sorrow to laughter, the stories represented in these pages are living testaments to changed lives.

We have a front-row seat to seeing beauty birthed from brokenness. I am more convinced than ever: the power of relational connection can bring healing to the broken places of our stories.

At every level, our work is about relationships—with those we serve, with one another, and with you. These connections are foundational to everything we do. Nurturing our relationships and holding fast to our vision demands courage, conviction, and commitment.

The vision before us isn't simply aspirational; it's revolutionary. We are striving to influence a shift from a fractured welfare system to one centered on the well-being of children and families. Relational connection must become the standard, not an afterthought. Disrupting the status quo is never easy, but our children are worth it.

Bringing light to broken places is not for the faint of heart. It's a bold, holy endeavor that requires us to show up every day with unwavering determination. Let's stay the course, fueled by the knowledge that we are changing family trees, creating a legacy of hope for future generations.

Real connection brings real change.

Want to invite Jenni to speak or as a guest on your podcast?

Go to JenniLord.com to learn more.

2024 Highlights

In 2024, Chosen reached new heights in serving families and advancing our mission. From expanded programs and training to new funding and partnerships, these highlights showcase our impact in 2024.

- 1 Direct Care**
Served 1,640 individuals, with 70% successfully completing our parent-directed programs, demonstrating the effectiveness of Chosen's approach.
- 2 Significant Funding**
Received funding from Heart Galleries to support post-adopt families across Texas, as well as an initial investment for the "Displacing Shame" training series.
- 3 Training Expansion**
Delivered 6,000 training hours to over 1,000 participants and advanced the "Displacing Shame" series on problematic sexual behaviors by filming the introductory course, with plans for a Learning Management System release in 2025.
- 4 Service Enhancements**
Secured Chosen's largest grant from Humana Foundation to launch an enhanced model serving the greatest at-risk youth in San Antonio and Houston.
- 5 Thought Leadership**
Expanded our reach through 10 strategic partnerships and 12 podcasts, strengthening collaborations for family referrals and training. Our partnership with Proverbs 31 Ministries connects with over 6 million people via their podcast, devotionals, and social media.
- 6 New Partnerships**
Launched new partnerships with Edgewood Ranch (Orlando, FL) and New Life Residential Treatment Facility (Canyon Lake, TX), while securing new Master of Social Work internship partnerships with University of Texas at San Antonio and University of South Florida.

Our Purpose

Chosen's ***Mission*** is to help children, youth, and families prevent and heal trauma through healthy relational connections.

Our Aim

Chosen's ***Vision*** is to see trauma-responsive care and relational connection as the standard in the child and family well-being system.



15th Anniversary

In 2024, Chosen proudly celebrated 15 years of life-changing impact for families. This milestone offers a moment to reflect not only on the difference we've made since 2009, but also on the heart and vision that have guided us from the very beginning. What started as a grassroots dream has grown into a nationally recognized organization—a testament to resilience, innovation, and an unwavering commitment to strengthening families. Looking back at our early beginnings reminds us of the transformative power of connection and renews our determination to serve the next generation of families in need.

History + Timeline

2009

Chosen began in Jenni Lord's home with a \$500 gift from another ministry funding its first website.

2010

Six volunteers organized a marathon, raising \$100,000 to support over 1,000 adoptive families.

2011–2014

Chosen hosted races nationwide, funding nearly 400 adoptions and 100 global orphan care projects.

2015

Chosen shifted focus from funding adoptions to helping children heal from trauma and strengthening family bonds.

2017

Chosen adopted telehealth, expanding nationally to provide support for families across the country.

2020

Chosen diversified its revenue model, with training and expanded programs, reducing reliance solely on philanthropy for financial sustainability.

2022

Chosen's "Moonshot Vision" established to standardize trauma-responsive and relational connection in a well-being system.

2024

Chosen's 100k Strong initiative aims to help 100,000 people heal, expanding content and national trainings like Displacing Shame.



Bridging the Gap

Every family deserves the chance to thrive. At Chosen, we step into the gap where support is often hard to find, offering families hope and a path forward.

We believe healing is possible, and through our personalized, trauma-responsive approach, we help foster, adoptive, kinship, and reunified families navigate challenges and create lasting connections. Together, we equip families with the tools to rebuild trust, strengthen relationships, and transform their homes into places of peace, joy, and resilience.

National Statistics Show Us...

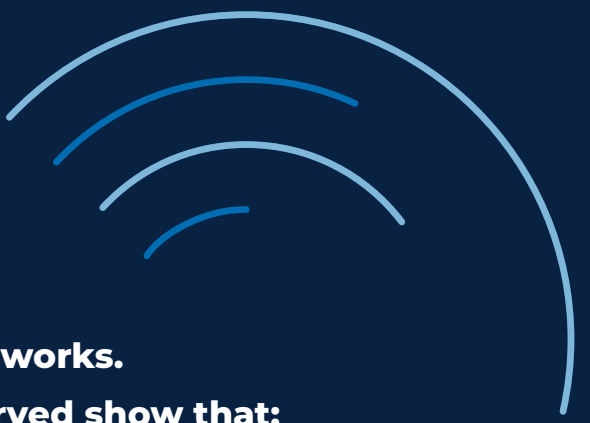
66,000

Each day from 2008 to 2020, an average of 12 children (66,000 total) faced broken adoptions and entered foster care, according to a *USA Today* report.

Around 90%

Around 90% of children in foster care have experienced trauma in their lifetime, whether physical, emotional, or other forms.

Markers of Influence



This approach to healing isn't easy, but it works. Recent surveys of families Chosen has served show that:

91%
of families reported Chosen helped address family needs.

75%
of youth and children showed a decrease in anger.

352
Families Served

72%
of parents of young children experienced a decrease in stress.

80%
of caregivers felt more equipped to help their child.

2,804
Individuals Served

5,978
Training Hours



From Child Welfare to **Child Well-Being**

At Chosen, we are challenging the status quo of the child welfare system by championing a shift toward child well-being. Our vision is to prioritize connection, attachment, and holistic family support, transforming the system to focus on more than just physical safety. We believe in Real Connection. Real Change. We are building a future where children thrive through healing, connection, and strong relationships. By equipping professionals and advocating for this change, we're paving the way for lasting, positive impact in the lives of children and families.



"Our care manager didn't just help us manage the immediate issues. She gave us the confidence and tools to support our kids long-term."

— Foster and Adoptive Mom Sara

The Challenges



Physical safety isn't enough.

The child welfare system focuses on physical safety, but that's just the beginning. Children need more to thrive—connection and attachment to trusted caregivers. We work with families to help children experience healing and well-being.

Therapy isn't enough.

Many foster care and adoption interventions focus solely on the child, often relying on therapy without supporting the whole family. We believe healing shouldn't fall on the child alone. Caregivers are essential to the healing process, so we equip them with trauma-responsive tools to foster connection and healthy attachment—proven paths to true healing.

Trauma-informed isn't enough.

We train our care managers and social workers to be not only trauma-informed, but trauma-responsive in their approach. We equip them with a deep understanding of how trauma affects child development and guide them on how this should change the way we interact with the children we work with to help them heal.

Tracking encounters isn't enough.

The status quo tracks encounters, but we focus on healthy outcomes for the whole family. We aim to equip the entire family and prevent issues like hospitalization, placement disruption, and other ongoing challenges. Our approach may not always be the easiest or fastest way, but it is the way that works.

Stories of Healing

Sarah & Kyle Hill's Story

Growing Together: Building a Stronger Family Through Love and Learning

Sara and Kyle's journey began as foster parents taking short-term placements, offering care for a few weeks at a time. But everything changed when they received the call about three siblings who needed a long-term home. That placement, which came with unique challenges, eventually turned into adoption, forever changing their family dynamic.

The siblings, who ranged in ages from 2-4 years old, carried the emotional weight of their past experiences and trauma,



resulting in behaviors that were difficult for the couple to navigate. The two older children often displayed aggression. In daycare, they struggled to manage emotions, leading to incidents of hitting or spitting at other kids. The youngest, who was non-verbal, faced his own set of challenges, including a deep fear of bathtime.

"We'd turn on the water, and he'd scream like he was terrified," Kyle explained. "It was heartbreaking."

On top of these challenges, mealtimes became battles. Their daughter was an extremely picky eater, and her refusal to try new foods led to frequent power struggles. Sara and Kyle also noticed their children's difficulties communicating emotions and the need for control that would sometimes escalate into conflicts at home or daycare.



"At first, we didn't know what to expect. Short-term placements were different—you deal with the immediate needs, but this was long-term."

"At that time, every day felt like an uphill battle," Sara reflected. "We were constantly on edge, waiting for them to come home, wondering what challenge we'd face next. It was hard."

Everything changed when Sara and Kyle began working with Katie, a Care Manager at Chosen. Thanks to a grant from the Florida Department of Children and Families' Father First program, they were able to access coaching



and support completely free of charge.

Katie worked closely with Sara and Kyle, offering strategies tailored to their family's specific needs. She introduced ways to help their youngest son overcome his fear of water.

"Katie suggested taking small steps to build his tolerance, and it worked," Sara shared. "Now, he loves bathtime!"

For their daughter's picky eating, Katie empowered them with techniques like offering choices and setting achievable goals. "She told us to try a 'three-bite rule,' where after three bites of vegetables, they could stop. It took the pressure off and worked wonders."

"She didn't just help us manage the immediate issues," Sara said. "She gave us the confidence and tools to support our kids long-term."

Through patience, persistence, and the guidance of Chosen, Sara and Kyle have seen their family transform. Their children are now thriving in a nurturing environment where trust and connection are at the heart of every interaction. "We've come a long way from those early days," Sara shared. "Our home feels like a safe and loving place for everyone now." Their journey is a testament to the profound impact of support and unwavering love.



Sara and Kyle also learned the power of "play" as a tool for communication. When the older children acted out, she encouraged Sara and Kyle to reframe their questions. "Instead of asking, 'Why did you do that?' we'd say, 'I wonder why you...?' That simple shift helped them express their feelings," Kyle explained. "We still use it to this day."

The challenges didn't stop at home. At daycare, their youngest son was bitten multiple times over two months. Katie provided strategies to help the family cope and even offered to advocate for them during conversations with school administrators. When it became clear a change was necessary, Katie guided the children through the difficult transition to a new daycare.

Our Model of Care Transforms Lives

Parent-Directed Services

We serve foster parents, adoptive parents, kinship caregivers, and reunified parents with programs to help them connect with their children. We empower caregivers to build strong, healthy connections and attachments with their child while equipping them to lead change in their family. Our model of care includes:

- One-On-One Parent Coaching
- Personalized Care Management
- Practical Skills and Resources
- Crisis Support
- Clinical Assessments

Youth-Directed Services

We serve at-risk youth, teens aging out of foster care, and those in challenging transitions. Our mission is to help them heal from trauma, build lasting connections, and achieve stability. Our mission is to meet these youth where they are, ensuring they feel valued and supported while preparing them for safe, thriving futures. Our care includes:

- Personalized Coaching
- On-Site Support
- Relational Tools
- Guided Transitions
- Stability Planning



We provided services to
2,804
individuals
through Chosen's
mission in 2024.



"This information offers hope. It was presented in a tangible way that gave me something to work with to move forward."

— Big Behavior Training Attendee

Professional Training

In 2024, we provided almost 6,000 hours in professional training.

We equip caregivers and professionals with practical skills and a deeper understanding of complex topics through a trauma-informed lens. These training sessions offer an in-depth look that will help parents pursue connection with their children. Our training offerings include:

- Displacing Shame: Addressing Problematic Sexual Behavior
- The Intersection of Trauma and Adolescence
- Creative Correction for Relational Connection
- Rewiring Connection: The Science of Blocked Care
- Understanding Big Behaviors: Brain-Based Insights
- Trust-Based Relational Intervention® (TBRI®)



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Key Partners

Our partners create opportunities for stronger families and brighter futures. We are honored to recognize the foundations, organizations, and community partners who make this vital work possible.

A Good Name Foundation

America's Kids Belong

Badger CPA

Baptist Health Foundation San Antonio

Baycross Christian Family

Benevity

Bridge A Life

Bubba & Cindy Cathy Charitable Fund

Christ Our King Anglican Church

Christian Bros Automotive Foundation

Community Bible Church

Crown Restoration

Crossbridge Community Church

First Presbyterian Church

For Others

Foster the Family

Greehey Foundation

Hannah Foundation

H-E-B

H-E-B Tournament of Champions

Humana Foundation

In-N-Out Burger Foundation

International College of Dentists Texas Section

J Joseph Consulting

Kronkosky Charitable Foundation

Legacy Farm Group LLC

Lifesong for Orphans

Madalene Cain Foundation

McKenna Foundation

Najim Charitable Foundation

On Track Ministries

Postal Center International

PBS Construction Services

Pershing

Pinnacle Bank

Proverbs 31 Ministries

Pulmonair

Replanted Ministry

San Antonio Area Foundation

Show Hope

Two Rivers Running



Partner Spotlight

Chosen was proud to partner with Angel Studios for the film *Sound of Hope: The Story of Possum Trot*.

This inspiring film shares the true story of Donna and Reverend Bishop Martin, whose unwavering love and leadership transformed their East Texas community. In 1998, their church came together to adopt 77 children from the foster system, creating a ripple effect of healing and hope that continues to inspire today.

The film sheds light on the urgent need for stable, loving homes for children in foster care—a mission that resonates deeply with our work at Chosen. Just as *Sound of Hope* highlights the power of connection and community, we see every day how relational healing transforms even the most challenging situations. No child is beyond hope of healing.

By partnering with *Sound of Hope*, our goal was to amplify this story of resilience, love, and the profound impact of healthy relationships. We hope it inspires others to take action, unite for children, and create lasting change for those in need.



Thank You

Bring this to your community or church.

Your Gifts Are Creating **Real Connection.** **Real Change.**

Thanks to our generous givers, statements like this below are being made every day. Families are being strengthened, connections are deepening, and lives are being transformed.

Thank you—your gifts are building stronger families and brighter futures.



“Chosen has made all the difference in helping us become a family.”

—Client Dad



Giving Spotlight

Humana Foundation, the philanthropic arm of Humana Inc., has demonstrated remarkable generosity by awarding Chosen one of the largest gifts in our organization’s history.

This significant grant is a cornerstone of our new enhanced model of care in Houston and San Antonio, empowering us to address the critical needs of high-acuity youth in foster care—an often-underserved population within the child welfare system.

With Humana’s support, our enhanced model provides wraparound family support, including individualized plans, practical caregiver tools, and life skills training for youth, equipping them for success and fostering healthier family connections.

Thanks to Humana’s generosity, this transformative initiative will promote healing for older youth who are at risk of aging out of foster care without relational permanency.

Humana



A Note From Our Board Chair

As we reflect on the past year, my heart swells with immense pride and gratitude for the incredible strides Chosen has made in 2024.

Our mission to help children, youth, and families heal from trauma through healthy relational connections has reached unprecedented heights, thanks to your unwavering support.

We witnessed over 1,600 individuals experience transformative changes, with families effectively completing their programs, demonstrating the effectiveness of Chosen’s approach. We expanded our services, forged new partnerships, launched a new training series, and enhanced our national thought leadership—all in a bid to support vulnerable children, youth, and their families.

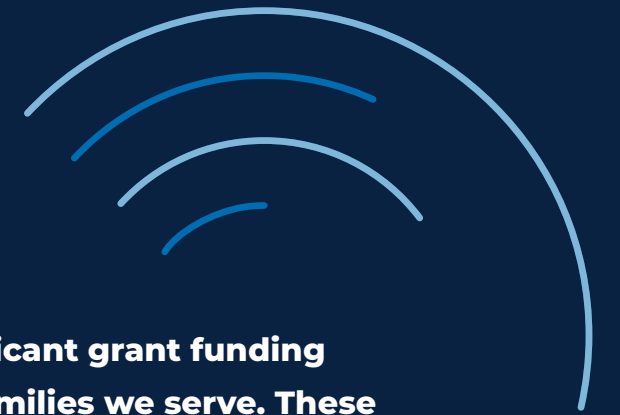
These accomplishments underscore our unwavering commitment to providing comprehensive support to families. The stories and our data represented in these pages testify to the lives changed—from despair to hope and sorrow to laughter, reaffirming the power of relational connection in healing.

As we celebrate 15 years of impactful service, we are reminded of the resilience of the families we serve and the transformative power of connection. Our vision continues to aspire to revolutionary change to improve the well-being of children and families.

Chosen’s enthusiastic team of staff and leadership, our incredible community and corporate partners, an amazing board of directors, and your generosity have made this possible. We look forward to continuing this journey together. Thank you for being an integral part of our Chosen community and for helping us create lasting change.

Lorraine Jaimos Martinez

Chosen Financials



In 2024, we were fortunate to receive significant grant funding that reflects a strong commitment to the families we serve. These funds, while received upfront, are allocated for services to be delivered in 2025. This forward investment is a testament to the trust our funders place in Chosen’s mission and impact.

3.5M

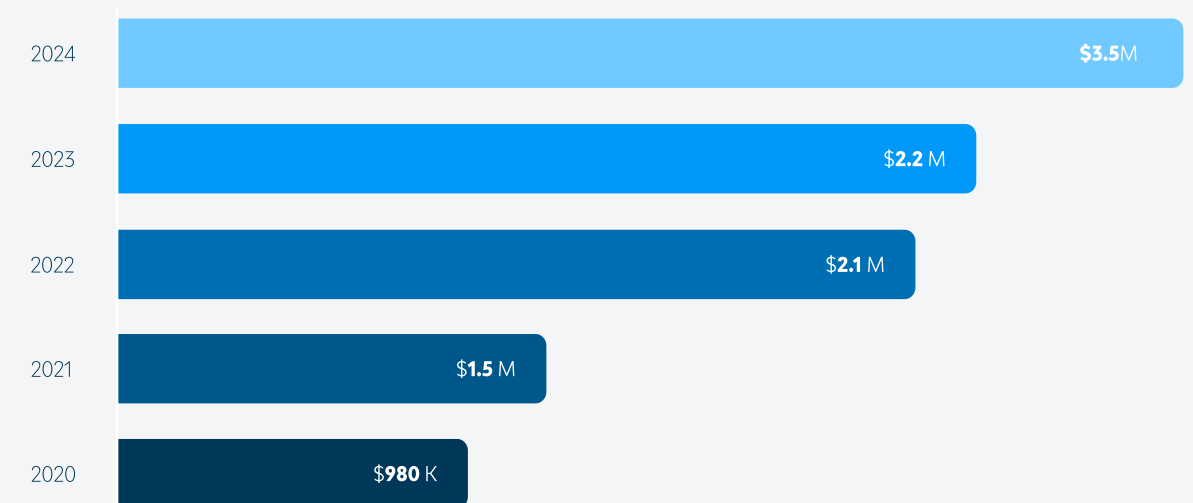
Total Income reported in the year of 2024.

2.5M

Total Expenses in the year of 2024.



5-Year Growth Revenue Chart



Stories of Healing

The Monroe Family

A New Beginning for a Kinship Family



When Steve and his wife Angela suddenly found themselves welcoming their nephew into their home, they didn't expect the road ahead to be easy. With three sons in their home, adding a new child was a significant shift. But there was a deeper challenge: their nephew had experienced neglect, which brought a host of emotional and behavioral struggles.

We were thrown into it pretty quickly," Steve recalls. "We didn't have

the luxury of time to really prepare. We found out our nephew was moving in, and suddenly, everything changed."

Luckily, Steve had a connection to Chosen through his previous involvement as a donor. "I knew Jenni, the CEO, and had supported Chosen in the past," he explains. "But when we found ourselves in this situation, it wasn't just about donating anymore—it was about getting the help we truly needed."

One of the first breakthroughs came when Steve and Angela learned more about how trauma affects children, particularly in terms of brain development, attachment, and behavior.

"The real unlock for us was learning about trauma and how it impacts everything—brain development, attachment, and even emotional regulation," Steve shares. "Our nephew had been severely neglected, and he was struggling with underdeveloped parts of his brain, which made his behavior even more challenging."

With this new understanding, Steve and Angela were able to reframe their nephew's actions through a different lens. They weren't just dealing with a rebellious child—they were supporting a child who was struggling to trust, to communicate his needs.



For Steve and his family, the first step in the healing process was helping their nephew feel safe. "He had never really felt safe before," Steve says. "And so much of the battle was just about showing him that he was loved and safe, and that we would be consistent, even when things got tough." He reflects on how challenging the emotional rollercoaster was, with moments of withdrawal followed by emotional explosions.

"It was hard, but we learned that trauma affects everything. The emotional ups and downs weren't a reflection of how much we loved him—they were part of the healing process," Steve explains.

In addition to receiving direct support from Chosen, the family was taught how to communicate these insights to their three sons, helping them understand their nephew's behavior in age-appropriate ways.

"It wasn't just about us," Steve says. "We had to make sure our boys also understood."

After months of learning and support, Steve and Angela began to feel more confident in their ability to support their nephew. "At first, it was overwhelming," he admits. "We didn't know how things were going to work. But with the guidance from Chosen, we felt better equipped to handle the situation. We weren't just guessing anymore—we had the tools to navigate it."

One of the most significant moments came when their nephew began to open up emotionally. "He had always kept things to himself, but one day, he showed us a drawing. It might seem like a small thing, but it was huge. It was the first time he let us in on something personal," Steve recalls.

This moment of vulnerability was a sign that their nephew was beginning to trust them.

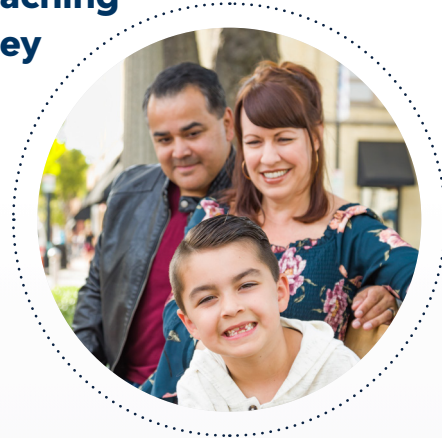
"The art was just a small part of a bigger picture," Steve reflects. "It showed us that he was starting to feel safe enough to let us in."

One afternoon, after a minor conflict between the boys, their nephew shared something profound with Steve and Angela. "He said, 'I need to stop lying to myself about what happened to me,'" Steve says, his voice full of emotion. "It was the most clearly he had ever talked about his past, and he said it in front of the other boys. It was a big deal."

Steve and Angela's journey shows the power of patience and unconditional love in helping a child heal. Their story is a testament to the impact that connection and support can have on building family.

Growth Opportunities

As we enter 2025, we are inspired by the growth and impact we can achieve and look forward to reaching and serving even more families on their journey toward Real Connection. Real Change.



100k Strong

The 100K Strong campaign is a bold initiative aimed at helping 100,000 people heal from relational trauma.

By focusing on connection and equipping caregivers and professionals with the necessary tools, we are creating real change for children and families. Two key strategies will drive us toward this ambitious goal:

Thought Leadership

Chosen's thought leadership encourages us to share insights, educate others, and invite collaboration to transform trauma care. By addressing the root causes of trauma, we help prevent challenges like placement disruptions and adoption dissolutions, leading to improved outcomes and lasting healing.

Content & Training Expansion

We are expanding our content and training to equip caregivers and professionals with the practical skills and deeper understanding needed to address complex, often overlooked topics through a trauma-informed lens. Our training sessions provide in-depth exploration of these essential subjects, empowering parents and professionals.

2025 Annual Goals

As we move into 2025, Chosen is focused on strategic growth and enhancing our impact in the following ways:

- 1 Launch New Programs**
Roll out an enhanced model of care that offers wraparound support and services for families with high-acuity youth.
- 2 Content and Training**
Expand national training and content offerings to drive program effectiveness and increase our impact.
- 3 Re-Accreditation**
Chosen's model is nationally accredited. Re-accreditation through the Council on Accreditation (COA) happens every 4 years. This milestone helps us maintain our quality standards.
- 4 Tech Implementation**
Integrate new technology platforms, update workflows, and provide comprehensive staff training to enhance organizational efficiency and service delivery.
- 5 Full Branding Adoption**
Roll out updated branding across all internal and external channels, ensuring full staff adoption and alignment with Chosen's mission.
- 6 Professional Development**
Offer ongoing professional development opportunities for staff, promoting continuous learning and staying current with industry trends.

Thank you for your partnership that has made this impact possible and that will bring about the achievement of these transformational goals.

CH^{osen}

Real Connection. Real Change.

Chosen empowers parents and caregivers to lead real change in their families through connection and attachment, making way for peace and joy to return to their home.

www.chosen.care

