



Building a Mission-Driven Maternity Housing Program

A Practical Framework for Nonprofit Founders and Leaders

1. Begin with the Mission

Every nonprofit must start with a precise, concise mission statement — speaking *exactly what must be said and no more*.

Your mission should answer:

- What are you doing?
- Who are you doing it for?
- What is the hoped-for outcome?

This begins as a simple discernment question:

“What did God call me to do?”

Example first-draft answers:

- *End abortion in communities of persons of color through abortion education and pregnancy support.*
- *Provide housing as an alternative to abortion to women experiencing a crisis pregnancy.*
- *Reunite children in foster care with their families of origin by providing permanent housing and ongoing familial support.*

These statements reflect divine purpose — the “why.” The mission statement refines that call into operational clarity — the “what,” “who,” and “outcome.”

2. Conduct a Community Needs Assessment (CNA)

Once the mission is clear, the next question is: Who in our community actually needs this service?

A CNA determines:

- The demographics of those in need (age, family structure, risk factors)
- The specific barriers they face (housing instability, addiction, custody loss, etc.)
- The existing resources and gaps in your community

Without this, organizations risk building the wrong program for the wrong population — for example, opening a home for pregnant teens when the local need is for mothers in recovery or women with multiple children.

A thorough CNA ensures your mission meets *real needs* rather than *assumed needs*.

3. Design the Program Around Indicators of Success

With mission and need defined, you can now build your program.

Every maternity home should identify 3–5 primary “Indicators of Success.”

These are the measurable outcomes that prove the mission is being accomplished

— the minimum goals every resident should achieve.

Your home may accomplish much more, but these indicators anchor everything.

Example:

Mission Statement:

ABC Homes provides a safe and nurturing home to women experiencing a crisis pregnancy as an alternative to abortion and foster care.

Program Design:

- Sliding-fee apartment units for mothers with multiple children (the most abortion-vulnerable group)
- Wrap-around services: parenting classes, 12-step recovery, health education, and faith-based community groups
- Goal: Eliminate barriers to feasibly choosing life for a crisis pregnancy. Support reunification and prevention of foster care involvement

Indicators of Success:

1. Birth of child vulnerable to abortion
2. Mother resumes or maintains custody of her children
3. Mother maintains sobriety
4. Mother engages weekly in a community group
5. Mother maintains consistent employment

4. Let the Indicators Drive the Infrastructure

Once you define success, these outcomes dictate what's needed:

- Facilities: apartment units with two bedrooms
- Personnel: chemical dependency counselor, educators, and case manager for foster care proceedings
- Programs: daily recovery meetings, job skills training, parenting and health classes
- Support Systems: church or community partner groups, childcare assistance

This prioritization informs:

- Hiring order
- Funding priorities
- Program sequence

- Measurement strategy

5. Measure, Memorize, and Multiply

Your Indicators of Success should:

- Be memorized by staff
- Visible in the home (posted publicly)
- Measured regularly through resident progress reports or dashboards

These create organizational focus and unity of purpose, ensuring every effort aligns with your God-given mission.

Summary Framework

Step	Focus	Key Question	Output
1. Mission	Define your call	What did God call us to do?	Mission Statement
2. CNA	Understand local need	Who needs this and why?	Needs Assessment
3. Indicators	Define success	How will we know it's working?	3–5 Indicators of Success
4. Infrastructure	Build strategically	What do we need to achieve this?	Facilities, Staff, Programs
5. Measurement	Stay aligned	Are we accomplishing our mission?	Evaluation & Reporting