

# The Helping Hand

Father Gene's Help Center Newsletter

WINTER 2025

## IMPACT REPORT 2024

*Your clothing donations and monetary contributions allow us to provide life-changing services to the community. With your help we can continue our mission of providing dignity through free clothing to people in need.*

Father Gene's Help Center served a record 24,359 clients in 2024. This number represents a 57% increase over 2023. In addition, we distributed 321,711 items, a 29% increase over 2023.

We saw a dramatic increase in Spanish-speaking clients last year. Spanish speakers comprised nearly 10% of our total clients. Many new shoppers arriving from Central and South America have lost their belongings in transit. FGHC is often one of their first stops upon arriving in Milwaukee. Clothing provides a critical bridge to their new lives in the U.S.

To facilitate the influx of clients, we hired additional staff, including a bilingual associate to assist our Spanish-speaking clients. In December, we welcomed a new executive director – Jason Wilson. Jason has a wealth of operations experience in the senior living and higher education industries.

We continue to implement measures to make our operations more efficient and improve the client shopping experience. Recently, we eliminated the option for clients to place an order for clothing as opposed to shopping for their own clothing. This move frees up our staff and volunteers to focus on our client shoppers.

As we embark on our 56th year, we look forward to expanding our reach in the community. Just five years ago, we served 2,500 people. Last year, we served nearly 10 times that amount, which speaks to the tremendous need in the community.

Your clothing donations and monetary contributions allow us to provide life-changing services to the community. With your help we can continue our mission of providing dignity through free clothing to people in need. Thank you for supporting our mission.



Jason Wilson

Number of clients served:

**24,359**

**57% increase**  
over 2023



Number of items distributed:

**321,711**

**29% increase**  
over 2023

Connect with us:

Website: [FatherGenesHelp.org](http://FatherGenesHelp.org)

Facebook: [@fathergeneshelpcenter](https://www.facebook.com/fathergeneshelpcenter)

Instagram: [@fathergeneshelp](https://www.instagram.com/fathergeneshelp)

Twitter: [@fathergenes](https://twitter.com/fathergenes)

**22,809**

people served through client shopping

**67% increase**  
over 2023



**1,555**

packed orders

**92% for agency partners**



## **WE PARTNER WITH MORE THAN 30 AGENCIES**

in the community to provide clothing to their clients. We support residents in drug and alcohol treatment programs, mental health facilities, and people leaving homelessness, among others.

**Agency Partners Include** Crisis Resource Center, Sirona Recovery, City Outreach, La Causa, Matt Talbot, Milwaukee Mental Health Associates, Jeanetta Robinson House, United Community Center, Wisconsin Community Services, St. Vincent de Paul, iCare **and many more!**



### **How to Donate**

Donations can be dropped off at: **Father Gene's Help Center** | 5919 W. National Ave., West Allis, WI 53214

### **Hours**

Monday-Thursday 9 a.m. to 2 p.m. | First Saturday of each month from 9 a.m. to 2 p.m.

*Please call the center at (414) 258-4357 with any questions regarding donations.*