

# *Annual Report*



**2024**



**Connie Maxwell**  
CHILDREN'S MINISTRIES



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## **HELLO CONNIE MAXWELL DREAMERS!**

Thanks to everyone for making 2024 a banner year in the life of Connie Maxwell. DREAM ON!

As you thumb through the contents of this 2024 Annual Report, the incredible blessings of God are evident and continue to fuel our faith as we approach the halfway point in our “Decade of Dreams.”

In 2020, when we dedicated our dreams with a marker and tree planted in front of the church, we could have never imagined God’s complete favor and faithfulness in bringing us to this “holy moment” of joyful anticipation and growing momentum.

**This Annual Report reveals a colorful, energy-filled parade of activities and accomplishments that leave us struck with awe-inspiring wonder and thanksgiving!**

These pages include beautiful stories of our children and families, reflecting resilience, grace, and mercy. They also include the public phase kick-off of our “For the Dreams of Children” Campaign in November, the continued development of the Healing Center and a “new culture” of cutting edge, Christ-centered trauma-informed care. Additionally, you will find a spotlight on churches and volunteers who sacrificially support our many ministries. Residential Care, Foster Care, Family Care, and Crisis Care are getting stronger and meeting needs across South Carolina. All these things point towards an even brighter and more promising future!

On the back page, you will find a feature film entitled, *Dream On*, that won a Birmingham Gold Addy Award. It sums up our relentless search and passionate pursuit in helping children and families realize their many dreams—the greatest is to have a relationship with Jesus, the



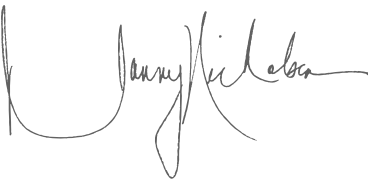
Dream Giver! Please take a few minutes to watch and share it with others.

Overall, 2024 has brought us one step closer to realizing our dream to “become a national leader in ministry and healing for vulnerable children and families.” As always, we appreciate your many fervent prayers and faithful support toward this end.

Thank you for joining us on this “holy adventure!”

DREAM ON!

For the Dreams of Children,



**DANNY NICHOLSON, PH.D.**  
PRESIDENT



## MISSION

Connie Maxwell Children's Ministries exists to restore the **Faith, Family, and Future** of vulnerable children and families through Christian services that emphasize ministry and healing.

## VISION

**Our vision is to become a national leader in healing and ministry for vulnerable children and families.** Connie Maxwell has a long history of caring for children and their families and has continued to develop new programs with individualized services that provide stability and Christ-centered support during their time of need.

## VALUES

- To be **Christ Centered** (Colossians 3:1-2)
- To promote **Healing** (Isaiah 53:5)
- To embrace **Forgiveness** (Colossians 3:13)
- To live in **Unity** (2 Corinthians 13:11)
- To realize **Dreams** (James 1:27)
- To practice **Sacrifice** (Ephesians 5:2)
- To give **Empathy** (1 Corinthians 12:25-26)
- To act with **Compassion** (Colossians 3:12-13)
- To absolutely **Surrender** (Galatians 2:20)
- To strive for **Excellence** (Colossians 3:23)



The Christian Alliance for Orphans (CAFO) unites more than 200 respected organizations and 850+ church members. CAFO's initiatives inspire and equip Christians to effectively live out the Bible's call to care for orphans and vulnerable children. Member Organizations are required to embody the highest commitment to financial integrity, good governance, and the Gospel of Jesus Christ.

# Highlights 2024



## DANA

Dana graduated from high school and now attends the Citadel where she's pursuing her dream of working in the medical field.



## JAMONTA

Jamonta played in his first football game and scored a touchdown contributing to a victorious win.



## CAMILLE

Camille took a beautiful step of faith through baptism! Camille's baptism is a powerful reminder of the healing and restoration found in Christ, and we're excited to witness the amazing ways He will continue to work in her life. Five other children also took this step of faith through baptism in 2024.



## JADA

Jada shared her testimony at the For the Dreams of Children Gala and Campaign Announcement. During the event, Connie Maxwell raised the goal from \$10M to \$25M and celebrated gift announcements!





**Equestrian Team  
Trail Rides**



**Disciple Now  
Weekend**



**Ava Wins 4th Place  
at the State Fair**



**Graduation**



**Basketball**



**Volunteers at  
Serve Day**



**Dana Preparing  
for The Citadel**



**Prom**



**SC State Fair**

# 2024 *Leadership*



**DR. DANNY NICHOLSON, II**  
President



**JAY BOYD**  
Senior Vice President for  
Strategy and Engagement



**STEVE EDWARDS**  
Vice President for  
Business Operations



**ED GIDEWALL**  
Senior Pastor of  
Connie Maxwell Baptist Church



**DEBBIE MCDOWELL**  
Chief of Staff



**BRAD SETZLER**  
Vice President for  
Human Resources



**ERIC TAYLOR**  
Vice President for Advancement  
and Campaign Director

## Board of Trustees

### TERM EXPIRES 2025

Rev. Michael DeCosta  
Rev. Mike Moody  
Mrs. Roma Muller  
Mrs. Pam Sanders  
Mr. James Wright

### TERM EXPIRES 2027

Mr. Bunyan Cave  
Mr. Bobby Brown  
Mr. Phillip C. Rine  
Mr. Brian Whitaker  
Mrs. Louanne Stewart

### TERM EXPIRES 2029

Mrs. Susan Frost  
Rev. Doug Kauffmann  
Dr. Paul Noe  
Rev. Stan Sullivan  
Dr. Roger Troutman

### TERM EXPIRES 2026

Mr. Ladson Berry  
Rev. David Cline, Jr.  
Mrs. Janet Cofield  
Dr. Ernest Mackins  
Mrs. Carol Whitfield

### TERM EXPIRES 2028

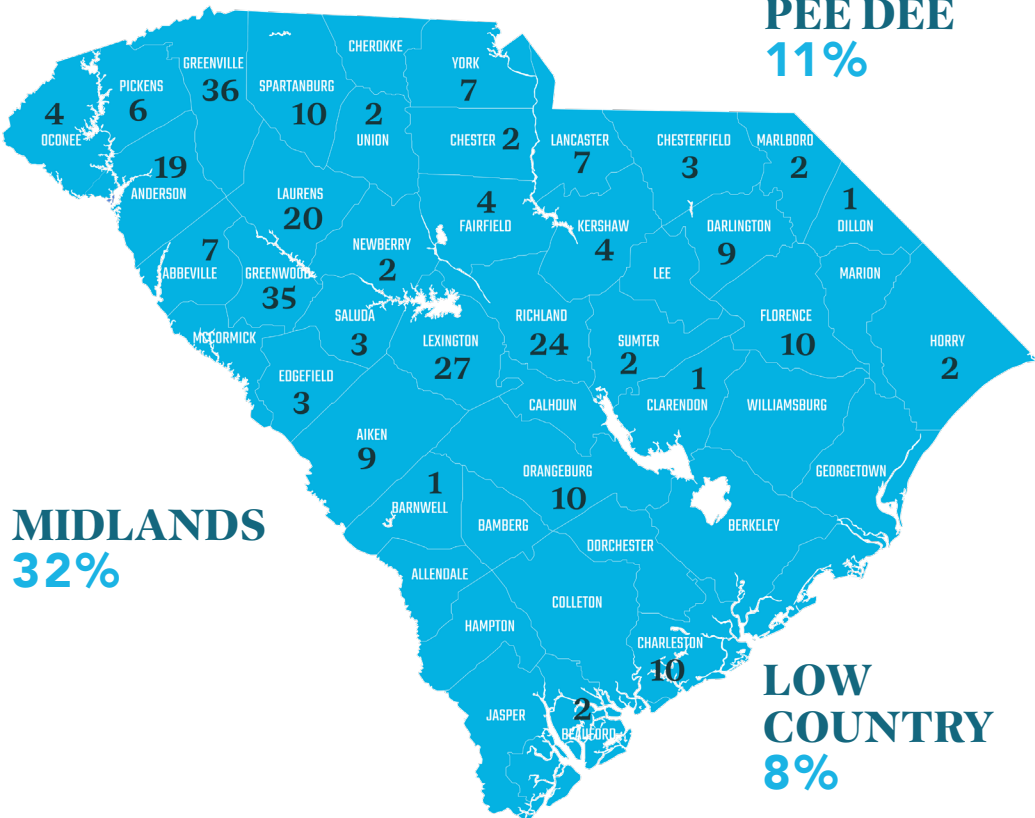
Rev. David J. Bennett  
Mr. Clark McCrary, III  
Mr. Jerry Rentz  
Mr. Eddy Thomas  
Mr. Chuck Attaway



# Individuals and Families Served

**UPSTATE**  
**49%**

**PEE DEE**  
**11%**



**MIDLANDS**  
**32%**

**LOW COUNTRY**  
**8%**

## Race

- 49% WHITE
- 40% AFRICAN AMERICAN
- 1% AMERICAN INDIAN
- 1% ASIAN
- 3% HISPANIC
- 6% MULTI-RACIAL

## Gender

- MALE  
43%
- FEMALE  
57%

## RESIDENTIAL

<b>94</b>	CHILDREN AND YOUTH SERVED
<b>26,425</b>	DAYS OF CARE
<b>3,754</b>	HOURS OF ENRICHMENT PROVIDED
<b>789</b>	HOURS OF TRANSITION TO INDEPENDENT LIVING TRAINING PROVIDED

## CRISIS CARE

<b>14</b>	CHILDREN AND YOUTH SERVED
<b>940</b>	DAYS OF CARE
<b>1863</b>	HOURS OF ENRICHMENT PROVIDED
	* Crisis Cottage closed for several months due to staffing issues during FY2024

## FOSTER CARE

<b>60</b>	LICENSED FOSTER HOMES
<b>127</b>	CHILDREN SERVED
<b>13,181</b>	DAYS OF CARE
<b>38</b>	NEW FOSTER HOME APPLICATIONS RECEIVED
<b>12</b>	ADOPTIONS BY FOSTER PARENTS

## FAMILY CARE

<b>42</b>	SINGLE MOTHERS AND CHILDREN SERVED
<b>6458</b>	DAYS OF CARE
<b>883</b>	EDUCATION HOURS BY MOTHERS IN PROGRAM
<b>11,632</b>	HOURS OF SCHOOL

## TOTAL

<b>277</b>	CHILDREN, YOUTH, AND FAMILIES SERVED
<b>47,004</b>	DAYS OF CARE



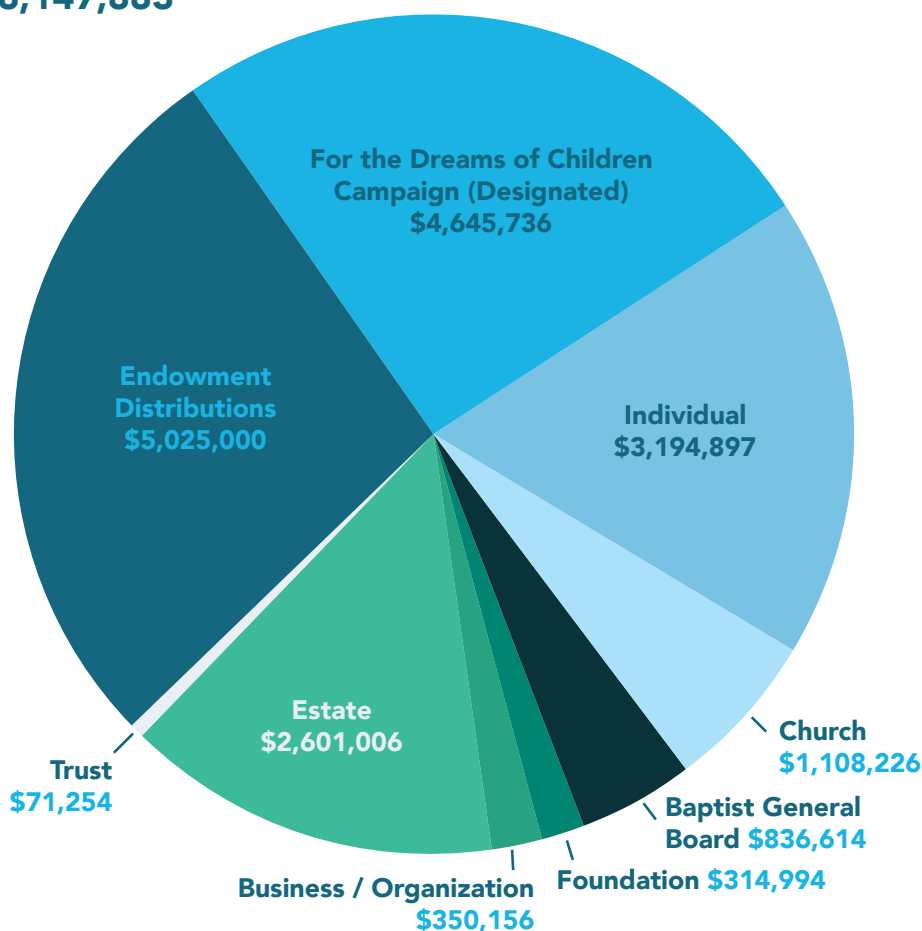
The Council on Accreditation accredits the full continuum of child welfare, behavioral health, and community-based human and social services for children, youth, adults, and families.

# Financial Information

## Total Income

TOTAL REVENUE / CONTRIBUTIONS

**\$18,147,883**

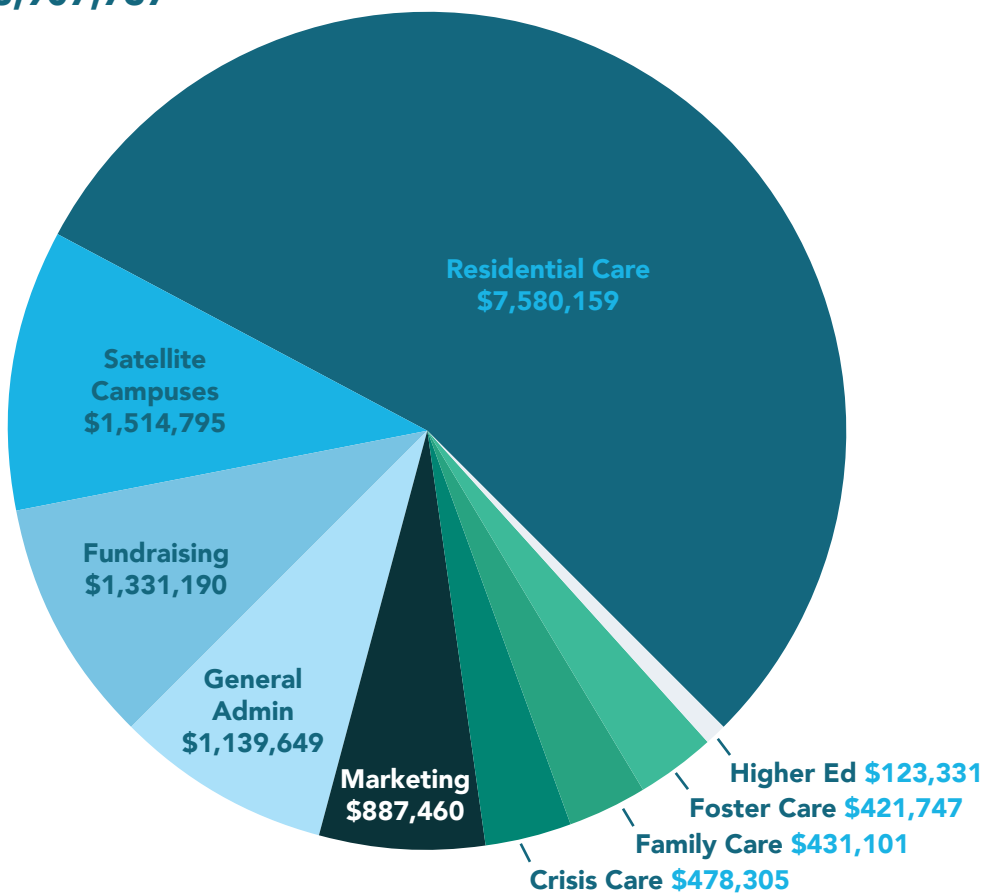


Over the last two years, CM has been raising money for "A Campaign: For the Dreams of Children." A significant portion of the revenue shown above is reserved for future capital projects (designated) and pledge commitments. These gifts are not available to fund operating expenses.

# Total Expenses

TOTAL

**\$13,907,737**



In 2022, Connie Maxwell became accredited by the Evangelical Council for Financial Accountability. ECFA's standards focus on independent board governance, sound financial management, and responsible stewardship and fundraising. The standards set a high bar for organizations—often far above the minimum required by law. Learn more about ECFA's integrity standards for ministries at [ECFA.org](https://www.ecfa.org).

# Church Highlights

## **CHRISTIAN LIFE CHURCH**

Pastor Cory Henderson is calling and equipping the Christian Life congregation into the important ministry of foster care. His passion, concern, and leadership have resulted in two families being licensed into foster care this year, and one more is in process! Christian Life highlighted the work and ministry of Connie Maxwell at an annual celebration dinner in the fall. We thank God for the partnership that has developed between Christian Life and Connie Maxwell.

## **LAKE MURRAY BAPTIST CHURCH**

Lake Murray Baptist Church continues to be a faithful partner in ministry. David Bennett, Pastor of Missions and Ministry, is a former Connie Maxwell foster parent and serves on the Board of Trustees and is an advocate and trusted partner in ministry. Lake Murray was one of the host sites for THRIVE and did a phenomenal job involving other churches in helping with training and childcare for the event. We are blessed to have such support from churches like Lake Murray!

## **FORT JOHNSON BAPTIST CHURCH**

Tana Dukes, former Lowcountry Director of Foster Care, has been instrumental in connecting with churches in and around Charleston. She was able to provide Christ-centered trauma-informed training for their preschool staff along with the senior pastor and missions pastor. A clear plan for ministry is being presented to Fort Johnson this year. We are anxious to see how God continues to move in and around James Island!

## **FIRST BAPTIST CHURCH, GEORGETOWN**

First Baptist Georgetown continues to support the work and ministry of Connie Maxwell in so many ways. Twice a year, we are able to join them for a prayer meeting via Zoom. Philip Turner, Director of Church Engagement, visited with the congregation and updated them on all that is happening at Connie Maxwell. The church also provided gifts for the Christmas Store, where Connie Maxwell kids shop for their families. We are so thankful for their faithful support!

# Top 25 Churches

1	<b>Asaville Baptist Church</b> ANDERSON, SC	12	<b>New Providence Baptist Church</b> HARTSVILLE, SC
2	<b>Conway Grace Point First Baptist Church</b> CONWAY, SC	13	<b>Lake Murray Baptist Church</b> LEXINGTON, SC
3	<b>Crosspoint Church</b> TRUSSVILLE, AL	14	<b>Seacoast Church Mt. Pleasant</b> MOUNT PLEASANT, SC
4	<b>NewSpring Church Anderson Campus</b> ANDERSON, SC	15	<b>Hillcrest Baptist Church</b> NORTH CHARLESTON, SC
5	<b>Honea Path First Baptist Church</b> HONEA, SC	16	<b>South Main Baptist Church</b> GREENWOOD, SC
6	<b>Sweetwater Baptist Church</b> NORTH AUGUSTA, SC	17	<b>Garden City Chapel and Retreat</b> MURRELLS INLET, SC
7	<b>St. Johns Baptist Church</b> EHRHARDT, SC	18	<b>Roper Mountain Baptist Church</b> GREENVILLE, SC
8	<b>Spartanburg First Baptist Church</b> SPARTANBURG, SC	19	<b>Mt. Zion Baptist Church</b> LORIS, SC
9	<b>North Trident Baptist Church</b> LADSON, SC	20	<b>Salem Baptist Church</b> AYNOR, SC
10	<b>First Mount Moriah Baptist Church</b> GREENWOOD, SC	21	<b>Bethcar Baptist Church</b> WAGENER, SC
11	<b>Ebenezer Baptist Church</b> WEST UNION, SC	22	<b>Mt. Airy Baptist Church</b> EASLEY, SC
		23	<b>Fish Camp Fellowship</b> NORTH AUGUSTA, SC
		24	<b>Westside Baptist Church</b> CHERAW, SC
		25	<b>Harris Baptist Church</b> GREENWOOD, SC

"In the calendar of local church activities of worship services, Bible studies, and occasional funerals, it's so easy to forget that there's a world of needs outside of the four walls of your own building, that's why partnering with Connie Maxwell has been helpful for our church this past year. When Tana came to speak with us about the needs of the foster system in our state, and how our giving can directly bless children and families in need, it lifted our eyes above the water of our own activities to see the islands of opportunities around us. While we aren't yet as engaged in partnering with the foster families of our state as we need to be, we're far closer to making an impact than we've ever been!"

**JEREMY SIMMONS**

*Sauldam Baptist Church*

# Volunteers *by the numbers*

FROM JANUARY-DECEMBER 2024



**840**

TOTAL PARTICIPANTS



**4,757**

HOURS



**\$140k+**

IN LABOR VALUE



**500**

NEW PARTICIPANTS



# Family Care Highlights

From January to May 2024, six Family Care moms attended college, with four also working during that time.

Erika earned both the Dean's List and the President's List at Piedmont Technical College. She also completed driving school and obtained her driver's license before being gifted a car. Two of her kids that attend the YMCA during intersessions earned Camper of the Week awards.

Gracie earned her GED in less than six weeks and enrolled in classes at Piedmont Technical College beginning in January 2025. Her positive progress in the Family Care program has afforded her increased visitation with her oldest son.

Erin and Aubrey were recognized by the Honor Society at Piedmont Technical College.

By the end of 2024, Family Care had seven moms attending college and one earning her GED.



Erin, a former Family Care mom, celebrated her graduation from the program with her twins.

# Foster Care Highlights

Our Foster Care team has been hard at work in 2024. We currently have 50 licensed foster families! We also lost a few this year due to adoptions! We had several families that were able to enter into the adoption process after fostering. While one of the goals of fostering is always reunification with the birth family, sometimes that isn't possible. We are excited for these families that have opened their homes and hearts to children in need.

Please pray for these families as well as our current foster families. If you or someone you know is interested in learning more about foster care, visit [conniemaxwell.com](http://conniemaxwell.com). Our team provides licensing, training, and support for Christian foster families across South Carolina.





# Events 2024



## MCCALL GIFT ANNOUNCEMENT

Connie Maxwell Children's Ministries was proud to announce a \$2.6 million gift and the naming of a 40,000-square-foot facility designed to provide services to children and families. The McCall Center is named for the late P.L. "Roy" McCall, whose generosity helped make the center a reality.



Connie Maxwell's leadership, donors, alumni, and friends of the McCall family joined in a celebration ceremony for the gift on February 29. Danny Nicholson, president of Connie Maxwell Children's Ministries, announced the gift as the "mantlepiece" of the organization's "Decade of Dreams" strategic plan, which is designed to fulfill its vision to be "a national leader for ministry and healing for vulnerable children and families."

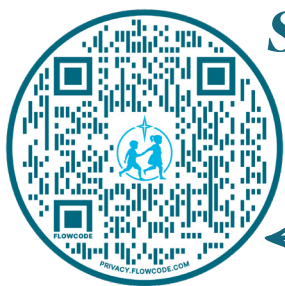
*"This significant gift name gives meaning and brings honor and legacy to the healing of children and families for generations to come," Nicholson said. "The McCall Center will define our future dreams through restoration, resilience, and flourishing."*

## KAUFFMANN FAMILY GIFT ANNOUNCEMENT

On Thursday, August 8, Connie Maxwell announced a million-dollar gift from the Kauffmann family. This is a significant investment in our "For the Dreams of Children" campaign. The gift will name the Howard and Suzanne Kauffmann Auditorium in the Healing Center in honor of Rev. Doug Kauffmann's parents. Thanks to their generosity, many more children and families will experience Christ-centered hope and healing!

While the event was filled with joy, we also felt the absence of our dear friend, Sally Kauffmann. From 1995 to 2016, she was the Minister of Education and Music at Connie Maxwell Baptist Church. She and Doug served the children and families of Connie Maxwell even in retirement. We are blessed to be able to remember her and celebrate the legacy the Kauffmann family gift will have for generations to come.





*Scan to watch the  
2024 highlight reel!*

## ALUMNI REUNION

In June, Connie Maxwell welcomed home over 450 alumni for the 40th bi-annual reunion. It was a weekend filled with cherished memories, heartfelt connections, and a shared faith in God's love. From the early morning golf tournament to the Saturday evening program, alumni gathered to reminisce and celebrate their shared history.

Highlights included the Connie Maxwell storytelling session, where alumni shared fond memories, and the groundbreaking for the new Alumni Gateway Project. The campus buzzed with activities, laughter, and nostalgia, creating more lasting memories.

During the Alumni Reunion Weekend, we proudly unveiled the drawings for the Connie Maxwell Alumni Gateway Project. As you pass through the gateways on campus, you'll be reminded that you are on hallowed ground.

The new gateways serve as a reminder of the steps Connie Maxwell is taking to the future as we make progress in our 10-year strategic plan, A Decade of Dreams. Our alumni continue to bless and honor their home with their unwavering support and dedication.



## THRIVE

We had a fantastic time at our THRIVE foster care events in the fall. They were refreshing times of fellowship, encouragement, and fun with more than 300 foster families attending from across South Carolina.

We were thrilled to have keynote speaker Jamie Finn from Foster the Family Blog. She shared a heartfelt message about how God sees foster families in the mundane, hard, and rewarding moments of foster care.

The South Carolina Baptist Convention sponsored the event and made it free to foster families and those interested in learning about foster care. Taylors First Baptist Church in Taylors, Lake Murray Baptist Church in Lexington, and Seacoast Church in Mount Pleasant hosted the events and helped make a difference in foster care across South Carolina.

Our foster families are making a difference, and we are so grateful to have the opportunity to accompany them on this journey. Their day-to-day work is a miracle.



# Retirements



**STEVE SHIFLET**

Vice President for  
Business and Operations  
40 Years



**RHETTA JONES**

Director of Marie Younts  
45 Years



**BRENDA PONDER**

Accounts Payable  
31 Years



**JUDY TAFTA**

Neb Cline  
Administrative Assistant  
17 Years

## FOR THE DREAMS OF CHILDREN GALA AND CAMPAIGN ANNOUNCEMENT

Connie Maxwell Children's Ministries celebrated an evening of transformational announcements and heartfelt recognition during the For the Dreams of Children Gala, held November 15, 2024. The event not only introduced the organization's latest initiatives but also honored Ruth Graham with the inaugural Aspen Award for her lifelong commitment to healing and ministry.

- ✦ **HISTORIC CAMPAIGN LAUNCH:** Connie Maxwell publicly unveiled its For the Dreams of Children Campaign, part of a 10-year strategic vision to lead in healing and ministry for vulnerable children and families.
- ✦ **FAULKENBERRY FAMILY GIFT:** Larry and Jerry Anne Faulkenberry announced a \$2 million gift to support the creation of this transformational facility. A 25,000-square-foot Healing and Trauma Center will be established to address trauma through research, education, and care.
- ✦ **\$2M GIFT FOR CHARLESTON EXPANSION:** Mike and Suzie Kocak's generous donation will fund The Kocak Campus in Charleston, Connie Maxwell's first expansion to the Lowcountry.
- ✦ **AMPHITHEATER AND CAMPUS IMPROVEMENTS:** Plans for a 3,000-seat amphitheater and renovations to historic buildings were also announced.
- ✦ **HONORING RUTH GRAHAM:** Ruth Graham received the inaugural Aspen Award, recognizing her lifelong dedication to healing and ministry.





## MAXFIT GRAND OPENING

In January, we celebrated the grand opening and dedication of the MaxFit gym! This gym has been a huge benefit in allowing our children to develop healthy physical, mental, spiritual and emotional habits. Join us in prayer for the children, families, and staff that will enter this space in the years to come!

This endeavor would not have been possible without the support from the The Duke Endowment, the Dabo's All In Team Foundation, and the Greenwood Women Care Grant!



## RED TRUCK DAY

On August 10, members from the Red Truck Men, an organization dedicated to fostering camaraderie, personal growth, and community service among men, hosted a Red Truck Day at Connie Maxwell Children's Ministries.

The group generously provided a family picnic and presented children on our Greenwood campus with new bicycles.



## CHRISTMAS AT CM

We enjoyed another amazing Connie Maxwell Christmas this year. Visitors enjoyed the spectacular live nativity performances, attended the concert series, and walked around Christmas village, where they enjoyed the petting zoo, grabbed some hot chocolate, and rode on the wagons through campus. Thousands of families drive through campus to enjoy the lights during December.

## MUSEUM EXHIBIT

The Museum of Greenwood welcomed the public to the opening of a special exhibit, Connie Maxwell's Calling and Story: Past, Present, and Future, on Oct. 4 from 5 to 6:30 p.m. Admission was free, and the exhibit remained open through December.

"We featured some wonderful black-and-white photos from the past, showcasing children at play and work on the farm or in the print shop," said Marion Smith, the museum's exhibits coordinator. "From farm implements to a football helmet and letter jacket, the memorabilia highlighted key moments in history. Children were at the heart of the story because that is what the ministry has always been about. Connie Maxwell continues to have big plans for the future." Smith explained that the exhibit shared Connie Maxwell's historical timeline, along with personal stories from those who grew up there or served as cottage house parents.

"Connie Maxwell has long served this community and is essentially in our backyard," Smith said. "Many people may be familiar with the organization's annual Christmas lights or the corn maze in the fall, but their impact on lives extends far beyond those events."



## HURRICANE HELENE

On Sept. 27, Hurricane Helene struck the Greenwood Campus, uprooting trees and damaging vehicles and cottages. Thankfully, all children and families were safe. Soon after, the campus became a hub of hope, hosting hundreds of volunteers and churches from across the nation to provide relief. Cleanup removed over 600 truckloads of debris. Donors and churches gave \$225,094 for relief efforts. Insurance covered damaged homes, but clearing roads and trees left a costly toll. Maxwell Farms still needs repairs, with an estimated loss of \$255,617 after gifts and insurance. While there is plenty of work remaining, prayers and gifts have continued to make a difference! We have seen God's hand of protection as we work to rebuild.





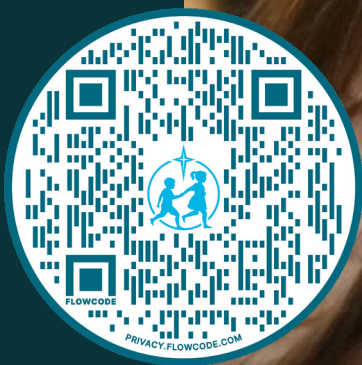
# *Dream On*

In 2020, we embarked on a bold and ambitious 10-year strategic plan entitled A Decade of Dreams. In our latest video, Dream On, we brought this vision to life.

The inspiring film recently won a Gold Addy at the Birmingham Alabama AAF Awards. The music for the film was written, recorded, and produced by the incredibly talented Ben Rector, an award-winning and platinum selling artist with over a billion streams.

If you haven't had a chance to watch it yet, we encourage you to take a few minutes to experience it. It's a beautiful reminder of the hope and potential we help nurture in each child.

To watch the video or learn more about our 10-year strategic plan, scan the QR code or visit ***conniemaxwell.com/dreamon.***







# Connie Maxwell

CHILDREN'S MINISTRIES

810 Maxwell Avenue • Greenwood, SC 29646-1178



[ConnieMaxwell.com](http://ConnieMaxwell.com)