

2025 Year in Review

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DECEMBER 2025

matthew 25

Make
your
year-end
gift



A Message from the CEO

This year has been a powerful reminder of why Matthew 25 exists. Our name is inspired by the call to care for "the least of these," and that principle continues to guide our work each day. Even in the face of uncertainty and growing need, we remained committed to meeting people where they are and serving with compassion, dignity, and respect.



We encountered challenges, but we also experienced meaningful progress and moments of hope. I am deeply grateful to our patients who place their trust in us, to our staff and volunteers who show up with dedication and heart, and to our partners and supporters whose generosity and belief in this mission make our work possible. Because of you, lives were touched, barriers were reduced, and care reached those who need it most.

Thank you for standing with Matthew 25 this year. This work is deeply meaningful to me, and I am grateful to walk alongside each of you in service to our community. As we look ahead, I do so with hope and gratitude, confident that together we can continue making a long and lasting impact.

Warmest Regards,

Courtney Woolfork

Courtney Woolfork
CEO



A New Era of Access

In 2025, Matthew 25 proudly launched our long-awaited mobile unit, a powerful step forward in bringing compassionate, comprehensive care directly to the communities that need it most. Even in its early months, the impact has been undeniable. The mobile unit has allowed us to reach individuals facing transportation barriers, provide testing and essential services in rural areas, and meet clients where they are with dignity and respect.

This new resource is already strengthening our outreach efforts, expanding our visibility, and opening doors to care for those who may have otherwise gone without it. As we continue to deploy the mobile unit across our region, we are not just increasing access—we are transforming it.

Matthew 25 is on the move, and our community is stronger for it.



Growing Stronger Together

We're excited to share a milestone that reflects the continued growth of our mission and impact. In January, our team began the year with 87 dedicated staff members. As of December, we are proud to now be 105 employees strong.

This growth represents more than numbers, it's a testament to expanding services, increased capacity, and our ongoing commitment to serving our community with care, compassion, and excellence.

Current openings:

<https://matthew25.bamboohr.com/careers>

Clinic Highlights

Healthcare Providers

Evansville



Marissa Traub
MSN, APRN, FNP-BC

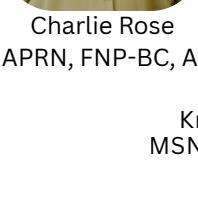


TJ Israel
PA-C

Bowling Green

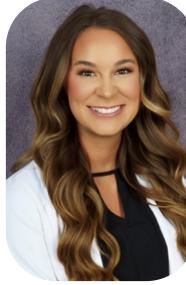


Charlie Rose
MSN, APRN, FNP-BC, AAHIVE



Kristina Sifuentes
MSN, APRN, FNP-BC

Henderson/ Owensboro



Courtney House
MSN, APRN, FNP-BC



Improving Care, One Stick at a Time

Thanks to a grant from the Health Foundation of Greater Indianapolis, we were able to purchase a vein finder for our Indiana clinic, which is a small piece of technology making a big difference in patient care. For many people living with HIV, frequent lab work can be stressful, especially for those with hard-to-find veins or a fear of needles.

The vein finder helps our clinical team quickly and accurately locate veins, reducing multiple sticks, discomfort, and anxiety during blood draws.

Since introducing this tool, we've already seen great success, with smoother visits and a more positive experience for our patients.

This investment reflects our commitment to compassionate, trauma-informed care—ensuring every patient feels respected, comfortable, and supported at every step of their healthcare journey.



PEP

Matthew 25 launched Post-Exposure Prophylaxis (PEP), a vital HIV prevention tool for individuals who may have been exposed to HIV.

PEP must be started within 72 hours of exposure to be effective. Patients can now schedule an appointment with one of our providers, be evaluated, and leave with a prescription for treatment the very same day.

Rapid STI Testing Results

All locations are now equipped with molecular lab analyzers, allowing us to test for specific STIs and deliver results in under an hour.

This advancement means patients will benefit from faster diagnoses and same-day treatment, an important step in stopping the spread of infections and delivering rapid high-quality care.

Bowling Green Clinic Expansion

Matthew 25 expanded our Bowling Green clinic to better serve both our patients and the surrounding community. This growth allows us to offer more comprehensive, patient-centered care in one location, reducing barriers, increasing access to vital services, and strengthening support for individuals living with HIV.

This expansion reflects our continued commitment to meeting people where they are and ensuring that high-quality, compassionate care is accessible across every community we serve.



Expanding Mental Health Support

This year, Matthew 25 proudly expanded our Bowling Green clinic to include a full-time mental health counselor, strengthening our commitment to whole-person care. We also launched a monthly in-person support group tailored for our southern counties, ensuring individuals living with HIV have a safe, consistent space to connect and heal.

While Henderson/Owensboro and Evansville patients have long benefited from established groups, we've grown our reach even further by adding a bi-monthly virtual support group, allowing us to accommodate more individuals than ever before.

We know that mental health is not optional, it's essential. And this year, we took meaningful steps to make that support more accessible across every corner of our service area.

Community Services Highlights



Housing Stability in 2025: A Year of Impact

In 2025, our Housing Program continued to be a critical lifeline for individuals and families seeking stability and security. As of December 12, we received 102 referrals for housing assistance, with 44 referrals from the Henderson/Owensboro area and 58 referrals from the Bowling Green/Elizabethtown area.

Through Kentucky Housing programs, we were able to assist 68 households with a range of services designed to meet people where they are and support both immediate needs and long-term stability.

How We Helped in 2025

- 28 households moved into permanent housing with HOPWA
- 18 households received short-term rental assistance with HOPWA
- 11 households received short-term utility assistance HOPWA
- 3 households received short-term mortgage assistance with HOPWA
- 45 households received ongoing rental assistance with Part B
- 18 households received ongoing rental assistance with Home TBRA
- 8 households received ongoing utility assistance with Home TBRA

*Housing Opportunities for Persons with AIDS (HOPWA), Tenant-Based Rental Assistance (TBRA)

These numbers represent more than assistance provided—they reflect safer homes, reduced stress, and renewed hope for individuals and families across our service areas. As we look ahead, we remain committed to expanding housing stability and supporting our community every step of the way.



Key Highlights

2025 was a year of growth and expanded impact for our community services.

Key highlights include:

- Added 4 new transportation vehicles to better serve patients and clients
- Launched a new partnership with Feed EVV to strengthen food access
- Purchased a dedicated food delivery transit van
- Exceeded Yuletide program participation compared to 2024
- Opened the EVV Food Pantry, expanding local food support
- Continued Bowling Green expansion, with plans to open a food pantry in 2026
- Provided ethnic food boxes for patients.

Facilities

With thriving expansion comes the continuous need to evolve, repurpose, and reinvent the way we utilize and plan to accommodate future growth. Over the past year we have begun developing the future strategic planning for the infrastructure that enables us to continue moving our mission forward, while continuing to ensure that our intent is focused on the patient experience, and innovating new ways to better serve them in the future. We greatly appreciate the support of the area contractors we have been able to engage over the last year, and look forward to new and exciting possibilities in the future.

Keeping Our Community Moving Forward

Transportation remains a vital link to care, nutrition, and stability for the individuals we serve.

As of December 10, 2025, our transportation program completed 755 total transports, including 240 transports in Indiana and 515 transports in Kentucky. Through this service, 163 patients were able to access medical appointments, essential services, and critical support they might otherwise have missed.

Indiana- 240 Completed transports
Kentucky- 515 Completed transports
163 Patients utilize our transportation.



Fighting Hunger by the Numbers

From January through October, our food assistance efforts reached across state lines, making a meaningful impact in both Indiana and Kentucky.

In Indiana, we served 454 households, providing food to 1,302 individuals. Thanks to generous community support, 3,233 pounds of food were donated and distributed to help families put meals on the table.

In Kentucky, the need was even greater. We served 1,166 households, reaching 3,344 individuals, and distributed an incredible 18,265 pounds of food. These numbers reflect the strength of partnerships and the growing demand for food security across our Kentucky service areas.

Each pound of food donated and each household served represents a tangible step toward stability, dignity, and healthier communities, one meal at a time.

Organizational Highlights



Excellence Recognized Across the Region

Matthew 25 is deeply honored to be recognized across multiple communities we proudly serve. This year, we were named Best Non-Profit in both Henderson, Kentucky by Henderson Family Magazine and Bowling Green, Kentucky by Bowling Green Daily News. It's an affirmation of our mission-driven work and the compassionate care our teams deliver every day.

In addition, Matthew 25 was recognized as the #3 Best Place to Work in Kentucky by the Kentucky Chamber of Commerce, reflecting our commitment to cultivating a supportive, values-driven workplace where staff are empowered to serve with excellence. We are also proud to have been nominated for the Celebration of Leadership in Evansville, Indiana, and Best Non-Profit in Owensboro, Kentucky.

These recognitions span cities and states, underscoring the impact of our work and the trust placed in us by the communities we serve. We strive daily to lead with excellence, integrity, and compassion—and to see that commitment acknowledged across our region is truly an honor.



Leadership Spotlight

Anna Miles, Chief Operating Officer, has been selected as a voting member of the Kentucky HIV/AIDS Planning and Advisory Council.

This statewide advisory group works in partnership with the Kentucky Cabinet for Health and Family Services to guide HIV prevention, care, and policy efforts across the Commonwealth, ensuring services and planning reflect real community needs. Anna's appointment strengthens Matthew 25's voice at the state level and reinforces our commitment to advancing equitable HIV care throughout Kentucky.



Three Years of Progress, A New Vision Ahead

We proudly completed our three-year strategic plan, marking a significant milestone of growth, impact, and strengthened services for those we serve. This plan guided meaningful progress across programs, partnerships, and organizational sustainability, positioning us to better meet the evolving needs of our community.

As we celebrate these accomplishments, we have launched a new three-year strategic plan, building on this momentum with a renewed focus on innovation, equity, and long-term impact as we continue advancing our mission in the years ahead.

Ernie Scott Leadership Award

We are immensely honored and thrilled to share that our CEO, Courtney, was been recognized by the Kentucky Rural Health Association (KRHA) with the prestigious Ernie Scott Leadership Award!

At the forefront of our organization, Courtney's commitment to reaching those in rural areas and those who need our care most has been evident year after year. Her dedication was most recently exemplified by the launch of our mobile unit this year, which allows us to bring essential care directly to those most in need regardless of their location.



In Loving Memory of Bill Kaelin

In April 2025, Matthew 25 created the Bill Kaelin Memorial Patient Assistance Fund in memory of our beloved Nurse Practitioner, colleague, and friend, Bill Kaelin.

Bill was more than a gifted clinician. He was a fierce advocate and compassionate presence whose dedication to his patients and coworkers left a lasting impact on our organization and community.

The fund was established to carry forward Bill's legacy of care by supporting patients with urgent needs that fall outside traditional funding, including burial expenses, medication assistance, pet care, and other essential supports. These were needs Bill believed no one should ever have to face alone.

IN LOVING MEMORY OF OUR CHERISHED NURSE PRACTITIONER

Bill Kaelin Memorial Fund

BILL'S IMPACT MAY CONTINUE THROUGH YOUR GENEROSITY

THIS FUND WILL ASSIST WITH PATIENT NEEDS THAT FALL OUTSIDE THE SCOPE OF OUR FUNDING ALLOWS.

Patient Needs

Burial/funeral expenses

Pet needs

Medication

Emergency needs

*Please state



Ryan White Expansion in Indiana

In 2025, Matthew 25 AIDS Services received expanded Ryan White Part B funding from the Indiana Department of Health, allowing us to significantly enhance supportive services for patients in Indiana. This investment supported the addition of case management staff, patient navigation, expanded transportation assistance, emergency financial support, and the growth of our food pantry, which addresses barriers that often impact care and stability.

Over time, these enhancements have helped us achieve our goal of becoming a true “one-stop shop” for care. Patients can now attend medical appointments, access supportive services, and pick up prescriptions all in one location. Research shows this model leads to better health outcomes, and we are seeing those improved outcomes reflected in the lives of our patients. Today, more than 30 staff members work from our Indiana clinic, all committed to delivering coordinated, compassionate, and comprehensive care.



Introducing a New Signature Event

We proudly introduced a new signature event in Indiana, BBQ, Bourbon & Burlesque. This exciting addition not only generated new funding to support our mission, but also expanded awareness of Matthew 25's work and strengthened partnerships across our Indiana service area. With a special focus on engaging the aging community, the event created meaningful connections while opening new doors for collaboration and impact.



Prevention in Action

Matthew 25 expanded prevention efforts and strengthened community impact across Indiana and Kentucky. Additional funding supported four new positions on our Indiana prevention team, increasing capacity and outreach. This year, we assisted 10 individuals in achieving sustained virologic response (SVR) for Hepatitis C so far, advancing long-term health outcomes.

Our team continued to lead in education and access. We presented on Matthew 25's harm reduction work at the M25 Evansville Clinic, and we hosted our first National HIV Testing Day event in Evansville. Access to prevention resources grew with 15 new condom drop locations added, including in Posey, Dubois, and Perry counties. We also added bus stop ads all over the city. Our mobile unit reached 7 of the 10 capture areas in Kentucky, and 21 new MOUs were signed in 2025, strengthening partnerships and expanding prevention services throughout the region.

Chief Financial Officer

Matthew 25 strengthened its leadership team with the addition of a Chief Financial Officer, a key investment in the organization's long-term sustainability and growth.

This role has enhanced financial oversight, improved strategic planning, and increased transparency, allowing staff and leadership to make more informed decisions. By elevating our financial infrastructure, Matthew 25 is better positioned to steward resources responsibly, support program expansion, and ensure continued impact for the communities we serve.



Brian Hunley
CFO

Strengthening Care in Bowling Green

We expanded services at our Bowling Green clinic with the addition of a Targeted Case Manager, further enhancing patient-centered care. This role has improved access to medical and supportive services, particularly for clients who speak English as a second language, by providing individualized assessments, personalized care plans, and clear guidance through complex systems of care.

The Targeted Case Manager works closely with our multidisciplinary team to connect patients to treatment, medications, insurance, and community resources while promoting health literacy and self-advocacy.

By addressing language and cultural needs and serving as a trusted, knowledgeable point of contact, this position has helped patients feel more supported, informed, and comfortable, which has resulted in more timely access to care and improved overall patient outcomes.

Strengthening Leadership for Sustainable Care

In 2025, we continued to invest in strong, forward-thinking leadership to ensure the highest standards of care and accountability. Missy Dixon transitioned into a full-time Compliance Officer role, a critical position in non-profit healthcare. Her leadership ensures we remain fully compliant with evolving federal and state regulations, protect patient confidentiality, and steward public and donor funds responsibly, allowing our team to focus on delivering safe, high-quality care.

We also proudly celebrate Sarah Phillips, Chief Clinical Officer, who earned her Master of Science in Nursing with a concentration in Executive Leadership. This achievement strengthens our clinical leadership by blending advanced nursing expertise with strategic management skills, ensuring our clinical programs remain patient-centered, innovative, and aligned with best practices in non-profit healthcare.

Together, these leadership advancements position our organization for continued excellence, integrity, and impact in the communities we serve.

Missy Dixon

Chief

Compliance Officer



Sarah Phillips

Chief

Clinical Officer



A Milestone in Patient Care: Viral Suppression

Across all four of our clinic locations, we are proud to share that our collective viral suppression rate reached 93.53%. This means that the vast majority of our patients living with HIV have achieved viral suppression, allowing them to live healthier lives and significantly reducing the risk of HIV transmission.

93%

This milestone reflects the strength of our integrated care model, which combines medical care, case management, pharmacy support, and prevention services, and the trust our patients place in our team. Achieving and sustaining high viral suppression is one of the most important indicators of success in HIV care, and this outcome underscores our ongoing commitment to improving health outcomes and ending the HIV epidemic in the communities we serve.

Your Support Makes the Difference

As we close out the year, we invite you to consider making a year-end gift to help further our mission of providing compassionate, comprehensive care to those we serve. Your support ensures access to lifesaving medical care, support services, and prevention programs that improve health outcomes and strengthen our communities. We are deeply grateful for our donors, volunteers, partners, and supporters. Your belief in our mission makes this work possible and fuels the impact we create together.



Ending the HIV Epidemic: Making Everyday Impact Possible

Matthew 25 received additional funding through the Ending the HIV Epidemic (EHE) Initiative, allowing us to support clients in meaningful and flexible ways beyond traditional grant restrictions. From January 1, 2025, through December 17, 2025, this funding helped 226 clients meet essential needs that directly support their health and stability.

Through EHE, we provided household essentials such as bedframes, mattresses, linens, and kitchenware; offered food card incentives for kept medical appointments; assisted with phone and internet service invoices to maintain connection to care; and helped cover the cost of hearing aids.

These supports remove real-life barriers to care and improve quality of life for our patients. We are grateful to continue this impactful work and look forward to expanding EHE-funded services even further in 2026.

Looking Ahead to 2026

As we look toward 2026, we are filled with gratitude and excitement for what lies ahead. The coming year will mark a special milestone as Matthew 25 celebrates 30 years of compassionate care, advocacy, and service to our communities.

We look forward to honoring our history, sharing stories of impact, and celebrating alongside the supporters who have made this work possible. Until then, we wish you and your loved ones a joyful holiday season and a healthy, hopeful New Year. Thank you for being part of the Matthew 25 family.

Thank you,

Matthew 25 Board of Directors and Staff

A Year in Photos

