

— OMAHA —
Better Birth
— PROJECT —

Annual Report

— 2020 —



TO OUR SUPPORTERS:

A LETTER FROM THE EXECUTIVE DIRECTOR

Let me begin by expressing my sincere hope that you and your loved ones are well. The COVID-19 crisis has impacted each and every one of us in some way. This year has brought the importance of health and community support into sharp focus for us all at Omaha Better Birth Project. While 2020 was like nothing anyone one of us could have expected, we have persevered and made huge strides in the development of our organization.

2020 was a big year and marked the beginning of an exciting era for the organization. Since our launch on July 1, 2020, your support of Omaha Better Birth Project has impacted the lives of families across the Omaha area! You helped us bring a crucial supply of diapers, wipes, and other pregnancy and postpartum items to fulfill the needs of nearly 100 families.

As we look forward to 2021, our focus will be two-fold. First, we will prioritize building partnerships with community members and other local nonprofits to ensure our program development is family-centered and evidence-based. Our second priority will be securing the funding required to build our initial three programs, birth doula awards, childbirth education awards and community support.

Lastly, I want to acknowledge how grateful and honored we are to have been so warmly welcomed into the Omaha community. It all started as a small idea a few years ago, and with the support of many, Omaha Better Birth Project has been made a reality. The overwhelming enthusiasm for our mission only goes to prove the issue of birth equity is important not only to our organization, but to the Omaha community as a whole. We thank you for all you did to support birth equity in 2020 and we hope you join us as we continue our mission of improving birth for all in 2021 and beyond!

With Gratitude,

A stylized, handwritten signature in white ink that reads "Samantha Wall". The signature is fluid and elegant, with a long, sweeping underline that extends to the right.

Samantha Wall, MPH
Executive Director



OUR MISSION

The mission of Omaha Better Birth Project is to decrease inequities in childbirth by providing access to doula services, childbirth education, and prenatal & postpartum support for low-income and teen families in the Omaha area.

We envision a world where all expectant families are guaranteed access to the services, support, and education needed to set them down a path to a safe, informed and empowered birth experience.

Impact Report

2020



DIAPERS
4,204

packs of
WIPES
190

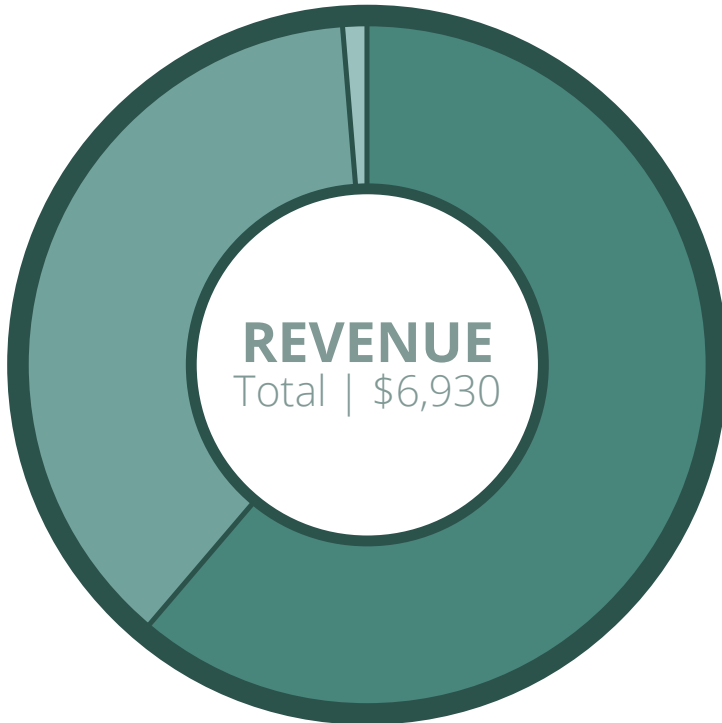
OTHER ITEMS
230

FAMILIES SERVED
98

We are honored to have been able to serve so many families in the short 6 months since the launch of Omaha Better Birth Project. This would not have been possible without the continued support of the Omaha community.

Financial Report

2020

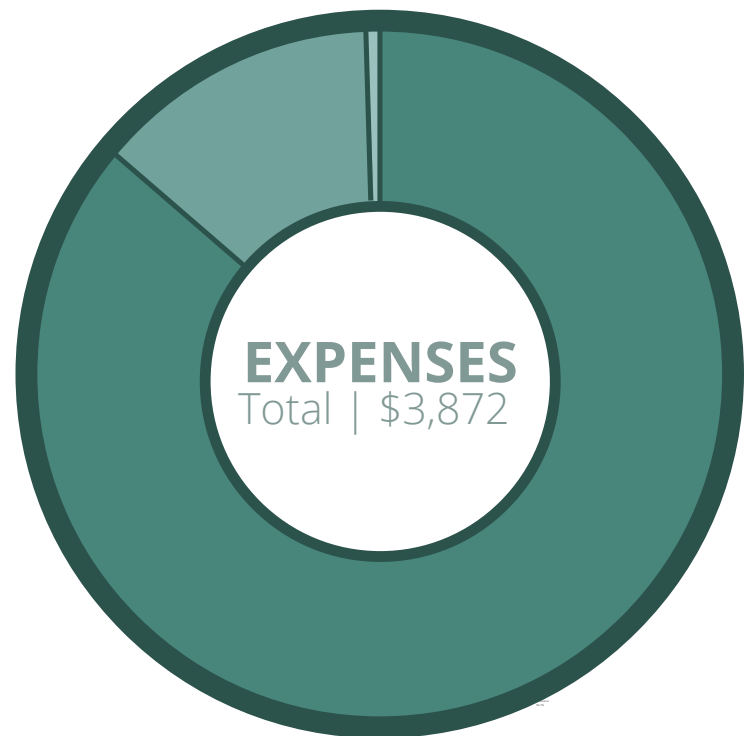


REVENUE

In-Kind Gifts	\$4,228
Individual Contributions	\$2,628
Special Fundraisers	\$74

EXPENSES

Programs	\$3,334
Operational	\$516
Fundraising	\$22



Year in Review

2020

JULY

We officially launched on July 1st, 2020!

AUGUST

On August 19th, 2020 Omaha Better Birth Project was officially incorporated as a nonprofit organization in the state of Nebraska!

SEPTEMBER

By the end of September we completed building our leadership team of 5 incredible individuals.

NOVEMBER

In November we held two drive-thru events providing diapers, wipes, and other essential pregnancy, baby, and postpartum items for more than 95 Omaha families.

DECEMBER

On December 2nd, the founding Board of Directors was elected at the first official Omaha Better Birth Project Board of Directors Meeting.

Follow us on Facebook and Instagram @omahabetterbirth to keep updated!

Meet The Board

We are excited to welcome six members to our inaugural Board of Directors!

Each of these individuals brings personal or professional experience in childbirth, nonprofit management, or financial sector. We are honored they have chosen to help guide our organization to fulfill our mission!



Kate Scott, CNM, DNP

Chair

Nebraska Medicine



Kailey Snyder, PhD

Vice Chair

Creighton University



Devin Claus, CPA, CFE, MBA

Treasurer

Conagra Brands



Christina Otto

Secretary

La Leche League



Angie Cantrell

Board Member at Large

MilkWorks



JD McCullough

Board Member at Large

IDx

Read more about each board member at www.omaabetterbirth.org/board.

Meet The Team

We have gathered five highly motivated and knowledgeable individuals to join our founding leadership team! Since July, our team has put in more than 300 volunteer hours to get this organization off the ground. We look forward to continuing to add to our team in a way to reflects the diversity of the communities we serve.



Samantha Wall, MPH
Executive Director



Emily Seddon
Director of Community
Engagement



Christian Minter, MS
Support Program
Coordinator



Becky Baruth, PLMHP
Grants Program
Coordinator



Anabelle Elya
Partnership Liaison

Read more about each team member at www.omaabetterbirth.org/our-team.