



— OMAHA —  
*Better Birth*  
— PROJECT —

2021 ANNUAL REPORT

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# 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.



## Fresh Start Diaper Program

The Fresh Start Diaper Program provides low-income and teen families with monthly supplemental diapers and wipes for the first year of their baby's life.

**29** Families  
Enrolled

**1,320** Diapers  
Distributed

A special **THANK YOU** to the YMCA of Greater Omaha for their generous donation of space which makes this program possible!

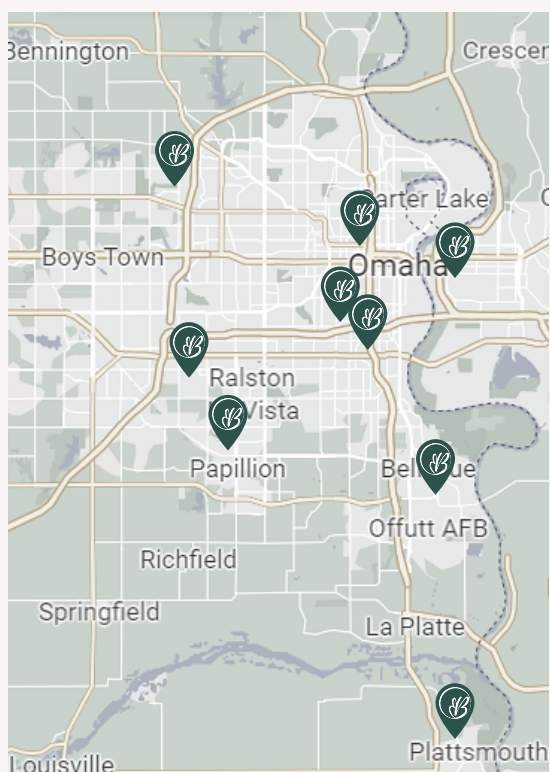




## 2021 IMPACT (CONTINUED)

### Essential Pregnancy, Baby & Postpartum Supplies

From diapers to onesies and breast pumps to pacifiers, we distributed more than 5,500 essential pregnancy, baby, and postpartum supplies to more than 200 families from across the Omaha metro.



More Than  
**200**  
Families Served

More Than  
**5,500**  
Items Distributed

A special **THANK YOU** to each and every donor whose generous contributions help us get essential items into the hands of Omaha families in need.

## DONORS

## Thank You for Your Support!

Leah Baker  
Becky Baruth  
Heidi Berryman  
Sarah Burrus  
Angie Cantrell  
Terry Chalk  
Tina Cherica  
Devin Claus  
Jerri Cole  
Claire Cornett  
Gary Elvers  
Diane Erdman  
First National Bank of Omaha  
Kara Foster

Adelynn Gengenbach  
Kate Hansen  
Melanie Horstman  
Sandra Hulm  
Michelle Hiykel  
Casandra Jimenez  
Terri Joy  
Angela Kommer  
Czarina Lim  
Literacy Launch  
Shea Markley  
Sarah McDermott  
Christian Minter  
Caitlin O'Connor

Christina Otto  
Mariah Palrang  
Kinsey Phifer  
Dr. Ashton Popple  
Laura Pryor  
Sarah Reeves  
Kathleen Scott  
Emily Seddon  
Anna Shimerda  
Kailey Snyder  
Ciara Szczepaniak  
Samantha Wall  
Margo Wilwerding  
Dr. Laura Wilwerding





# 2021 COMMUNITY GRANTS & SPONSORS



Thank you to our **Better Birth Sponsors**: individuals, businesses, and organizations who express their support of our mission through their financial contributions.

## Grants



Healthy Blue

Healthy Blue Nebraska  
\$100,000



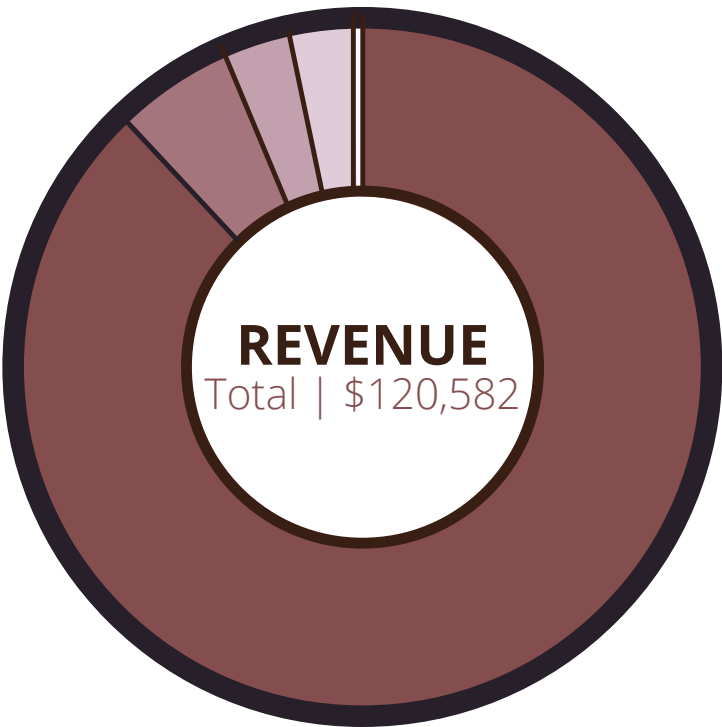
March of Dimes - Omaha Market  
\$6,000

## Better Birth Supporters

\$500-999



# 2021 Financial Report

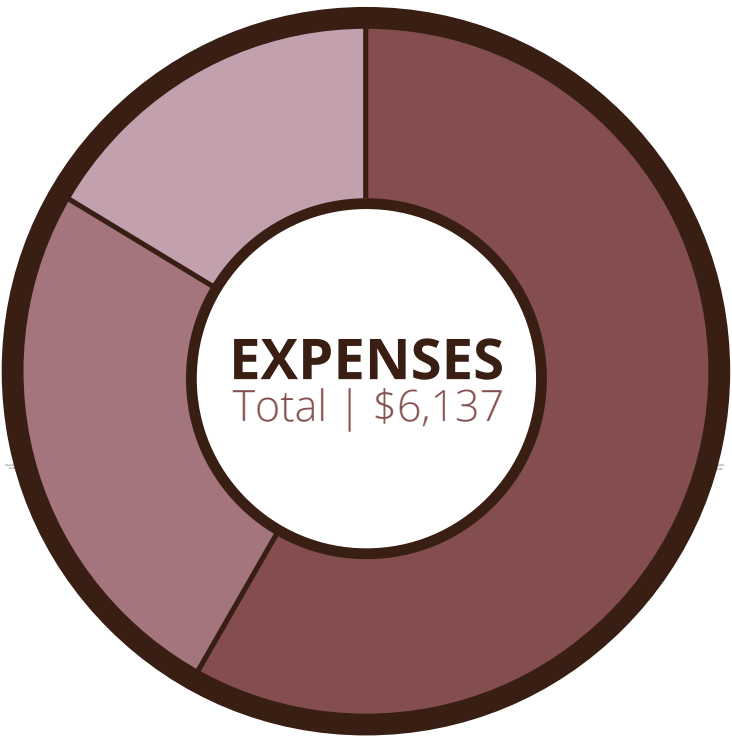


## REVENUE

Grants	\$106,260
In-Kind Gifts	\$6,438
Special Fundraisers	\$3,793
Individual Contributions	\$3,658
Other Revenue	\$433

## EXPENSES

Programs	\$3,572
Operational	\$1,560
Fundraising	\$1,005



2021 donations for our cause surpassed even our wildest dreams. Thank you to every individual and corporation who supports our mission of maternal health equity. We would not be here without each and every one of you.



# 2021 BOARD OF DIRECTORS

**Angie Cantrell**

MilkWorks  
*Member at Large*

**Kara Foster**

CityMatch  
*Member at Large*

**Christina Otto**

Community Volunteer  
*Secretary*

**Kailey Snyder**

Creighton University  
*Vice Chair*

**Devin Claus**

Conagra Brands  
*Treasurer*

**J.D. McCullough**

IDx  
*Member at Large*

**Kathleen Scott**

Nebraska Medicine  
*Chair*

# 2021 LEADERSHIP TEAM

**Samantha Wall**

*Executive Director*

**Emily Seddon**

*Associate Director*

**Becky Baruth**

*Grants Program  
Coordinator*

**Anabelle Elya**

*Grant Partner Liaison*

This annual report is a publication of Omaha Better Birth Project. The Board of Directors and all employees are committed to carrying out their responsibilities in a professional and ethical manner reflecting Omaha Better Birth Project's mission, values and purpose. Omaha Better Birth Project is classified as a 501(c)3 nonprofit organization by the standards of the Internal Revenue Service (IRS). Contributions are tax deductible as permitted by law.



# LOOKING AHEAD | 2022 GOALS



- Develop & implement an evidence-based, pay-what-you-can childbirth education course program
- Issue 10 birth doula and childbirth education grants
- Expand the Board of Directors to better match the diversity of the community & families we serve
- Expand the Fresh Start Diaper Program to serve up to 50 families
- Host a community baby shower





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#DeliveringEquity