



OMAHA
Better Birth
PROJECT

2022
Annual Report

A Message from the Executive Director

2022 proved we are *better together*.

When we work together, we are able to make a difference. I am inspired by our donors, partners and volunteers who continue to demonstrate a fierce dedication to the communities we serve.

Together, we've helped diaper hundreds of babies; provided access to doula care and childbirth education to the most underserved families; spread love and support to expectant and postpartum parents at our community baby shower; built and strengthened lasting partnerships with other maternal health stakeholders; distributed tens of thousands of essential baby supplies; and connected families to critical social resources, like food and housing.

For Omaha Better Birth Project, 2022 brought with it more opportunities to make strategic decisions and deepen our investments in programs and services that will support our community for generations to come. Together, we have the resilience to thrive through an ever-changing, ever-evolving economic, political, and social landscape.

I invite you to learn more about our commitment to equitable, family-centered, lasting change through the snapshots of impact in this year's annual report.

Thank you for joining us in making birth better for all, *together*.

With Gratitude,

Samantha Wall

Samantha Wall, MPH
Executive Director



Who We Are

OUR MISSION

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.

OUR VISION

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.

OUR PURPOSE

Expectant teens and families facing financial insecurity are far less likely to have access to the prenatal and postpartum care, education, and support they may need due to high costs and other associated barriers. Omaha Better Birth Project seeks to break down these barriers so ALL families can access the care they may need to have an safe, informed, and empowered birth & postpartum experience.

"In order to improve maternal health, we have to focus on improving all health and access to care - not just during labor and delivery, but before and after pregnancy and throughout our lives."

-Leana S. Wen



BIRTH DOULA GRANTS PROGRAM

Omaha Better Birth Project believes a family's income should not be a barrier to accessing essential childbirth services, including doulas. We help eliminate this barrier by providing grants to low-income and teen families for birth doula services.

In January of 2022 we launched our Birth Doula Grants. Through this program, 19 families were able to welcome their babies earth side with the essential support of a doula.

19
**BIRTH DOULA
GRANTS AWARDED**



13,770
**DIAPERS
DISTRIBUTED**

261
**BABIES
DIAPERED**

FRESH START DIAPER PROGRAM

The Fresh Start Diaper Program provides low-income and/or teen families with monthly supplemental diapers and wipes. Thanks to a generous contribution from Molina Cares, we were able to double the impact of this program.

In 2022, the Fresh Start Diaper Program grew more than 3.5 fold, from 37 families in January to 138 families in December.



COMMUNITY BABY SHOWER

This year, Omaha Better Birth Project hosted our first community baby shower. This event provided families with resources, supplies, education and more. We are grateful to all the sponsors, volunteers, and donors who made this incredible event possible. We can't wait to bring it back for 2023!

31
FAMILIES SERVED



700
**ESSENTIAL ITEMS
DISTRIBUTED**



COMMUNITY OUTREACH

in 2022, we were honored to partner with Project Intentional to provide a Mom & Baby Pantry at their Winter Wonderland Emporium. This pantry provided essential pregnancy, postpartum, and newborn supplies for single parents during the holiday season

Additionally, Omaha Better Birth Project provides pregnancy, postpartum, and newborn supplies to families in emergency need. Items may include, strollers, car seats, diapers, clothing, and more.

21,200

ESSENTIAL ITEMS DISTRIBUTED



SOCIAL CARE ASSISTANCE

The conditions in which we all live, work, and play can have an impact on our health. Omaha Better Birth Project helps connect families with community resources to help them thrive.

This year, Omaha Better Birth Project launched our Social Care Assistance Program. We provide free screening and referrals for a variety of social care needs such as food, housing, utilities, and more.

19 **25**
FAMILIES **REFERRALS**
SCREENED **COMPLETED**

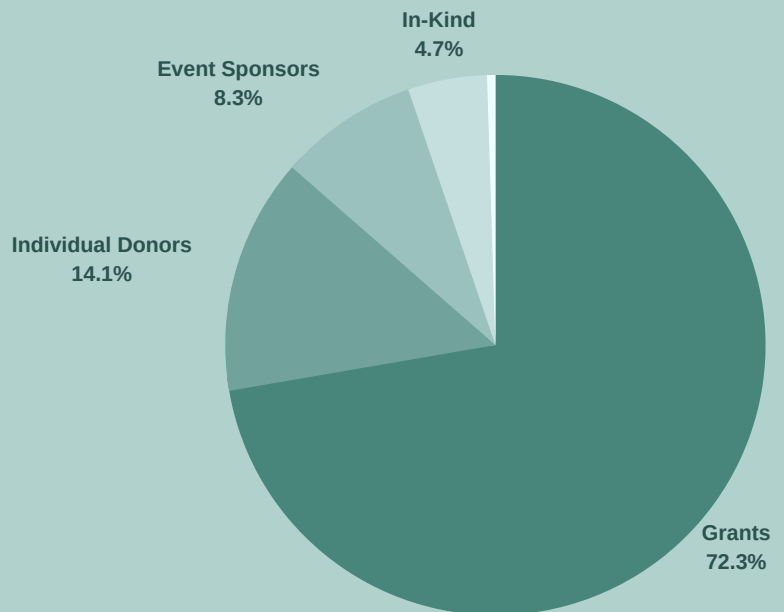


Financials

REVENUE

- Grants | \$26,000
- Individual Donations | \$5,086
- Event Sponsors | \$3,000
- In-Kind Donations | \$1,704
- Other | \$178

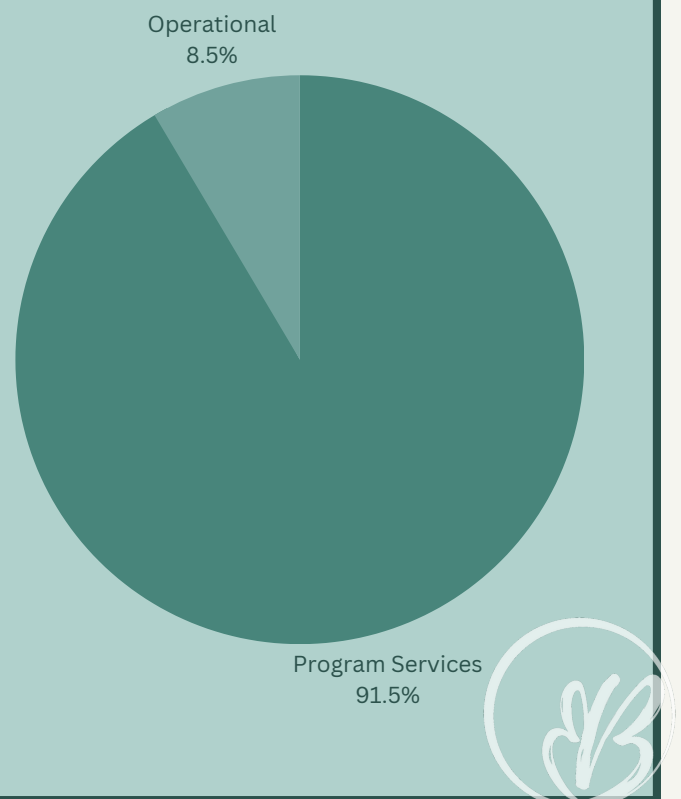
TOTAL | \$35,968



EXPENSES

- Program Services
 - Grants Program | \$19,650
 - Community Outreach | \$12,359
 - Community Baby Shower | \$10,045
 - Fresh Start Diaper Program | \$5,416
 - CBE Program Development | \$1,952
- Operational
 - Office Supplies | \$2,390
 - Insurance | \$1,611
 - Professional Services | \$611
 - Fundraising | \$53

TOTAL | \$54,087



Corporate Support



KENDRA SCOTT



Individual Donors

Thank you for your support!

Becky Baruth

Marika Bell

Eli Bernstein

Heidi Berryman

Danielle Bettmann

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Tina Cherica

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Kara Foster

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Christian Minter

Brenda Morsey

Nick Nun

Kelsie Nygren

Caitlin O'Connor

Kinsey Phifer

Carrie Powell

Hilary Raikes

Sarah Jo Reeves

Kyle Schulze

Kathleen Scott

Kailey Snyder

Lyndsay Speece

Alexis Stearns

Rachel Stuhler Sarnowski

Carrie Svendsen

Joshua Von Kampen

Steven Wall

Samantha Wall

Scott Washburn

Laura Wilwerding

Kiyoko Wrye-Henderson

Sarah Young

Elaine Young

**"Never doubt that a small group of thoughtful
committed citizens can change the world:
indeed, it's the only thing that ever has."**

Margaret Mead



Our Team

2022 BOARD OF DIRECTORS

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2022 LEADERSHIP TEAM

Samantha Wall

Executive Director

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Kirstin Nath

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Becky Baruth

*Grants Program
Coordinator*

Anabelle Elya

Grant Partner Liaison

Larissa Moguel

Childbirth Educator

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.





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#DeliveringEquity