

2025 ANNUAL REPORT



Omaha Better Birth Project

Delivering equity since 2020.



About OBBP

Omaha Better Birth Project was founded in July 2020. We are passionate about caring for all birthing people, especially those with social barriers to accessing essential pregnancy, postpartum, and infant services.

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.

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.



info@omahabetterbirth.org

A Note from the Executive Director

As we reflect on the past year, I am filled with deep gratitude and pride in the work we've accomplished together in 2025. Our mission, to ensure that every expectant and postpartum family, regardless of income, age, or background, has access to the care, education, and essentials they need has never felt more urgent, and thanks to your support, we've made meaningful progress toward that goal.

This year, we were thrilled to significantly expand our Doula Access Grants Program, providing more families than ever with critical emotional, physical, and informational support during birth and the postpartum period. These grants have made a tangible difference for teen parents and low-income families, many of whom would otherwise go through this life-changing time without the advocacy and care a doula provides. Every birth supported through our program is a testament to what community care can achieve.

We also made a major leap forward in accessibility by translating our comprehensive childbirth education course into Spanish. This long-overdue step helps ensure that Spanish-speaking families can prepare for birth and parenting in a language they understand and trust. Culturally and linguistically inclusive care is not a luxury, it is essential, and we are committed to expanding this work in the coming year.

Beyond these milestones, we continued to provide hundreds of families with the pregnancy, newborn, and postpartum supplies they need to thrive; diapers, baby carriers, car seats, breast pumps, and more. These items may seem small, but for many families, they are lifelines.

Thank you for being part of this journey with us.



Samantha “Wall

As we look ahead to 2026, we are energized and hopeful. We plan to grow our programs, deepen our community partnerships, and expand our reach so that no parent has to choose between paying bills and preparing for their baby. Our vision is a future where every birthing person is supported, seen, and celebrated, and we know we can get there, together.

Introducing Our Board of Directors

We are honored to be guided by such experienced and passionate folks. In 2025, we hosted our first board retreat where we identified our strategic goals for the next year. In 2026, we anticipate to grow the board team by three more members.



Jenny Sharrick
Firefly



Jessie Gutierrez
Jessie Gutierrez Clinical
Therapy Services



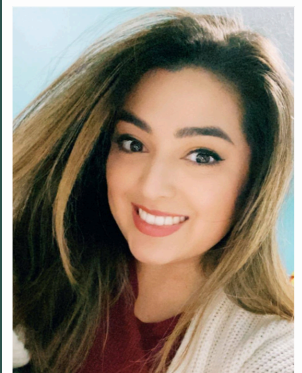
Nicky Clark
Eastern NE Community
Action Partnership



Julie Madden
FNBO



Megan Falke
Creighton
University



Bianca Zuniga
Community
Advocate

Message from the Board of Directors

“ *Together, we are building a future where healthier births, and healthier communities, are possible.* ”

As members of the Board of Directors, we are honored to serve an organization whose work is grounded in the belief that every family in Omaha deserves safe, empowered, and informed birth experiences. Unfortunately, in the recently released March of Dimes 2025 Report Card, Nebraska received a D related to pre-term birth and other birth outcomes. Douglas County and Omaha specifically both received an F on these key indicators of maternal and infant health. This year reinforced both the urgency of our mission and the power of community-centered solutions to improve birth outcomes and advance equity across our region.

In our role as stewards, the Board focused on ensuring the organization’s long-term sustainability, strategic clarity, and our accountability to the families and communities most impacted by inequities in maternal and infant health. This past year we partnered with leadership to dive deeply into strategic thinking, always with an eye toward impact rather than activity. This process ultimately resulted in the sunseting of a beloved program, which was not sustainable for our team and unfortunately also did not systematically improve outcomes during the postpartum period for families. Instead, we dedicated the majority of our efforts towards expanding the doula birth and postpartum grants this year. Check out pages 7 & 10 for more information on the impact of the doula grants programs.

Improving birth outcomes is not the work of any single organization. Throughout the year, we saw the value of collaboration across nonprofits, healthcare systems, public agencies, and community partners, and we remain committed to supporting efforts that strengthen the broader ecosystem serving families in Omaha.

Looking ahead, the Board remains focused on supporting bold, evidence-informed strategies while safeguarding the trust placed in this organization by the community, funders, and partners. Together, we are building a future where healthier births, and healthier communities, are possible.

Together in service,

Jenny Sharrick

Omaha Better Birth Project
Board of Directors



Our Doula Partners

The work we do wouldn't be possible without the invaluable support of our doula partners. These partners, along with many others from the community, are the heart and soul of our Doula Access Grants Program. Their dedication to serving Omaha families is unmatched and we are honored to work alongside each and every one of them.



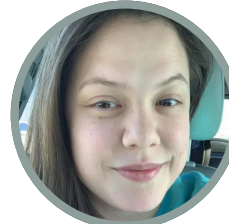
Kayla Baker



Jennifer Barnes



Becky Baruth



Melody Brewer



Bailey Focht



Christina Gallegos



Emily Garcia



Faythe Goodman



MiKayla Hedlund



Katie Henderson



Vanessa Johnson



Amy Kelly



Shanika King



Kayla Kohl



Gabriella Otto



Fajr 'Dawn' Peters



Asia Price



Sydney Shead



Abigail Shipp



Sabrina Singleton



Nikeya Traynham



Alisha Waugh

Doula Access Grants

150 Birth & Postpartum Grants Awarded

In 2025, our Doula Access Grants Program made a meaningful impact by providing financial support to help cover the cost of birth and postpartum doula services for low-income and teen families. We believe that every birthing person deserves compassionate, continuous support, regardless of their financial situation. Through these grants, families were able to receive personalized care during labor, delivery, and the often-overlooked postpartum period.

We are proud to offer this support and are committed to growing the program in 2026, ensuring even more families can access the care they need and deserve.



Essential Supplies

More than 100 Families Served

In 2025, Omaha Better Birth Project continued to provide essential baby supplies to families facing financial hardship, helping to ensure that every family has a safe and healthy start with their baby. Through our support program, we distributed items such as strollers, Pack 'n Plays, car seats, diapers, wipes, baby carriers, bottles, and hygiene kits to more than one hundred families in need. These items are more than just products, they are tools that support safety, bonding, and daily care during a critical time in a family's life. For many parents, especially teen and first-time parents, receiving these essentials brought peace of mind and allowed them to focus on nurturing their babies.

Thanks to the generosity of our donors and community partners, we were able to meet the growing demand for supplies and respond quickly to urgent needs. These supplies helped bridge gaps in access, especially for families without reliable transportation or stable housing. In every package we deliver, we aim to provide not just material goods, but also a message: you are not alone, and your community cares about you and your baby.



Community Baby Shower

50 Families Served

This year, we hosted our annual Community Baby Shower, a joyful and empowering event to celebrate expectant and new parents in our community. The event brought together families for a day filled with connection, learning, and support. Attendees participated in interactive education sessions on maternal mental health & breastfeeding.

In addition to learning opportunities, families received essential baby items including strollers, baby gates, diaper bags full of goodies, and more. Community organizations were onsite to connect parents with local resources such as health services, housing support, and early childhood programs. Most importantly, the event offered a chance for parents to come together, build community, and feel honored during this important chapter of their lives. We are grateful to our volunteers, donors, and partners who helped make this celebration possible.

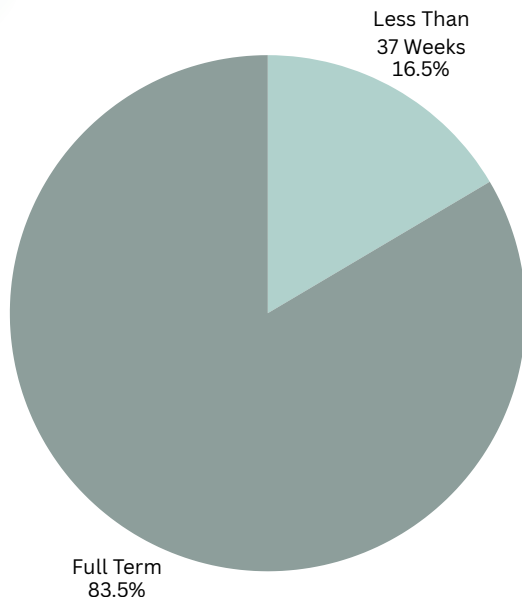


Doula Program Outcomes

Our families often face unique medical and social risk factors, such as limited prenatal care access, language and cultural barriers, housing or food insecurity, and higher rates of pregnancy complications. With doula care, parents experience fewer unnecessary interventions and a stronger sense of confidence in their own voices and choices. After birth, families experience increased success in breastfeeding and smoother connections to the community resources they need.

Gestational Age at Birth

Our grant families saw an average preterm birth rate of 16.5%. This rate is higher than the Douglas County average of 12.8%, indicating the families served likely have risk factors not currently being addressed adequately.



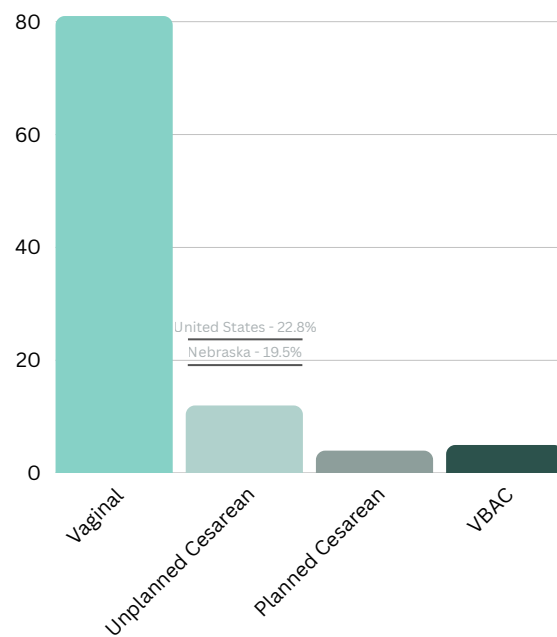
Empowered Birth

90%

90% of families surveyed said having a doula led to a more empowered birth experience.

Mode of Delivery

The birth doula grant participants saw an unplanned cesarean rate of 12% - well below local, state, and national averages.



Breastfeeding Rate

97%

Of the families who intended to breastfeed after birth, 97% met that goal.

Financial Report

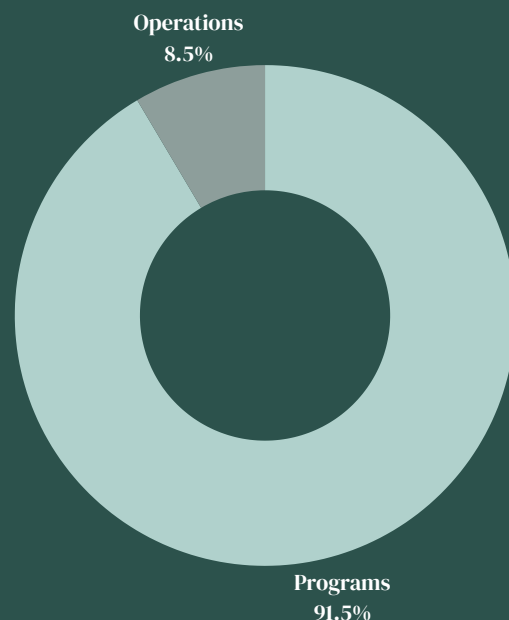
In 2025, our financial position remained strong and stable, reflecting both careful stewardship and growing community investment in our mission. This stability allowed us to expand key programs while keeping administrative costs low. With a modest increase in reserves, we're well-positioned for thoughtful, sustainable growth in 2026.

REVENUE



OBBP marked another successful year of contributions to the organization with \$351,000 in revenue from corporate & foundation partners and \$2,047 from individual donors. 2025 marked a significant increase in total revenue, and new donor relations show promise for growing, diversifying, and sustaining our income streams.

EXPENSES



In 2025, more than 91% (\$200,454) of expenses went to direct program services, including grants for birth & postpartum doulas, essential supplies, and community outreach. Excitingly, for the first time, OBBP was able to start providing entry-level salaries for programmatic roles, helping to provide stability and sustainability for our growing team.

Thank You to Our Donors

We extend our heartfelt gratitude to our individual donors, whose generosity fuels every step of our mission. Whether you gave once or give monthly, your contributions directly impact the lives of expectant and new parents who are navigating some of life's most vulnerable moments. Your support helped provide doula care, childbirth education, and essential supplies to families who otherwise might have gone without. Every gift, no matter the size, represents a powerful statement of belief in equitable, compassionate care for all families, and we are deeply honored to have you as part of our community.

We also want to thank our corporate and foundation partners for their vital investments in our work. Your commitment to maternal and infant health has allowed us to scale our programs, translate key educational resources, and increase access to services that promote positive outcomes for parents and babies. From sponsoring doula grants to funding community outreach and education, your partnership has helped us extend our reach and deepen our impact. We are proud to work alongside organizations that value families, equity, and community wellness, and we look forward to building on this shared vision in the year ahead.



SERIOUS MEDICINE. EXTRAORDINARY CARE.®

Our Heartfelt Gratitude

We extend our deepest gratitude to our outgoing Board members, Angie Cantrell and Dr. Kathleen Scott, for their dedicated service and steadfast commitment to our mission. Your leadership, insight, and generosity of time have helped strengthen our organization and advance our work to improve maternal health and birth outcomes for families in our community. We are profoundly grateful for your leadership and wish you continued success in all that lies ahead.



Angie Cantrell
MilkWorks



Dr. Kathleen Scott
Nebraska Medicine

Looking to the Future



As we look ahead, we are energized by the momentum of this past year and inspired by the resilience and strength of the families we serve. We plan to expand our doula access grants, childbirth education, and essential supplies programs, to meet growing community needs. Our goal is to ensure every family can access the support, care, and resources they may need for a healthy start.

We are focused on building new partnerships, engaging more volunteers, and increasing outreach. By listening to families, collaborating with service providers, and centering equity in all we do, we are laying the foundation for long-term impact. With your continued support, we are confident that 2026 will be a year of growth, connection, and deeper care for expectant and new parents across our community.



Omaha Better Birth Project

www.omahabetterbirth.org



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.