CHANGING LIVES.
IMPACTING COMMUNITIES.
TRANSFORMING CARE.
Dear friends,

The year 2019 brought with it several important accomplishments and developments, as well as a noteworthy program milestone, as we completed another year of capably and compassionately serving women, children and families in Northeastern Pennsylvania and beyond. A key role in any non-profit organization is to effect positive social change and lead the way to create healthier communities. That hasn’t changed at Maternal and Family Health Services; in fact, our commitment to effecting positive social change and leading the way to create healthier communities represents a long-awaited modernization of our technology that’s now in full use across the state. WIC participants now receive electronic benefits on their eWIC cards rather than paper vouchers. This development represents a long-awaited modernization and a major upgrade for the WIC nutrition program and its participants.

Importantly, 2019 saw innovations in WIC service delivery to meet the demands of today’s technological environment. Last October, MFHS launched eWIC, a new electronic data system that’s now in full use across the state. WIC participants now receive electronic benefits on their eWIC cards rather than paper vouchers. This development represented a long-awaited modernization and a major upgrade for the WIC nutrition program and its participants.

As proud as we are of these important initiatives and the progress we have made over the past year, we are also enthusiastic about such opportunities as expanding our direct services in counties without providers, implementing telehealth in our family planning program to better serve clients in rural areas and expanding social work support. This expansion of social work support is critical and much appreciated. By continuing to work together with our shared commitment of serving the most vulnerable women, children and families, we will continue to make a real difference in the lives of so many, a privilege we are honored to carry on.

Sincerely,

Kathy Finsterbusch
Chair, Board of Directors

Bette Saxton
President & CEO

INFORMATION, EDUCATION AND QUALITY CARE

We are an innovative health and human service organization dedicated to meeting the needs of the community through informed education and quality care.

Maternal and Family Health Services is a non-profit health and human service organization working to improve the health of Pennsylvania women and children by offering programs that prevent disease and promote wellness. Since 1971, MFHS has delivered essential nutrition and preventative services meeting the ever-changing needs of women, children and families by offering programs that prevent disease and promote wellness.

The agency oversees a system-wide network of health and nutrition centers in 16 Pennsylvania counties, serving over 50,000 individuals annually through the following core programs:

- WIC (Women, Infants and Children)
- Nutrition Program
- Reproductive Health
- Cancer Screening
- Nurse-Family Partnership
- Maternity Care

The MFHS Board of Directors is the governing body responsible for the organization’s health and sustainability. These community-minded individuals volunteer their time and expertise to offer guidance, direction and administration in pursuit of the Mission, Vision and Values of Maternal and Family Health Services.

2019-2020 OFFICERS

Kathy Finsterbusch, Chairperson
Joseph Boylan, Vice Chairperson
Barbara Bossi, Secretary
Lauren Allen, Treasurer

2019-2020 MEMBERS

Lillian Allen
Michael Bowers
Christina Jones
Estella Parker Illius
The Honorable Phyllis Mundy
Dr. Mike Brown
Sheila Stiefman
Shani Wesley

SOLICITOR

Philip Green, Esquire

The NBG Board of Directors is the governing body responsible for the organization’s health and sustainability. These community-minded individuals volunteer their time and expertise to offer guidance, direction and administration in pursuit of the Mission, Vision and Values of Maternal and Family Health Services.
in annual

THE VERY BEST START IN LIFE.

Our Services

Vice President of Service Delivery Operations
Saxton

Bette Cox
President & CEO

Safetests

Through outreach, education, and support, our SafeTeens initiative provides adolescents across Pennsylvania with the knowledge required to prevent unplanned pregnancies and make informed, healthy choices about their futures. The programs enable at-risk teens in local school districts throughout the state to access the cancer screening care they need.

NURSE-FAMILY PARTNERSHIP

The Nurse-Family Partnership empowers first-time mothers to develop critical parenting skills and knowledge through the guidance and support of highly trained home-based nurses. Partnering with the Pennsylvania Office of Child Development and Early Learning, we partner with nurses in 16 Pennsylvania counties. Through Title X of the Public Health Service Act, we provide prenatal care to mothers and their babies in Pennsylvania. Partnerships with other local health centers offer accessible, confidential family planning and infant preventive care to women, men, and teens in Pennsylvania counties. Through Title X of the Public Health Service Act, we provide prenatal care to women, men, and teens in their homes.

3,360 women, infants, and children received services through our 335 stores.

16 Pennsylvania counties. Over 47,754

headaches, and development of young children, and a reduction in childhood obesity.

The WIC Nutrition Program improves the lives of at-risk women and their families by promoting good nutrition, access to health care, and social services. The program provides essential WIC benefits for healthy food options, nutrition habits. Through nutrition counseling, we are improving breastfeeding rates by providing breastfeeding support. We are improving breastfeeding rates by providing breastfeeding support. We are improving breastfeeding rates by providing breastfeeding support.

Breastfeeding Support

We are improving breastfeeding rates by providing instantaneous breastfeeding care by providing breastfeeding care by providing breastfeeding care by providing breastfeeding care. We provide comprehensive prenatal and postpartum care for breastfeeding support, we are fostering healthy electronic eWIC benefits for healthy food options, nutrition habits. Through nutrition counseling, we are improving breastfeeding rates by providing breastfeeding support. We are improving breastfeeding rates by providing breastfeeding support.
OPIOID ABUSE PREVENTION SERVICES

In 2019, MFHS launched a school-based behavioral health project in Lackawanna County. A Masters Level Social Worker screened middle school students for drug and alcohol use. Students who screened positive were referred to a licensed clinician for treatment. The program has continued in 2020.

In 2019, MFHS was asked to participate in the Governor’s Institute for Safe Care Team for Lackawanna County Office of Youth and Families. The Safe Care Team builds systems of care based on evidence offered by the American Academy of Pediatrics. The project included consultation with a variety of child health professionals, including behavioral health providers and healthy moms.

MFHS is one of seven organizations collaborating in Lackawanna County in the “Healthy Moms” Maternal Opioid Management Medical Home initiative — providing a comprehensive, integrated approach to addressing the opioid epidemic as it affects pregnant women, newborns, and their families. MFHS is providing pregnancy care and substance use services as well as the Nurse-Family Partnership to the women in the program. Women who participate in the Healthy Moms Program receive support throughout their pregnancy, postpartum, and for up to two years after giving birth. The initiative includes support with housing, childcare, transportation, nutrition, medication management, substance abuse counseling, case management, mental health counseling, and medical care for moms and baby. Enrollment in the program has more than doubled since its launch in 2018. The Healthy Moms Program has also expanded to include Wayne, Luzerne and Lackawanna Counties.

In Luzerne County, MFHS participates in a Healthier Moms and Babies program. The program aims to reduce health disparities in women and children, and to improve health outcomes for mothers and their children. The program is designed to provide comprehensive care during pregnancy and postpartum, and continues through the early childhood years. MFHS provides a variety of services, including prenatal care, childbirth education, postpartum support, and ongoing health care for women and children. The program also provides resources for families to access community services and support systems. In addition, the program works to address social determinants of health, such as housing, food insecurity, and employment. The goal of the program is to improve health outcomes for mothers and their children, and to reduce health disparities in the region. MFHS works closely with community partners to ensure that families have access to the resources they need to improve health outcomes and achieve their goals.
THANK YOU TO ALL MFHS DONORS, SUPPORTERS, AND PARTNERS.
EXPANDING THE HEALTHY MOMS PROGRAM

Left: MFHS President & CEO Bette Cox Saxton and MFHS board member Megan Smith-McCabe at U.S. Capitol Hill in Washington, DC to support the introduction of legislation to promote breastfeeding through the Pregnancy-Infant Mortality initiative. The Healthy MOMS program is being piloted with great enthusiasm in regional locations throughout the state, and the goals of the program include: reduce maternal mortality, reduce rates of preterm birth and low birth weight, reduce mothers and offspring illness and death, and raise awareness about legislation that would close eligibility gaps for Pennsylvania's WIC program.

HELPING NONPROFITS UNDERSTAND ADVOCACY WITH PANO

MFHS has partnered with Pennsylvania Nonprofit Network (PANO) and the Children’s Alliance of Pennsylvania to help nonprofits understand the basics of advocacy. This 10-week program provides a safe, comfortable, and well-structured environment for advocacy trainees to explore advocacy and learn the skills necessary to develop and implement programs and policies in order to make a positive impact on the lives of children and families. The trainees in this program are a diverse group of nonprofit leaders from across the commonwealth. The trainees learn to be advocates for policy changes that work towards a healthier and better future for children and families.

IMPROVING CLIENT EXPERIENCES WITH OUR CLIENT ADVISORY COUNCIL

MFHS has a client advisory council made up of clients to advise MFHS on the needs and concerns of the people we serve. Their feedback on a variety of topics, including marketing and client incentives, and what they enjoy about our programs and services, has been incredibly important. This feedback includes input on how to improve their experience and increase client retention across all programs. Our clients offered feedback on the following:

IMPROVING EXPERIENCES FOR WIC PARTICIPANTS

EWIC ARRIVES IN PENNSYLVANIA

During the past year, Pennsylvania’s WIC program has expanded to include more than 1,000 new participants per month and has experienced an increase in reach. These gains were made through the addition of new centers and the restructuring of existing centers. The expansion of WIC services has been a result of the addition of new centers and the restructuring of existing centers. This expansion has allowed for more WIC participants to receive the benefits of WIC.

PROJECT COSTS

MFHS values its donors enormously. Without the investment we receive from the private non-profit, MFHS gratefully acknowledges every grant, sponsorship, and individual gift that provides financial support to help us achieve our goals and fulfill our mission.

RECOGNIZING MATERNAL HEALTH AWARENESS DAY

Below: MFHS President & CEO Bette Cox Saxton, the Mary Bickel Foundation and Dr. Lisa Baker; and the Women’s March of Pennsylvania's Christine Mourcey, Senator Bob Casey, and State Representative EmilioTweet, and the Women’s March of Pennsylvania. Together, they are working to improve maternal health across Pennsylvania. They are taking action to ensure that every woman has access to safe, affordable, and comprehensive health care services. They are also working to increase awareness about maternal health and to reduce maternal mortality.

IMPROVING ACCESS WITH NEW CO-LOCATED AND SATELLITE CENTERS

INCREASING ACCESS WITH NEW CO-LOCATED AND SATELLITE CENTERS

MFHS received $500,000 from AllOne Foundation to support the expansion of co-located centers. This funding will support the expansion of co-located centers in Luzerne County, which is next door to Luzerne County Head Start. Co-located centers like this provide convenient access to WIC for families enrolled in other programs in these locations.

PINTS & PIGSKINS: FOOTBALL, FUN, AND FUNDRAISING

Above: MFHS joined U.S. Senator Bob Casey at several events to raise funds to support WIC participants. The day featured a full range of college football games and a unique, fun-filled celebration of the football season. The events were attended by MFHS staff and board members and live music.

2019 REVENUES

In 2019, MFHS generated $14,905,613 in revenue from fees for services, investment income, gifts, and grants. The organization spent $12,354,219 on program services, $511,222 on overhead, and $980,179 on fundraising. MFHS is grateful for all of the support and contributions from individual donors, corporations, foundations, and state and federal agencies that made it possible for MFHS to achieve its mission.

2019 FISCAL REPORT

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PROJECT REVENUES

$15,843,950

$1,267,629

$1,692,786

$1,530,221

$1,273,949

$14,905,613

$12,354,219

$511,222

$980,179
TO ELIMINATE BARRIERS TO CARE IN SMALL TOWNS WITH PROGRAMS ACROSS 14 LOCATIONS – OUR COMMITMENT TO RURAL PENNSYLVANIA.
- Bradford, Sullivan, Susquehanna, Tioga & Wyoming Counties

TO DEVELOP NEW CO-LOCATION AND SATELLITE PARTNERSHIPS TO SERVE PENNSYLVANIA’S FASTEST GROWING POPULATION.
- Monroe, Pike & Wayne Counties

TO COLLABORATE TO HELP MOTHERS STRUGGLING WITH OPIOID ADDICTION – BECAUSE HEALTHY BABIES BEGIN WITH HEALTHY MOMS.
- Carbon, Lackawanna, Luzerne & Schuylkill Counties

TO IMPROVE THE CLIENT EXPERIENCE WITH ELECTRONIC WIC – SO FAMILIES CAN GET THE GROCERIES THEY NEED, WHEN THEY NEED THEM.
- Berks, Lehigh, Montgomery & Northampton Counties

TO MAKE A GIFT TO MATERNAL AND FAMILY HEALTH SERVICES, PLEASE USE THE ENCLOSED ENVELOPE, VISIT MFHS.ORG, OR CALL 800-367-6347.

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