

2020
ANNUAL
REPORT

WELCOME



*"In 2020, our team not only survived,
but we thrived."*

Dear friends,

This year has certainly been transformative for our organization and the world as we knew it. While navigating a global pandemic, I eagerly began to navigate a new — and inspiring — transformation of my own: joining Maternal and Family Health Services in September 2020 as its President and CEO.

Although I was new to the role, I was deeply familiar with MFHS' regional impact. As an innovative health and human service organization dedicated to meeting the needs of the community through information, education and quality care, MFHS plays a pivotal role in the lives of adults, children, and families during the most critical periods of pregnancy, infancy, and early childhood. Following in the footsteps of Bette Saxton, who gracefully and skillfully led MFHS for 20 years before her retirement in November 2020, I am energized each day by MFHS' clients, outcomes, people, and potential.

We are an organization built to empower individuals and families, showing caregivers, parents, and staff that you can be anything you want to be. Our programs help people make informed choices, take care of themselves and their families — in essence, take charge of their life, empower themselves, and inspire those around them.

Our system-wide network covers 16 counties across the Commonwealth. We focused on maintaining safe care and service delivery environments in 31 locations throughout this past year, following all health-related guidelines, and identifying new ways to keep clients engaged in essential services. Providers and clients alike embraced telehealth visits, and we moved to a paperless system within the Nurse-Family Partnership. Our nurses devised creative ways to stay connected with moms and babies, including no-contact porch visits to deliver resources, safety items, and activities to support continued engagement in our programs. We made remote working arrangements wherever possible and did not close for even one day. The

collective effort made to ensure at-risk pregnant people, babies, and young children received uninterrupted, essential services without putting their health — or the safety of our staff — at risk was simply phenomenal.

In 2020, our team not only survived, but we thrived. Supported by our board of directors, community partners, friends, funders and donors, we embraced opportunities for learning and taking calculated risks. I am so proud of not just the large-scale accomplishments shared in this report but of the everyday efforts, dedication and commitment demonstrated by the MFHS heroes I have come to know.

Many of us would like to bury the struggles of 2020 deep into our memory, but I challenge you to reflect in a different light. The words of Bernice Johnson Reagon, a pioneering singer, scholar, and teacher, seem relevant to share: *"Life's challenges are not supposed to paralyze you; they're supposed to help you discover who you are."*

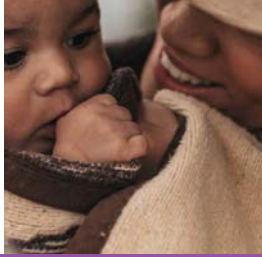
Now, more than ever, our community has seen who we are, and it's simply incredible. We have an exciting road ahead, and I am privileged to lead such dedicated, brave and passionate professionals and providers who — along with our clients — will continue to grow and shine.

We look forward to exploring, expanding and evolving MFHS' health-focused, community-responsive services as we continue to serve, adapt, and deliver on our mission of CARE. Thank you for joining us on this journey.

Gratefully,

Maria Montoro Edwards, PhD
President/CEO

Barbara Bossi
Chair, Board of Directors



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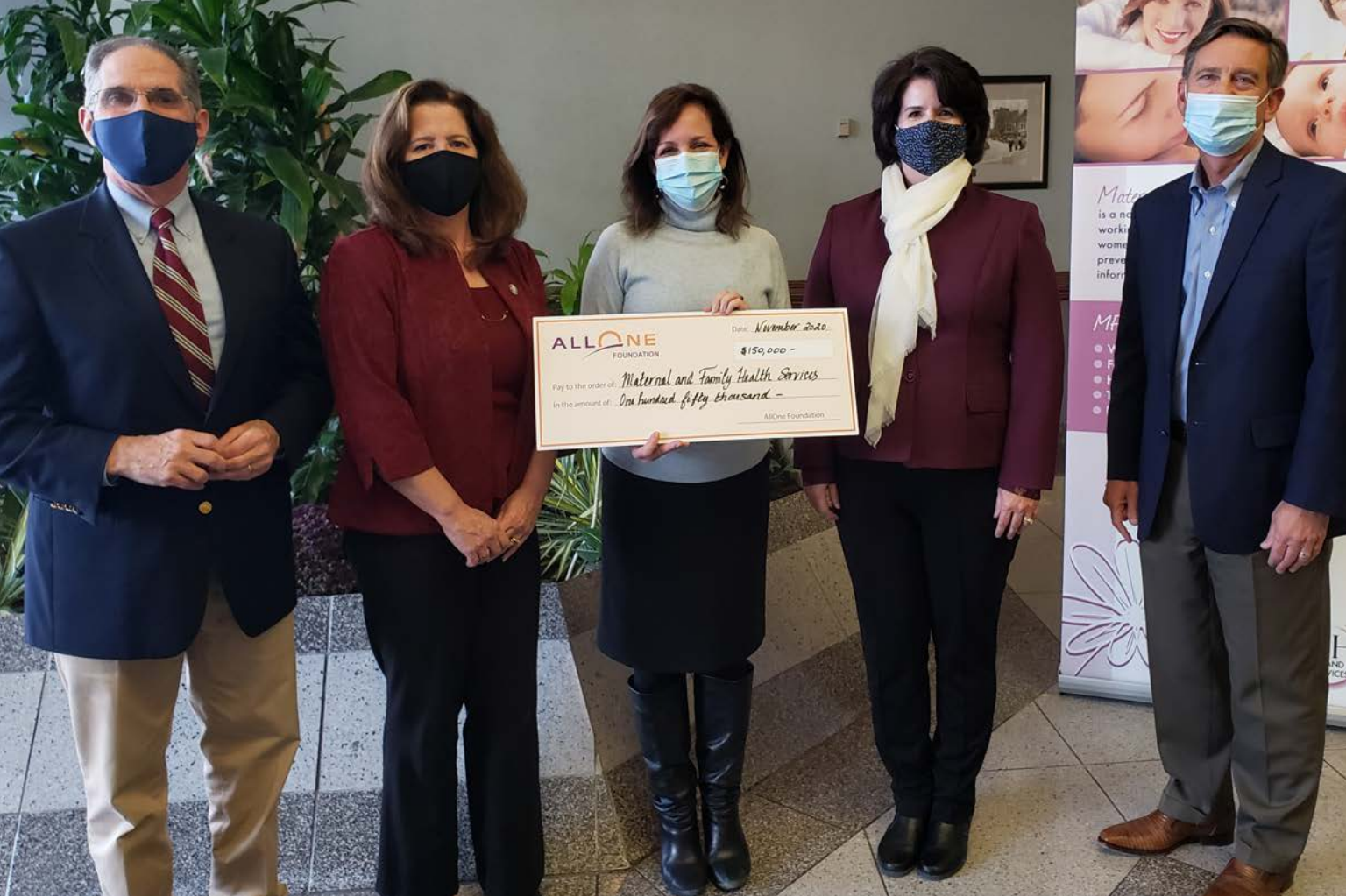
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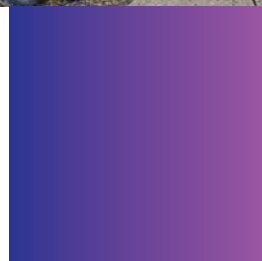
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2020 IN REVIEW

Not Business As Usual: Serving our Clients During the Pandemic

While the world changed dramatically in 2020, one thing that remained unchanged was the steadfast commitment of MFHS staff to the clients they serve. As the pandemic significantly affected our service area, MFHS had to pivot across all of our service lines. WIC and the Nurse-Family Partnership moved to phone appointments, delivering education and support from afar, with quick benefit pickups and NFP nurses dropping off supplies and surprises on front porches. The Family Planning program was in the early stages of launching telehealth services, which were then fast-tracked and launched fully in 2020. MFHS staff came together and provided uninterrupted service to all of our families, and continue to look for ways to provide safe and innovative care as the pandemic continues.





Welcoming Maria Montoro Edwards

Maria Montoro Edwards, PhD, joined MFHS as President and Chief Executive Officer in September. Dr. Montoro Edwards has more than 25 years' experience in non-profit administration and a record of success in securing, implementing and stewarding public and private funding. She most recently served as Interim President and CEO at Telespond Senior Services, Inc., and prior to that as Vice President for Strategic Initiatives at The Wright Center for Community Health/The Wright Center for Graduate Medical Education. She has a doctorate in Human Development, taught grantsmanship at the graduate level and is a certified research administrator with a credential in protecting human subjects in research. With her extensive administrative experience in the non-profit sector, her outstanding skill sets and familiarity with MFHS and the Northeastern PA community, Dr. Montoro Edwards emerged as the top candidate to lead MFHS in the challenging and ever-changing health and human services non-profit environment.

Serving More Moms in Need Through the Nurse-Family Partnership

MFHS is part of an initiative to expand access to the NFP Program, which is traditionally for at-risk, first-time mothers only, to include at-risk mothers who have had a previous birth and could benefit from having a specially trained registered nurse provide care and support during pregnancy and through the child's second birthday. In addition to expanding access to NFP, the project funds a mental health professional to provide nurse home visitors with training and case consultation to address the complex needs of mothers who are experiencing behavioral health and mental health challenges. With the support of the AllOne Foundation and the United Way of Susquehanna County, this expansion will enable more at-risk mothers get the support they need to have healthy, thriving children.

Circle of Care Scranton Expands Office

The Circle of Care office in Scranton expanded its offices thanks to a grant from the Moses Taylor Foundation and Scranton Area Community Foundation. Circle of Care originally occupied the upper floor of 640 Madison Avenue and expanded to include the building's lower floor. MFHS moved social services (Behavioral Health, Nurse-Family Partnership and the WIC Nutrition Program) to the lower floor and is now dedicating the upper floor to clinical services (Reproductive Health and Maternity Services). The expansion has enabled MFHS to increase capacity and has allowed for better social distancing while continuing to serve those in need in Scranton.

Increasing Access with New Satellite and Co-located WIC Centers

MFHS continued to improve access to services in 2020 by strategically moving offices. The Hawley WIC and Reproductive Health offices moved to a co-located space with Wayne Memorial Community Health Center in Hamlin. These co-located offices provide convenient access to WIC for families enrolled in other programs at these locations.

Planning For the Future Through Capacity Building

MFHS began a multi-year plan to develop the capacity to expand MFHS through diversification of the annual funding stream through a mix of public funding, private foundation and corporate grants, and individual philanthropic support, thanks to a \$250,270 grant from the Moses Taylor Foundation. The capacity building plan includes the addition of a Director of Grants, outside support in growing donor support, and plans to



develop a major gift initiative, with the goal of a diversified funding mix with federal, state, foundation, and corporate grants; and a robust Annual Fund.

Making Telehealth More Accessible in Hazleton

The MFHS Family Planning Program added a telehealth navigator through a Community Health Award from Bayer and Direct Relief, with the goal of increasing access to the Spanish speaking population in Hazleton and across the MFHS service area. When Covid-19 hit, MFHS, like many other providers, implemented telehealth. It quickly became clear the platform wasn't working for Spanish-speaking patients. The Community Health Award changed that with the addition of the telehealth navigator and other resources designed to make digital reproductive health services more available to the Spanish-speaking residents of nearby communities.

Creating Impactful Ads with Facebook

MFHS was one of 100 non-profits across the U.S. that was part of a Facebook pilot program: Ads For Impact. The MFHS marketing team had direct access to a team of Facebook staff who provided training and guidance, along with an ad grant of \$10,000. The grant allowed MFHS to complete a four-month long advertising campaign for the Nurse-Family Partnership and the maternity program in Scranton, and provided the marketing staff with the most up-to-date guidance for running all future MFHS ad campaigns.

PROGRAMS

WIC Nutrition

The WIC Nutrition Program improves the lives of at-risk families by promoting good nutrition habits. Through nutrition counseling, electronic eWIC benefits for healthy food options, and breastfeeding support, we are fostering healthier pregnancies, improved birth outcomes, better growth and development of young children, and a reduction in childhood obesity.

Breastfeeding Support

We are improving breastfeeding rates by providing new moms with education and support. New moms are paired with Breastfeeding Peer Counselors, other local mothers who have breastfed for at least 6 months. Peer Counselors act as educators and role models and demonstrate how valuable breastfeeding can be to the health, nutrition and emotional state of the baby and new mom team.

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

OUR MISSION

43,084

infants, children, and pregnant or breastfeeding people served in 2020, MFHS WIC Nutrition

332

area stores generated \$54 million in sales

64%

of new parents in MFHS WIC breastfed and did so for an average duration of 16.5 weeks





164

people served in 2020,
MFHS Maternity Care

139

babies delivered in 2020



Maternity Care

Access to early prenatal care is vital to the health of both mother and baby. Partnering with Moses Taylor Hospital Family Birthing Suites in Scranton, we provide low-income, pregnant individuals with comprehensive prenatal and postpartum care - including medical, nutrition and social services. Through funding sources, such as Healthy Beginning Plus, we assist our patients in achieving healthy pregnancies and developing long-term healthy lifestyles for themselves and their families.

Reproductive Health

We believe every person, regardless of age, insurance status, or ability to pay, should be able to access quality reproductive healthcare. That's why we offer accessible, confidential family planning and related preventive care to women, men, and teens in 15 Pennsylvania counties. Through Title X of the Public Health Service Act, we prioritize the needs of low-income and uninsured women, men, and teens by offering free care to those whose incomes fall below the federal poverty level. In response to the COVID-19 pandemic, MFHS launched the availability of Telehealth visits for our reproductive health clients.

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 nurse home-visitors. With funding from the Pennsylvania Office of Child Development and Early Learning, we partner at-risk moms - many of whom are teens - with visiting nurses who provide health, planning and goal-setting education. Through this evidence-based program, first-time parents learn to become healthy families for a lifetime of health and economic self-sufficiency.

In 2020, MFHS-NFP has implemented an auxiliary service line - NFP+. This program enrolls pregnant mothers who have had children previously and have high-risk factors. For 2020, 52 mothers were provided services through NFP+ and 13 babies were born.

Empowering women, strengthening families and giving every baby the very best start in life.



10,023

people served in 2020,
MFHS Reproductive Health

\$19 million

saved in maternal and
birth-related costs and public
expenditures

398

parents recieved 5,300+ home visits,
MFHS Nurse-Family Partnership

111

babies born, each less likely to
experience abuse or neglect,
language delays, or behavioral
and intellectual problems



SafeTeens

Through a website, text line and hotline, the MFHS SafeTeens initiative provides adolescents across Pennsylvania's 67 counties with the knowledge to prevent unplanned pregnancies and make informed, healthy choices about their futures. The programs enable teens to take charge of their health on the engaging, innovative platforms that they use the most. MFHS continues to bring reproductive health education to at-risk teens in local school districts through such programs as the SafeSpace Health Resource Center.

Opioid Use Disorder Prevention

MFHS Behavioral Health provides a comprehensive approach in assessment and treatment for reproductive health patients who have a mental health concern or substance use dependency. In addition to counseling services on site, MFHS also partners with the Healthy MOMS program and Free2BMom, to enable pregnant patients with Opioid-Use Disorder to receive community-wide social support and medication-assisted treatment, empowering the mother and her baby to thrive physically, psychologically and socially.



63,000

people connected in 2020,
MFHS SafeTeens.org

1,800+

youth participated in education
and outreach events,
MFHS SafeSpace

856

behavioral health screenings for
substance use and depression,
MFHS Opioid Use Prevention

91%

\$12,781,864
Program Services

9%

\$1,212,352
Management
and General



FISCAL REPORT

57%

\$8,300,974
WIC

1%

\$107,847
Cancer Screening

21%

\$3,008,444
Title X and Contractual
Family Planning

8%

\$1,208,081
Prenatal and Direct
Family Planning

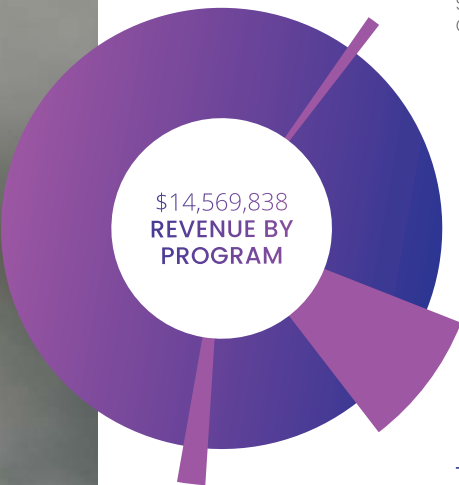
\$14,569,838
REVENUE BY
PROGRAM

2%

\$263,060
Other

12%

\$1,681,432
Nurse-Family
Partnership



CIRCLE
OF
FRIENDS



Platinum
\$5,000+
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C Commitment to quality in our work
and to the respect and dignity for
the individuals we serve.
A Accountability for our actions and
interactions with others.
R Respect for all individuals, regardless
of their range of human differences,
both in our workforce and through-
out the communities we serve.
E Excellence in performance and
service.



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visit mfhs.org or call 1-800-367-6347.*



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Monroe, Montgomery, Northampton, Pike, Schuylkill, Sullivan,
Susquehanna, Tioga, Wayne, and Wyoming counties*

**And expanding to Bucks County in 2021!*

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