



H O M E L E S S P R E N A T A L P R O G R A M

2500 18th Street
San Francisco, CA 94110
(415) 546-6756
fax: (415) 546-6778
www.homelessprenatal.org

March 28, 2014

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Martha Ryan,
Founder & Executive Director

Harold F. Mayer
President
The Oscar G. & Elsa S. Mayer Family Foundation
One South Pickney Street #920
Madison, WI 53703

Dear Mr. Mayer,

The Homeless Prenatal Program (HPP) is honored to submit this final report to The Oscar G. & Elsa S. Mayer Family Foundation, in recognition of your generous \$30,000 grant to support parental skills and child development activities through the agency's Wellness Center. Thank you for your investment in our program and in our families.

As you will note in the enclosed report, the Wellness Center had a very busy year especially with regard to its Knowing Your Baby (KYB) and Knowing Your Toddler (KYT) parenting groups. These groups were recently launched and further developed with the support of the Foundation and the results have been incredible. The programs have been extremely popular among client families (serving 182 families), and have garnered the attention of the research, policy development and communications leader, Next Generation.

Of course these parenting programs sit within the agency's larger menu of programs that support family stability in an effort to break the cycle of childhood poverty. By ensuring families have safe, permanent homes, job training, access emergency services and other support, HPP works to strengthen stability to in order to encourage a better future for their children.

Thank you for your support. Please note that HPP works on a fiscal year from July 1-June 30th. As such budget vs. actuals are slightly varied. If the Foundation prefers a specialized report, we can get that for you.

Should you find yourself in San Francisco, we'd be honored to give you and/or members of the Foundation a tour of the facility! Please feel free to contact me with any questions or concerns (martharyan@homelessprenatal.org or 415.546.6756x320).

Sincerely,

Martha Ryan
Founder & Executive Director

Measurable Outcome # 4 Restated (make certain to check the appropriate box below)

At least 200 families will receive free strollers and/or cribs and training in their use.

Outcome

Achieved

Not Achieved

Over Achieved

Please provide quantitative and qualitative data/explanations to support the above.

Last calendar year, HPP distributed 189 strollers and 23 car seats.

Please itemize any changes in Executive, Board or program leadership (please state changes in personnel and rationale).

During this time period Kristin Hatch – former Grants Manager – joined the Executive Team as the Development Director. In addition, the Foundation may be interested to know that the Founder & Executive Director was awarded a sabbatical grant through the California Wellness Foundation. She was able to take 3-months off to focus on her health goals and family. The sabbatical marked her first break longer than two weeks in 25 years!

Board leadership remained the same, but HPP welcomed a couple of new Board members. Margaret Carlson Lynch, Rita Louh and September Jarret were appointed to Board, while David Prowler and Margaret Crear left the Board following the expiration of their terms.

Please itemize any changes in program or program outcomes (please state changes and rationale).

While there have been no changes to the program or program outcomes, HPP would like to share additional information about the growth and development of the Wellness Center’s programs to encourage parental skills, promote child development, health and well-being.

Perhaps most notable about the last year, has been the ways in which Knowing Your Baby (KYB) and Knowing Your Toddler (KYT) classes have been improved and refined. HPP has been offering KYB for a few years, and recently added KYT. Both classes continue to be very successful and well-attended, the Spanish-language section particularly flourishing. Both classes focus on parenting skills with a recent emphasis on early literacy. KYB teaches about the importance of reading to your baby, while KYT has launched curriculum around increasing vocabulary. Studies have shown a “word gap” between low-income toddlers and those from more affluent families. Because vocabulary-building is a critical foundation for academic success, HPP is committed to fostering pre- and early literacy awareness for our families. This initiative has grown throughout the agency, resulting in various new partnerships (explained below) and a commitment to stocking HPP with age-appropriate children’s books for families to read both at the agency and at home.

In addition to literacy development, these classes promote various other stages of development. In fact, HPP recently extended KYT sessions upon realizing that many children were behind on their gross motor skills. KYT groups worked on exercises and activities with parents and children to encourage growth in this area.

The Foundation might be interested to know that HPP has recently launched an important onsite partnership to better meet client needs. Five Keys Charter School now offers on-site education to complete high school diplomas and GEDs. With over 30 participants in its first semester, HPP recently celebrated the graduations of 5 clients. Further, two keynote speakers at the city-wide graduations have been HPP mothers! Studies show that parental education has a positive correlation to school achievement in children. HPP is very proud to be offering this incredible program to its families.

Please list any unintended outcomes (positive or negative) which were achieved.

HPP believes that parenting classes such as KYB and KYT are not only instrumental for bonding between mothers and babies, but that they also foster community that both helps to minimize post-partum depression and maximize resources among participants. The Wellness Center often hears of KYB and KYT cohorts arranging childcare and transportation outside of the class. HPP is developing a tutorial for families to encourage families to continue meeting outside of HPP, either after their participation in Wellness services or concurrently.

Please describe future plans for program, including funding and development of qualitative measurements of program's social impact.

As noted above, HPP has renewed its commitment to early literacy and school readiness especially through activities intended to lessen the word gap. HPP has launched two important partnerships that the Foundation might be especially interested in:

1.) San Francisco Public Library:

The Childcare Center at HPP is pleased to be participating in the SFPL's "I'm a Little book Box" program, bringing donated books from SFPL to HPP libraries to take home. This is made possible through the San Francisco Early Literacy Network, a community of professionals who seek to partner with families, educators and community organizations to build school readiness, promote school readiness and foster a lifelong love of learning in young children.

2.) Next Generation:

HPP is partnering with the nationally-acclaimed advocacy group Next Generation on its campaign *Too Small to Fail*, an initiative to help parents and caregivers of children ages birth to five prepare their children for success in school and beyond by promoting an initiative "Talking is Teaching." HPP will be featured – specifically with regard to its Knowing Your Baby and Knowing Your Toddler programs – as an exemplary community organization in their upcoming Bay Area launch.

Attachments – Please attach the following documents:

- 1. Current organization operating budget from date of grant to present (actual vs. budget).**
- 2. Current project data from date of grant to present (actual vs. budget).**
- 3. Attach one "good news" article/item of your choice (optional).**

HOMELESS PRENATAL PROGRAM

2012-2013 Operating Budget

REVENUE

GOVERNMENT GRANTS -IRS	40,000
PROGRAM FEE FOR SERVICE - LOCAL GOVT	2,368,755
FOUNDATION GRANTS	2,237,140
CORPORATE SUPPORT	175,531
INDIVIDUAL CONTRIBUTIONS	528,112
SPECIAL EVENTS	261,250
TOTAL REVENUE	5,610,788

EXPENSE

PERSONNEL	69.41 FTE	3,237,109
BENEFITS		955,470
SUBTOTAL PERSONNEL		4,192,579
DIRECT PROGRAM COSTS		575,000

OPERATING EXPENSES

Occupancy	174,809
Insurance	26,000
Audit	22,000
Consultants, Staff Development, Travel	264,300
Fundraising/Development	72,635
Technology	86,755
Other	56,802

SUBTOTAL EXPENSES **5,470,880**

DEPRECIATION/COMPENSATED ABSENCES 139,908

TOTAL EXPENSE BUDGET **5,610,788**

HOMELESS PRENATAL PROGRAM**BUDGET
2013-2014****REVENUE**

GOVERNMENT GRANTS -IRS	0
PROGRAM FEE FOR SERVICE - LOCAL GOVT	2,897,899
FOUNDATION GRANTS	1,954,635
CORPORATE SUPPORT	100,000
INDIVIDUAL CONTRIBUTIONS	520,000
SPECIAL EVENTS	330,000
OTHER	30,000
TOTAL REVENUE	5,832,534

EXPENSE**2013-2014**

PERSONNEL	3,375,155
BENEFITS	1,201,827
SUBTOTAL PERSONNEL	4,576,982
	(52,000)
	4,524,982
DIRECT PROGRAM COSTS	609,405
OPERATION EXPENSES	
Occupancy	107,500
Insurance	31,225

Audit	22,000
Consultants, Staff Development, Travel	200,900
Fundraising/Development	74,252
Technology	62,901
Other	56,180
SUBTOTAL DIRECT PROGRAM AND OPERATION	1,164,363
SUBTOTAL EXPENSES	5,689,345
DEPRECIATION/COMPENSATED ABSENCES	143,189
TOTAL EXPENSE BUDGET	5,832,534

Homeless Prenatal Program Profit & Loss

July 2012 through June 2013 Jul '12 - Jun 13

P&L

Ordinary Income/Expense

Income

4190 - Permanently Restricted Grant	97,172.00
4000 - Unrestricted Income	
4010 - Foundation	668,819.42
4020 - Corporation	72,245.90
4030 - Individual	384,352.61
Total 4000 - Unrestricted Income	<u>1,125,417.93</u>

4100 - Temporarily Restricted Income

4110 - Foundation	803,000.00
4120 - Corporation	1,000.00
4130 - Individual	768,773.00

Total 4100 - Temporarily Restricted Income 1,572,773.00

4300 - Program Services 2,666,184.93

4500 - Special Event 314,478.00

4600 - Other Income

4610 - Housing Deposit Reimbursement	29,760.79
4630 - Interest & Dividends	328.68
4600 - Other Income - Other	17.00

Total 4600 - Other Income 30,106.47

Total Income 5,806,132.33

Gross Profit 5,806,132.33

Expense

6000 - Personnel Expenses

6100 - Salaries

6110 - Executive Director	119,996.71
6120 - Directors	185,000.77
6130 - Managers	632,089.40
6140 - Program Staff	1,678,401.86
6150 - Support Staff	500,755.32
6200 - Compensated Absences	2,527.18

Total 6100 - Salaries 3,118,771.24

6500 - Benefits

6510 - Payroll Taxes

6513 - F/S Unemployment Tax	-15,480.26
6510 - Payroll Taxes - Other	229,119.54

Total 6510 - Payroll Taxes 213,639.28

6520 - Health, Dental, Vision Insurance

Homeless Prenatal Program Profit & Loss

July 2012 through June 2013

P&L

Jul '12 - Jun 13

6521 · Group Insurance Premiums		649,632.05
6522 · Employee Insurance Contribution		-88,816.71
Total 6520 · Health, Dental, Vision Insurance		560,815.34
6530 · Life Insurance		
6531 · Group Life Insurance Premiums		15,286.09
6532 · Employee Life Insc Contribution		-9,158.97
Total 6530 · Life Insurance		6,127.12
6540 · Workers Compensation		26,332.19
6550 · SEPI Employer Match		48,046.43
Total 6500 · Benefits		854,960.36
Total 6000 · Personnel Expenses		3,973,731.60
7000 · Program Expenses		
7010 · Emergency Services to Clients		
7011 · Emergency-Client Transportation		15,788.44
7012 · Emergency-Client Housing		38,848.93
7013 · Emergency-Client Nutrition		12,112.13
7010 · Emergency Services to Clients - Other		50,529.92
Total 7010 · Emergency Services to Clients		117,279.42
7020 · Housing Deposits & Rental		
7021 · Security Deposit		249,577.83
7022 · Rent		93,401.58
7020 · Housing Deposits & Rental - Other		3,322.00
Total 7020 · Housing Deposits & Rental		346,301.41
7030 · Home Visit Support		31,886.91
7040 · Parent & Family Events		15,320.50
7050 · Nutrition		15,167.25
7060 · Material & Supplies		
7061 · Cribs and Strollers		12,236.86
7062 · Support Group Incentives		2,963.76
7063 · Maternal Depression		88.14
7060 · Material & Supplies - Other		8,194.78
Total 7060 · Material & Supplies		23,483.54
7070 · CHW Program		
7071 · Bus Passes		3,912.00
7070 · CHW Program - Other		1,053.87
Total 7070 · CHW Program		4,965.87
7080 · Honorarium		14,680.00

Homeless Prenatal Program Profit & Loss

July 2012 through June 2013

P&L

Jul '12 - Jun 13

7090 · Program Consultant		148,108.37
7000 · Program Expenses - Other		200.00
Total 7000 · Program Expenses		717,393.27
7900 · Inkind Donations - Goods		225,954.00
7200 · Administrative Expenses		
7210 · Annual Report		5,837.73
7220 · Financial Audit		21,195.00
7230 · Bank Charges		9,286.52
7240 · Board of Director		515.40
7250 · Insurance		27,725.75
7260 · Taxes and License		939.20
7270 · Payroll & HR Services		18,506.81
7271 · Staff Recruitment		1,177.25
7280 · Consulting & Other Professional		77,726.88
7200 · Administrative Expenses - Other		0.00
Total 7200 · Administrative Expenses		162,910.54
7300 · Fundraising/Special Events		
7310 · Food and Beverages		29,003.68
7320 · Entertainment		735.00
7300 · Fundraising/Special Events - Other		25,273.94
Total 7300 · Fundraising/Special Events		55,012.62
7400 · Office Expenses		
7410 · Office Supplies		16,181.38
7420 · Postage & Delivery		6,347.22
7430 · Printing & Copies		17,627.68
7450 · Kitchen Supplies		1,795.36
Total 7400 · Office Expenses		41,951.64
7500 · Occupancy Expenses		
7510 · Debt Service		17,435.87
7520 · Utilities		68,778.13
7530 · Telephone		18,819.23
7540 · Building Supplies & Maintenance		
7541 · Building Consultants/Contractor		65,456.75
7540 · Building Supplies & Maintenance - Other		9,554.60
Total 7540 · Building Supplies & Maintenance		75,011.35
Total 7500 · Occupancy Expenses		180,044.58
7600 · Staff Development		
7610 · Conference & Training		
7611 · Travel to conf/training		762.43

Homeless Prenatal Program Profit & Loss

July 2012 through June 2013

P&L

Jul '12 - Jun 13

	7610 · Conference & Training - Other	9,380.30
	Total 7610 · Conference & Training	10,142.73
	7620 · Tuition & Books	5,103.52
	Total 7600 · Staff Development	15,246.25
	7700 · Other Expenses	
	7710 · Promotion, Ad & Communications	1,027.95
	7720 · Dues, Members & Subscriptions	3,192.00
	7730 · Employee & Volunteer Welfare	8,377.36
	7740 · Hospitality	349.21
	7750 · Travel - Local	6,109.69
	7700 · Other Expenses - Other	0.00
	Total 7700 · Other Expenses	19,056.21
	7800 · Information Technology	
	7810 · Hardware	2,206.40
	7820 · Software & Licensing	47,621.94
	7830 · Telecommunication/Hosting	5,762.62
	Total 7800 · Information Technology	55,590.96
	Total Expense	5,446,891.67
	Net Ordinary Income	359,240.66
	Other Income/Expense	
	Other Income	
	8000 · Other non operating income	3,628.77
	4900 · Donated Goods & Services Income	
	4910 · In Kind Donation	600.00
	4920 · Donated Professional Services	1,000.00
	4900 · Donated Goods & Services Income - Other	231,254.00
	Total 4900 · Donated Goods & Services Income	232,854.00
	Total Other Income	236,482.77
	Other Expense	
	8100 · Depreciation & Amortization	120,679.00
	Total Other Expense	120,679.00
	Net Other Income	115,803.77
	Net Income	475,044.43

Homeless Prenatal Program

Balance Sheet

As of June 30, 2013
Jun 30, 13

ASSETS

Current Assets

Checking/Savings

1000 - Checking / Savings

1010 - Petty Cash 636.12

1020 - Wells Fargo

1025 - WF - client x9764 5,765.19

1021 - WF - general x2694 -25,076.56

1023 - WF - MM 2 214,202.10

Total 1020 - Wells Fargo 194,890.73

1030 - First Republic Bank-

1031 - First Republic - Checking 244,011.23

1032 - First Republic Bank- Loan 55,576.02

Total 1030 - First Republic Bank- 299,587.25

Total 1000 - Checking / Savings 495,114.10

Total Checking/Savings 495,114.10

Accounts Receivable

1100 - Accounts Receivable

1110 - Individual Receivables 100,480.00

1120 - Grant Receivables 214,000.00

1140 - Program Service Receivable 465,464.66

1100 - Accounts Receivable - Other 21,500.00

Total 1100 - Accounts Receivable 801,444.66

1200 - Miscellaneous Receivables 7,021.19

Total Accounts Receivable 808,465.85

Other Current Assets

1320 - Gift Certificates/Cards 7,461.85

Total Other Current Assets 7,461.85

Total Current Assets 1,311,041.80

Fixed Assets

1610 - Building and Land

1612 - Building Improvements

1619 - Accum Deprec - Building -819,950.88

1612 - Building Improvements - Other 415,791.15

Total 1612 - Building Improvements -404,159.73

1610 - Building and Land - Other 4,665,737.00

Homeless Prenatal Program

Balance Sheet

As of June 30, 2013

Jun 30, 13

Total 1610 - Building and Land	4,261,577.27
1620 - Furniture & Equipment	
1629 - Accum Deprec - Furn & Equipment	-44,866.03
1620 - Furniture & Equipment - Other	44,866.03
Total 1620 - Furniture & Equipment	0.00
1630 - Computers & Printers	
1639 - Accum Deprec - Comp & Printers	-127,758.04
1630 - Computers & Printers - Other	134,238.43
Total 1630 - Computers & Printers	6,480.39
1640 - Vehicle	
1649 - Accum Deprec - Van	-36,499.00
1640 - Vehicle - Other	36,499.00
Total 1640 - Vehicle	0.00
Total Fixed Assets	4,268,057.66
Other Assets	
1900 - Loan Fee - Building	
1901 - Accum Amort - Loan Fee	-15,250.00
1900 - Loan Fee - Building - Other	15,250.00
Total 1900 - Loan Fee - Building	0.00
1910 - Deposits	28,279.66
Total Other Assets	28,279.66
TOTAL ASSETS	<u>5,607,379.12</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	24,532.89
Total Accounts Payable	24,532.89
Credit Cards	
2111 - Credit Card - BOA #5303 BA	2,479.23
2110 - Credit Card - BOA #0166 BA	2,609.54
2120 - Credit Card - BOA # 5547 MR	4,452.32
Total Credit Cards	9,541.09
Other Current Liabilities	
2300 - Payroll Liabilities	138,243.28

Homeless Prenatal Program

Balance Sheet

As of June 30, 2013
Jun 30, 13

2400 - Accrued Liabilities	6,254.67
2600 - Accrued Vacation	106,176.86
Total Other Current Liabilities	<u>250,674.81</u>
Total Current Liabilities	<u>284,748.79</u>
Total Liabilities	284,748.79
Equity	
3400 - Permanently Restricted	97,172.00
3100 - Capital Restricted Fund Balance	135,246.65
3200 - Temp. Restricted Fund Balance	1,027,474.00
3300 - Unrestricted Fund Balance	4,062,737.68
3900 - Retained Earnings	-475,044.43
Net Income	475,044.43
Total Equity	<u>5,322,630.33</u>
TOTAL LIABILITIES & EQUITY	<u><u>5,607,379.12</u></u>

A way forward for pregnant, homeless women

San Francisco (CNN) -- Martha Ryan couldn't believe it. She had never heard of women who were pregnant and homeless.

But in one night, she met three.

"I said, 'How could that be?' recalled Ryan, who was volunteering at a San Francisco shelter at the time while pursuing her master's degree in public health. "But it didn't take me long to realize that ... if they were poor, they probably wouldn't have health care, but certainly (they) would still be having sex. And they would get pregnant."



CNN Hero: Martha Ryan, left, has helped more than 80,000 families since she started her program more than 20 years ago.

Ryan also realized the likely consequences.

None of the three women had received prenatal care, meaning they were far more likely to deliver unhealthy babies. An unhealthy baby would add to the burdens of a homeless mother, and the family would likely end up dependent on state programs to survive.

"If they delivered unhealthy babies that ended up in the intensive care nursery ... (that) could have cost the system, the society, the taxpayer, all of us," Ryan said. "(And) the continual costs through a child's life -- of needing more support -- is astronomical."

Preventive care, it seemed, would be much more effective, and Ryan recognized an opportunity to help these women change their lives. She took a grant-writing class and eventually secured the \$52,000 she needed to start her Homeless Prenatal Program.

Since 1989, the nonprofit has provided prenatal care to thousands of homeless women in San Francisco. But it's also grown to offer much more.

"I learned very early on that prenatal care alone was not enough," said Ryan, a 63-year-old registered nurse. "The women that we were serving needed help with housing, mental illness, substance abuse, domestic violence. ... And if we didn't help her with these other issues, then we were not going to be able to help her long term or help her children exit poverty."

Today, Ryan's group assists more than 3,600 families per year, offering all sorts of free services to help them pull themselves out of poverty and end a cycle that can repeat itself from generation to generation.

"If you're in (poverty) and you don't have opportunities or ways to climb out of it, it's hard to get out," Ryan said. "When people are given opportunities, they do it. They blaze that trail."

By helping families out of poverty, the nonprofit is also benefiting society and taxpayers.

Ryan said her costs average less than \$5,000 per family per year. The city of San Francisco, on the other hand, reports spending an average of \$6,647 a year on medical care alone for every person who is consistently homeless.

The assistance also keeps children out of foster care.

"It's a terrible loss for any mother to lose her child," Ryan said, "and often they will replace it with another baby. And so, it's in all of our best interests -- especially the mother and the child -- to keep the family together and to help the mother be the best mother that she could possibly be."

Ryan's program has helped more than 80,000 families since it started, and it has earned the trust of local governments: While some of its annual budget comes from individual and corporate donations, more than half of it comes from city and state grants.

“The government sees us as their partner, and they trust us,” Ryan said. “They know that we work with integrity. They know that the work that we do is good, and they see the effects of our work.”

Ryan’s program has also earned the trust of its clientele.

“This program works,” said Carrie Hamilton, describing herself as a former meth addict who lived in a minivan with her young daughter nearly a decade ago. When Hamilton lost her job and got pregnant again, she knew something needed to change.

She reached out to Ryan’s group and got help kicking her addiction, delivering a healthy baby, securing housing and stabilizing her life. She went through a year of job training with the group, and now she’s part of the staff, working as an outreach and case manager as well as a health educator.

“I am so happy to be able to relay the things I’ve learned to moms now, especially ones I can relate to because I know where they’ve been,” Hamilton said. “They really listen, not because they fully know where I’ve come from, but just because I am able to meet them where they are and have a no-judgment feeling for them.”



Carrie Hamilton leads a prenatal class at the Homeless Prenatal Program, founded by CNN Hero Martha Ryan. Hamilton is one of many employees at the organization who were once clients.

Ryan said nearly a third of her staff is made up of former clients.

“(They) are the reason why this program is what it is today,” Ryan said. “When a client comes in and sits down with a case manager who looks like her, who was in her shoes not that very long ago and who is now employed and working, immediate trust is formed. ... She gives her hope, hope that, ‘If she did it, why couldn’t I?’ “

For Ryan, believing and investing in women such as Hamilton is the key to her organization’s success.

“Seeing their strength and their ability to pull themselves up and, against all odds, to move forward and to change their lives, now that is inspiring.”



Now in its 7th year, **CNN Heroes** is an initiative that honors everyday people for their selfless, creative efforts to help others. CNN receives thousands of nominations each year from all over the world. All CNN Heroes are selected from viewer nominations submitted at CNNHeroes.com.

*This article originally appeared on CNN’s website at:
www.cnn.com/2013/05/09/health/cnnheroes-ryan-homeless-pregnant*