MESSAGES FROM THE
BOARD PRESIDENT & EXECUTIVE DIRECTOR

Zachary Majka
Board President

Sharon Chesna
Executive Director

It has been my great honor to preside as President of the Board of Directors of Mothers & Babies for the past four years. Some say organizational success flows from a strong board of directors. I would agree and would go one step further; behind every great board of directors lie an amazing staff, caring donors, and a community in need of our services. During my tenure as President I found that our organization has a greater reach than the geographical area it represents. Mothers & Babies is the epitome of a multi-faceted organization; perinatal health, parent and family support, youth services, and health insurance assistance just to name a few. Through many different state and national levels, our agency is recognized for the great work it does in our community. Yet most importantly, it is knowing that the support and services our staff provide to the thousands of individuals and families who reach out in need to us each year, is truly helping individuals and families address their needs. Changes at the federal and state levels continue to challenge our ability to sustain programs and services, and yet, at the same time, pushes us harder to do better and be more efficient.

I am confident that Mothers & Babies is stronger than it ever has been and even if policy decisions are made which affect funding, our Board and Staff will do everything possible to maintain essential services to assist pregnant women, families with infants and children, and to continue to partner with the rest of the health care and support services community to promote positive pregnancy and birth outcomes and support the health and development of all individuals and families.

It is hard to believe 2016-17 is our 28th year of providing services to individuals, families and the communities of the south central NY region! Through our four core program areas we have served over 12,000 individuals, helping them with health insurance enrollment, health care access, supportive services, education and referral, and direct care. In addition to the dedicated talented staff of Mothers & Babies, we are proud of—and reliant on—the numerous agencies and other service providers with whom we have partnerships and collaborations: no single service provider or agency can address the needs in our community we must continue to breakdown the silos and work together to truly make a difference!

On behalf of our Board of Directors and entire Staff, I would like to acknowledge our government, foundations and other funders who continue to provide resources to enable our programs. As funding has continued to become more restrictive and less available; we have also needed to reach out for more and new community and individual support. Many thanks to the numerous businesses and other entities that have helped to sponsor our special events and fundraisers. I truly appreciate every donor and every donation—no matter how much—each dollar makes a difference for the individuals and families we help. I continue to be honored to lead Mothers & Babies and look forward to another year of improving pregnancy, birth and healthy outcomes for all!
Our Board of Directors members are outstanding in so many ways. Their oversight and guidance of agency resources is essential for good governance and their commitment to being champions for Mothers & Babies at our events and out in the community is critical. So many board members have taken on commitments this past year to help the agency remain strong and continue to grow both in expertise and vision - we thank them all for their service and volunteerism to Mothers & Babies.

**BOARD MEMBERS**

**PRESIDENT**
Zachary Majka

**VICE PRESIDENT**
Andrew Marietta

**TREASURER**
Eric Denk

**SECRETARY**
Donna Jones-Wright

**BOARD MEMBERS**

Jon Blechman  
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Susan Seibold-Simpson  
Tera Stancon  
Shari Sterling  
Jeanne VanBuren

**M&BPN COMMITTEES**

Finance Committee - Eric Denk, Chair  
Governance Committee - Shari Sterling, Chair  
Resource Development Committee - Donna Jones-Wright  
Fashion Show Committee - Danielle Bulger, Chair  
Marketing Committee (ad-hoc) - Andrew Marietta
Our mission is to improve pregnancy and birth outcomes and to promote the health and well-being of all individuals and families.

**OUR HISTORY**

In 1986 Governor Mario Cuomo issued a charge to "reduce the incidence of infant mortality in NYS" because of its alarming 12.8 *infant death rate (higher than the national average.) Mothers & Babies Perinatal Network began as an informal coalition in 1988 and incorporated in 1995. **Today**, the *infant death rate has dropped to 4.6, BUT because any infant death is truly tragic, our work remains essential!

*infant death rate is deaths under one (1) year of age per 1,000 live births

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**Reducing Infant Mortality**

**Perinatal Programs**

**Purpose:** pregnancies are planned and healthy & all babies are born healthy & stay that way for life

We offer services to help with:
- Health Care Access
- Maternal Smoking
- Parenting
- Infant Development
- Safe Sleep for Baby
- Prenatal Care
- Postpartum
- Breastfeeding
- Substance Abuse
- Infant Development

**PAL Family Resource Centers**

**Purpose:** support parents in their most critical role & reduce child abuse and neglect

The PAL Centers in Binghamton & Norwich are drop-in centers for parents & caregivers with infants and young children. We offer parent education & support, parent/child interactive activities, connection to other community resources, weekly meals, kids clothing closet, and a place for supervised visitation.

**Health Insurance Enrollment & Problem Solving**

**Purpose:** assist with insurance enrollment and problem solving.

**Navigation:** assist with health coverage options including eligibility & enrollment

**Community Health Advocacy:** assist individuals having problems with insurance eligibility, coverage, denial of claims and more

**Teen Pregnancy Prevention**

**Purpose:** help teens envision a positive future for themselves & to reduce the number of teen pregnancies

We educate teens on:
- Dealing with Peer Pressure
- Pregnancy Prevention
- Good Communication

**Call:** (607) 772-0517 for more information
Mothers & Babies Maternal Child Health Award (MCH) was established to recognize an individual who has made significant contributions to our agency and/or our Mission: to improve pregnancy and birth outcomes and support the health and development of all individuals and families.

Former Recipients: Dr. Rajesh Davé, Dr. James Terzian, Rick Sands & Penny Stringfield, Wayne Mitteer, Eric Denk, Judi Lane, and Dr. Donald Werner.

Martha Gosney is Mothers & Babies’ 2017 MCH Award Recipient in recognition of her nearly 20 years of service on M&B Board of Directors. She has served as a board member, Vice President, President, Past President and Treasurer. Martha’s commitment to our agency and mission plays no small role in the success of Mothers & Babies.
IMPACT BY THE NUMBERS

1,019 Children & 620 Adults benefitted from services at PAL

575 Families in need accessed our free Clothing Closet, diapers, & formula

1,250 Supervised Visits For parents who seek to regain custody of their children

1,194 Free Meals Were served at our Thursday Night Dinner Bell

PAL Family Resource Centers
IMPACT BY THE NUMBERS

133 Women & Families assisted by our Community Health Workers

Our CHWs can help with a variety of services like:
Getting health insurance, finding a doctor, family planning or birth control options, free pregnancy testing sites, getting to doctor appointments, finding parenting information, and other services (food, clothing, and housing help). CHWs also work with pregnant women and new mothers battling addiction in both treatment centers & in the jails.

330 Allied health professionals attended our trainings

Education Programs offered: Perinatal mood disorders, Baby Basics, Safe Sleep for Babies, Prematurity, Infant Mortality prevention, Pregnancy Addiction & Newborn withdrawal, health insurance access & the ACA, breastfeeding, smoking cessation, choking prevention & more!

Perinatal Services

21 Enrolled in our Smoking Cessation Program

Quit Kit Smoking Cessation Program:
For pregnant women, their partners, and new moms and dads trying to quit smoking, the Quit Kit program provides free, individual counseling through phone & tech support.

Safe Sleep for Babies 35 new moms provided with cribs for their newborns

As the SCNY Chapter of the National Cribs for Kids Program, we assist families who have no other resources for getting a crib for their baby. Our Crib program is just one way we work to prevent babies dying from unsafe sleeping. As a part of NYS’ infant mortality reduction program, we educate pregnant women & new parents about safe sleep through home and community programs.
On April 27, 2017 Mothers and Babies hosted our 4th Annual Guys & Gals Fashion Gala! This event put the “fun” in fundraising. Held at the DoubleTree Hotel in Binghamton, over 300 people attended! Funds raised are helping support our core services.

The evening included a vendor fair showcasing a wide range of local businesses, good food and refreshments, a Silent Auction and of course, the Fashion Show featuring clothing from local stores and modeled by our local “everyday” celebrities ranging in age from 3—60+. Our first three Annual Fashion Shows (2014-2017) were great successes through which we raised over $55,000. This year’s event brought in more than $22,000!

Our Fashion Show Vendors:

- Arbonne—Lydia McEvoy
- Courtyard Gifts
- Doterra Essential Oils
- Doulas of Broome County
- Dove & Co.
- Emil’s Jewelry Design
- Healthlink NY
- Heart Glow Integrated Massage—Carol Schnieder
- Lily Style Loft
- Mary Kay—Lyubov Nixon
- Neal’s Yard Remedies
- Once Upon a Child
- Paparazzi Accessories
- Park Lane Jewelry
- Real Time Pain Relief
- Servpro of Broome, Tioga & Tompkins Counties
Special thanks to our Platinum Sponsor:

SERVPRO
Fire & Water Cleanup & Restoration™
of Broome, Tompkins & Tioga Counties

“SERVPRO of Broome, Tompkins & Tioga Counties is a proud supporter of Mothers & Babies Perinatal Network. Their mission and successful accomplishments in the areas of health and development of all individuals and families is the main reason we stand by this organization and contribute financially to them year after year.”

- Danielle Gepe Yurka, Vice President of Administration & Marketing

Gold Plus Sponsor:
Visions Federal Credit Union

Silver Level Sponsors:
A Great Choice Lawn Care & Landscaping
Excellus BlueCross BlueShield
Fidelis Care
HealthlinkNY

Bronze Level Sponsors:
Broome Bituminous Council Services Plus, Inc.
Empower Federal Credit Union
Hatala Orthodontics, P.C.
Lesko Financial Services

New York Pizzeria
Upstate Office Furniture
Vieira & Associates CPAs, P.C.
Wells Fargo

Clothing and Accessories provided by:
Angel’s Closet
Catherine’s
Charbel’s
Dick’s Clothing & Sporting Goods
Dress Barn
Dress Your Fancy

Lily Style Loft
Motherhood Maternity
Portobello Row
Sall-Stearns
Southern Tier Harley-Davidson
Tom’s Cards & Gifts
**NAVIGATOR PROGRAM:** Our Certified Navigators undergo extensive training and are qualified to help any individual, family or small business (and their employees) review health coverage options through the NY State of Health Marketplace and complete the enrollment process—all at no cost due to NYS funding.

3,194 Applications Submitted

5,331 Individuals Received Coverage

**COMMUNITY HEALTH ADVOCATES (CHA):** In partnership with Community Service Society of NY, M+BPN’s Community Health Advocates provide free and confidential individual health insurance counseling, assist with access to low-cost or free care, resolve billing issues, and understand their health care rights. We also conduct community presentations about health insurance in New York State. As part of the state wide CHA network, M+BPN helps individuals and families access the health care they need, understand their health insurance options and how the health care system works. We can help anyone: the privately insured, publicly insured, and uninsured.

CHA staff helped clients in need of medical services like prescriptions, vision, dental, find a doctor or specialist, resolve medical billing issues, claim and service denials, and address enrollment glitches with their health insurance plans, with updating information to plans / providers / agencies;

For more information, please call (607) 772-0517
PARENTS REACHED THROUGH OUR COMMUNITY EDUCATION & OUTREACH
Understanding benefits of comprehensive sexuality education, and how to better communicate with their teen on topics like sexual activity, puberty, peer pressure, bullying and more.

STUDENTS PARTICIPATED IN OUR HIGH SCHOOL PROGRAMMING
Six classroom period programming focusing on HIV, STD, and pregnancy prevention. Focuses on building knowledge, contraception use, and good communication with partner, to delay initiation of sex for inexperienced youth and reduce unprotected sexual activity for sexually active youth.

STUDENTS PARTICIPATED IN OUR MIDDLE SCHOOL PROGRAMMING
Three year, three day classroom period programming aimed to delay the initiation of sexual activity. Focuses on dealing with peer pressure and understanding sexually transmitted diseases.

STUDENTS PARTICIPATED IN OUR LIFE SKILLS CLASS
A series of 11 educational modules designed to assist teens with informed decision-making regarding critical life choices and self-sufficiency. Topics include relationship skills, personal health, employment, finances and nutrition.

MORE THAN 50% OF NYS HIGH SCHOOL STUDENTS REPORT THEY HAVE HAD SEXUAL INTERCOURSE.
Pregnancy prevention and risk reduction education is vital in providing young people with information they need to protect their health and future. Our Education Specialists are highly qualified to present evidence based curriculum through school classes, community groups, professionals, and parents. We work closely with schools and parents to help teens make good choices for now and in the future.

2,116 STUDENTS PARTICIPATED IN OUR MIDDLE SCHOOL PROGRAMMING

2,103 STUDENTS PARTICIPATED IN OUR LIFE SKILLS CLASS

480 STUDENTS PARTICIPATED IN OUR HIGH SCHOOL PROGRAMMING

198 PARENTS REACHED THROUGH OUR COMMUNITY EDUCATION & OUTREACH
Understanding benefits of comprehensive sexuality education, and how to better communicate with their teen on topics like sexual activity, puberty, peer pressure, bullying and more.

IMPACT BY THE NUMBERS

For more information, please call (607) 772-0517
## Revenue Sources

### Government Grants
- New York State Dept. of Health
  - Division of Family Health
  - Division of Marketplace Integration
- City of Binghamton
  - Community Development Block Grant
- Broome County Government
  - Health Dept.
  - Dept. of Social Services
  - Youth Bureau
- United Ways
  - United Way of Broome County
  - United Way of Chenango County

### Foundations
- The Busfield Foundation
- Community Foundation for SCNY—Women’s Fund
- Floyd Hooker Foundation
- The Greater Norwich Foundation

### Other Grant & Contract Support
- Association of Perinatal Network
- Care Compass Network
- Community Services Society of NY
- Family Enrichment Network
- NBT Financial Group
- New York Council of Non-Profits
- New York State Council on Adolescent Pregnancy
- New York State Perinatal Association
- Rural Health of SCNY, Inc.

## Financials July 2016-June 2017

### Revenue Allocations
- Health Insurance Programs: 39%
- Maternal Child Health: 23%
- Teen Pregnancy Prevention: 14%
- Contracts: 6%

### Funding Sources
- Grants: 78%
- Foundations: 8.5%
- Contracts: 2.5%
- Subcontracts: 11%

### Annual Expenses
- Program Expenses: 87%
- Overhead: 13%
PAL Center’s 20th Anniversary Celebration!
20 Years of Serving our Community

At the PAL Center we meet families where they are at: If they need formal parenting education, we provide it. If they need help understanding their children’s behavior, we teach them. If they need children’s clothing, they can access the Clothing Closet. If they need a safe place to play with their child, we are here! If they can’t provide a nutritious meal for their children, they can attend our weekly dinner bell program. If they need to learn about community resources, we connect them. If their child has been removed from the home and is in foster care, they can do their visitation at PAL.

A reunion of PAL Playmates
Sharon Chesna, CEO and Sen. Fred Akshar

Following almost a year of planning, Mothers & Babies brought a fledgling play: Can You Hear Me Baby? Stories of Sex, Love and OMG Birth! To our community. This musical production is a compilation of true stories from pregnant women and their partners about their experiences with reproduction, pregnancy, birth, loss, PPD and parenting. We hosted 4 performances at the Goodwill Theatre in March with over 300 people attending. Everyone loved & learned from it!

We are deeply appreciative of UHS Hospitals and Care Compass Network for their financial support of this program.

Thank you for your support!

Thank you to Servpro for donating all proceeds from your summer Health & Safety Jamboree!

ARTH made major improvements to our Bing, PAL Center and bought new toys, appliances and furniture. It looks amazing!

Chobani donated yogurt to our Community Baby Shower

KW Fitness made us a part of their monthly benefit

Miller hosted a holiday diaper drive for our PAL Centers

NYS&W donated holiday gifts to our PAL Center

Once Upon A Child
OUAC donates bags & bags of clothes every season to our PAL Clothing Closets

SEFCU
SEFCU donated appliances and cleaning supplies to our PAL Centers

Upstate office furniture
UOF donated new conference room tables and chairs for our parenting classes in our Bing, PAL Center
DONATIONS FROM OUR SUPPORTERS

Up to $99
Chris Anastos
Tae Bae
Gary Beddoc
Delores Bennett
Debbie Blakeney
Lenore Boris
Amy Brandt
Michelle Brundage
Janette Brush
William Casale
Patricia Chamberlin
Lyn leClair
Daniel & Rayanne Consol
Christina Cramer
Patricia Creagh
Doris Cronk
Carolyn Cummings
Dina Good
Patricia Egan
Patricia Ellis
Carla Feringa
Lindsey Fiak
Eugene Flood
Meaghan Gilmore
Louis Giordano
Goodrich Implement, Inc.
Pamela Gower
Linda Hanson
Cerise Hayes
Sally Healey
Richard Henry
Robert Hoover
Celeste Keefe
Karen King
Kristie Kinney
Mary Learned
Leann Lesperance
Olga Levitsky
Marcell Mansour
Caroline McEvoy
Rachel McEvoy
Gina McMahan
Victoria Moschak
Brigit Nicolaisen
Thomas Oven
Loreta Paniccia
Valerie Paolucci

Up to $99 (con't)
Carla Parks
Vincent Penna
Jo Rheinheimer
Bailey Riley
Kathleen Rumple
Erin Rushton
Sam Salamida
Sam Santoni
Andrea Shapley
Amy Sheridan
Marshall Sorber
Alecia Spina
Madison Stanton
Susan Sullivan
Sunshine Club of Family & Children's Society
T.E.N. Care
Shannon Taylor
Frances Traficante
Gretchen Uhler
Melissa Vargas
Amber Waffle
David Weintraub
Richard Werner
Sean Werner
Peggy Westcott
Mark Westcott
Mary Wilson

$100-$249
George & Sally Akel
Alicia Beekman
Jane Blake
Jon Blechman
Sherman Bodner
Broome County Medical Society Alliance
Celia Smiley Boone
Carol Browne
Rebecca Browne
Alberta Casey
Christine Cawley
Christina & Nick Chesna
Joseph & Carrie Chesna
Mary Chesna
Bonnie Coddington
Rita Connerton

$100-$249 (con't)
Nikki Corgel
Peter Cronk
Donna Divirgilio
Delta Engineers, Architects & Land Surveyors
Ellis Brothers & Joseph, Inc.
Endwell Family Physicians
Stephanie Espada
Michael Fidler
Christie Finch
Frank Fuller
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David Guy
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Mark Hatala
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Robert Howe
ICS Solutions Group
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Leonard & Cummings
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Maire Lowery
Judith Mangiacapra
Matthews Auto Group
James McDuffee
Christine Miller
Nigar Nasirzada
Dorollo & LyubovNixon
Concetta Palmer
Aileen Pan
Spero & Mariliz Pines
Joyce Price
R.V. Swinamer Associates
Robbins Sign Co., Inc.
Susan Seibold-Simpson
Lou & Michelle Sepe
Nicole Sivers
Monica Smith
Donations From Our Supporters

$100-$249 (Con't)
Southern Tier Dermatology
Alecia Spring
St. Michaels Acry
Tera Stanton
Terry Stark
Eileen Sullivan
United Health Group
Joyce Vos
William Weber
Gene Werner
Murray Werner
Tracey Wheeler
Michelle Williams
Maureen Wilson
Karen Witbeck
Nancy Witter

$250-$499
Eric Denk
Paula Farrell
Marcas Flindt
Greater Binghamton Obstetrics & Gynecology

$250-$499
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Donna Jones-Wright
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Karel Kurst-Swanger
Judith Laine
Toni Lehr
Rebecca McCoy
Elizabeth Tricomi
Sherri Westcott

$500-$999
Lisanne Bobby
Sharon Chesna
Council Services Plus
Davidson, Fox & Company, LLP
Maurice Decker
Empower Federal Credit Union
Hatala Orthodontics, P.C.
Theresa Levine

$1,000-$2,499 (Con't)
LWML Eastern District
Zachary & Kim Majka
Andrew Marietta
New York Pizzeria
United Church of Christ
Vieira & Associates, CPS P.C.
Michele Vojtisek
Wells Fargo Advisors

$1,000-$2,499
A Great Choice Lawn & Landscaping
Blackbaud, Inc.
Excellus Health Plan Inc.

$1,000-$2,499
Fidelis Care NY
Healthlink NY
M&T Bank
NBT Bank
Raymond Foundation
Shari Sterling
Anne Taft
United HealthCare Services Inc.
Usherwood Office Technology

$2,500-$4,999
Edward Machak
Visions Federal Credit Union

$5,000-$7,499
Servpro of Broome, Tompkins & Tioga Counties
Care Compass Network
UHS

Donations Made in Honor of: (Con’t)
Marsha Leipfert
Jean Matthews
Sister Mary Perkins
Kathleen Salamida
Jack Salo & Staff
Eebie Shiflett
Terry Stark
Karen Tricomi
Elizabeth Tricomi
Dr. Donald Werner
Patricia Whalen

Donations Made in Memory of:
Marie Fallon
Gloria Jean Howrilka
Baby Mikey Kiluk
Miriam G. Mottola
Evelyn VanBuren

Donation Recognizing:
Connie Palmer

DISCLAIMER:
Mothers & Babies has done its best to keep diligent donation records. Please notify our office if an error is discovered so that we may rectify our records expeditiously.