A NOTE FROM OUR CEO

Oh, to be the helper! My earliest memories include bringing a diaper to my mom so she could change my baby brother or being dispatched to get a bottle for him from the kitchen. I was eager and proud to help when it came to the baby! And how many of us remember hands waving in the air when the teacher would ask “who would like to be my helper today”? We learn early in our lives that volunteering to help is a fundamental way to contribute and connect to others.

At Nurses for Newborns, our helpers are our volunteers. The hands that come together to help us, count in the thousands each year. Our volunteers are corporate groups, retirees, teens performing service projects, youth groups, Girl Scouts, Boy Scouts, United Way Days of Caring participants, women’s service clubs, sororities, and families of all ages and sizes.

On any given day, the halls and warehouse spaces of our office are humming with the quiet determination of volunteers giving their time and hearts to our mission: answering phones, sorting donations, helping nurses pack their cars, bagging diapers, cleaning toys, compiling mini “baby showers”, folding handmade quilts, stocking our food pantry. Volunteers also give countless hours to our events: gathering auction items, working registration, setting up displays and tables, and offering hospitality. Volunteers work in their own homes and community settings: collecting diapers, knitting and quilting blankets, sewing, repairing and assembling toys. Our youngest helpers bring in their own birthday party gifts, lemonade stand proceeds, and out-grown sleepers.

Our volunteers enrich the lives of the families we serve “behind the scenes” in the most generous ways possible—giving of their time. They provide critical assistance to our nurses, community health workers and social workers and with them we are privileged to witness the hope and strength they offer to so many families in the communities we serve.

One of our beloved volunteers, Mary Vierling, is a shining example of volunteerism at NFN. Please see her memorial on page 12 of this report to see how she was in service to the NFN team and babies!

Volunteering at NFN is a two-way street. Many of our volunteers talk openly about how much it means to them to give back to the community and that volunteering is rewarding and satisfying for them. And we take seriously our role in encouraging our youngest volunteers to feel the value of service and philanthropy.

No matter your age or stage in life, no matter your means, there is a way for you to contribute to the mission of making sure babies have the best possible start in life. Thank you for reading about our results and accomplishments in 2016—they are the work of us all.

Melinda M. Ohlemiller
Chief Executive Officer
**Our Vision**
Families of all babies will receive the healthcare, education and support they need so that every baby will be healthy, safe and nurtured in their home and able to fulfill their full potential.

**Our Mission**
Nurses for Newborns provides a safety net for families most at-risk in order to prevent infant mortality, child abuse and neglect by providing in-home nursing visits which promote healthcare, education, and positive parenting skills.

**Our Values**
Nurses for Newborns is built on a foundation of widely-shared values. These include:

- Commitment to the public good
- Accountability to our donors and supporters
- Commitment beyond the law
- Respect for the worth and dignity of individuals
- Inclusiveness and social justice
- Respect for pluralism and diversity
- Transparency, integrity and honesty
- Responsible stewardship of resources
- Commitment to excellence and maintaining the public trust

**Who We Serve**
NFN strives to serve families in our service areas that need support around their pregnancy and care for their newborn. Most often, families face one or more challenges, such as infant developmental delays, physical disabilities of the parent, mental health issues, substance use, pregnancy problems, domestic abuse, access to healthcare, poverty or social constraints that affect the welfare of the child and family.

**Office Hours:**
**Missouri**
Office Hours: 8:30 a.m.—5:00 p.m.
7259 Lansdowne Avenue, Suite 100
St. Louis, MO 63119
314.544.3433 Phone
314.544.3427 Fax
800.458.BIRTH Toll Free

**Tennessee**
Office Hours: 8:00 a.m.—4:30 p.m.
50 Vantage Way, Suite 101
Nashville, TN 37228
615.313.9989 Phone
615.313.9979 Fax
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SERVICES SUMMARY

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse Home Visits</td>
<td>12,330</td>
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<tr>
<td>Community Outreach</td>
<td>1,758</td>
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<tr>
<td>Social Worker Visits</td>
<td>382</td>
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<tr>
<td><strong>Total Visits</strong></td>
<td><strong>14,763</strong></td>
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<tr>
<td><strong>Total Families Served</strong></td>
<td><strong>2,614</strong></td>
</tr>
</tbody>
</table>

COUNTIES SERVED

- Butler
- Carter
- Crawford
- Dent
- Franklin
- Gasconade
- Iron
- Jefferson
- Lincoln
- Madison
- Phelps
- Pulaski
- Reynolds
- Shannon
- St. Charles
- St. Francois
- St. Genevieve
- St. Louis City
- St. Louis County
- Warren
- Washington
- Wayne

OUTCOMES

- **99%** Did not have a substantiated report of child maltreatment
  - Nurses teach parenting skills and assist families with needed resources related to risks associated with child maltreatment.
  - *Per state data last available in 2014*

- **97%** Received appropriate immunization
  - Nurses teach families about immunizations, help locate nearby clinics and work with family physicians to track success rates.

- **98%** Did not have a safety-related injury
  - Nurses assess family needs and help obtain beds and other safety items as well as teach about providing a child-safe environment.

- **98%** Had an established primary physician/clinic
  - Nurses help families connect and maintain relationships with their own doctor or clinic to increase access to preventative care.

- **95%** Avoided unnecessary visits to the ER
  - Nurses teach families about seeking proper medical treatment and using their primary physician for routine check ups and treatment of minor issues.

- **98%** Avoided preventable hospitalizations
  - Nurses work with clients to ensure a safe home environment and appropriate preventative medical care to address health issues in their early stages.

- **59%** Contacted community resources for further assistance
  - Nurses refer clients to other community resources such as local churches and United Way agencies to help families find the support and resources they need.
REVENUE

- Government Funds: $2,372,531
- Contributions & Grants: $963,181
- Contracts & Other: $133,508
- Special Events: $575,568

Total: $4,044,788

EXPENSES

- Program Services: $2,877,163
- Fundraising: $464,503
- Administration: $244,948

Total: $3,586,614

Net Assets: $1,962,807

MAJOR EVENTS

- September 1, 2016: Bucking For Babies
- November 25—December 24, 2016: Gift Wrapping
- January 14, 2017: Trivia Night
- March 4, 2017: A Night for Newborns Dinner Auction

PBR—Ballpark Village
Plaza Frontenac
Villa Deschene
Sheldon Concert Hall
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$100,000+
- The Alvin Goldfarb Foundation
- Missouri Foundation for Health
- United Way of Greater St. Louis

$50,000 - $99,000
- Emerson Charitable Trust
- Steward Family Foundation

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- Express Scripts Foundation
- Jefferson Memorial Community Foundation
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- Arthur Katz
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- Home State Health Plan
- Edward and Margie Imo
- Arthur Katz
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- Sherry and Mark Moschner
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- Philpott Family Foundation
- Alan Schmidt
- SSM Cardinal Glennon Children's Hospital
- St. Louis Children's Hospital
- Theodore Thomas
- Variety the Children's Charity of St. Louis

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- Bemia Prize Charitable Foundation
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- SSM Health
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- YouthBridge Community Foundation

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- Anthem Blue Cross
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Home Visitation STL

Due to limited space, it is impossible to list the many smaller donations and in-kind gifts we receive every day. Please contact Cynthia Danley, Director of Philanthropy at cynthia.danley@nursesfonewboms.org if we have made an error in your listing. Thank you from the bottom of our hearts for helping in our mission to assist the families and infants served by our agency.
Mary J. Vierling

Mary J. Vierling fortified with the Sacraments of Holy Mother Church on April 9, 2016.

Mary was a beloved member of our team of volunteers at Nurses for Newborns for over nine years. She shared her time and talent with us by sorting and organizing endless tiny outfits to ready them for new babies. She was known for her upbeat spirit and caring ways and touched literally thousands of lives during her service with us. We miss her terribly.

Mary was the loving wife of Dr. Stephen Vierling of 46 years; dearest mother of Brian (Allison), Stephen (Kate) and Christopher (Anne) Vierling; dear grandmother of Max, Z, Cassidy, Violet and Emmy Vierling.

Donations made to Nurses for Newborns in memory of Mary J. Vierling

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### Services Summary

- Nurse Home Visits: 2,993
- Community Outreach: 480
- **Total Visits:** 3,473
- **Total Families Served:** 524

### Counties Served

- Davidson
- Maury
- Montgomery
- Rutherford
- Sumner
- Williamson

### Outcomes

**99%** *Did not have a substantiated report of child maltreatment*

Nurses teach parenting skills and assist families with needed resources related to risks associated with child maltreatment.

*Per state data last available in 2014

**97%** *Received appropriate immunization*

Nurses teach families about immunizations, help locate nearby clinics and work with family physicians to track success rates.

**99%** *Did not have a safety-related injury*

Nurses assess family needs and help obtain beds and other safety items as well as teach about providing a child-safe environment.

**99%** *Had an established primary physician/clinic*

Nurses help families connect and maintain relationships with their own doctor or clinic to increase access to preventative care.

**98%** *Avoided unnecessary visits to the ER*

Nurses teach families about seeking proper medical treatment and using their primary physician for routine check-ups and treatment of minor issues.

**99%** *Avoided preventable hospitalizations*

Nurses work with clients to ensure a safe home environment and appropriate preventative medical care to address health issues in their early stages.

**88%** *Contacted community resources for further assistance*

Nurses refer clients to other community resources such as local churches and United Way agencies to help families find the support and resources they need.
**Revenue**

- Government Funds: $527,547
- Contributions & Grants: $284,639
- Special Events: $88,443

**Total**: $900,629

**Expenses**

- Program Services: $676,756
- Fundraising: $93,901
- Administration: $113,806

**Total**: $884,463

**Net Assets**: $90,333

**Major Events**

- April 28, 2016: Night for Newborns
- October 18, 2016: 10th Annual Titans Diaper Drive
Laura Alexander
Adrienne Ames
James and Courtney Amistead
Jacob and Morgan Amett
Susan Bell
Cassidy Bentley
Travis and Erin Birch
Alison Black
James and Teresa Blair
Jane Blanton
Rachel Bolton
Brandon and Jessica Bong
John and Mary Boston
Erica Bowton
Ben and Dru Bredesen
April Britt
Beth Brockman
Jason and Stephanie Brown
Sarah Buxton
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