OUR MESSAGE

April 9, 2021

In 2020, MCHC staff rose to meet the challenges faced by our community at the onset of COVID-19 and ensured that Chester County and Montgomery County families had what they need to stay healthy and connected.

Starting in the Spring, MCHC pivoted to virtual services for 4,578 participants to ensure there were no gaps in support. In addition to providing core services, we delivered 2,000 food boxes and 500 baby bundles to families in need, surpassed our projected 650 SNAP enrollments by enrolling an additional 539 eligible families and children, and focused on strengthening collaborative efforts with a network of 75+ community stakeholders to address pressing community health needs.

Through the Summer and Fall, MCHC continued reducing health disparities through both direct service and collaborations with key stakeholders to address systemic issues that affect our community's health. Every day, we supported families who were at the highest risk and experiencing the full impact of the current public health crisis.

We are endlessly grateful for supporters like you who make it possible for us to address the most significant and challenging issues of the day. High quality maternal and child health services are the critical link to healthy communities. We need your support as we continue meeting emergent health needs of underserved women, children, and families and ensuring that they have what they need to start healthy, stay health, and succeed in school.

Sincerely,

Milen
a Lanz
Executive Director

Elizabeth Pilacik
Board President

Our Mission

To empower families to build a healthier and brighter future for their children by overcoming the social and environmental barriers that lead to poor health conditions in our communities.

Our Vision

Families benefit from culturally competent health and education services within their community, leading to improved health outcomes, enhanced well-being, reduced health disparities, and lowered health care costs.
THE NEED

Chester and Montgomery counties’ poorest communities continue to experience challenges with accessing the most basic essentials in building strong, healthy families.

- Short gestation "Preterm/Premature" births rank #1 among Black and Hispanic infant deaths.
- 31,000+ (6%) children and adults in Chester County and 40,000+ (5%) children and adults in Montgomery County lack access to healthcare.
- Of 230 Healthy Start families, 37% reported COVID-19 related job loss and 56% reported inability to afford food and other basic essentials.

Source: U.S. Census Bureau ACS 2015-2019, PA DOH, Chesco Hospital

WHO WE SERVE

Income Level
- 200% FPL: 17%
- 300% FPL: 4%
- 158% FPL: 79%

Race
- Black: 15%
- Other/Unknown: 2%
- White: 83%

Language
- English: 13%
- Spanish: 86%

Communities
- Norristown, Other: 2%
- Kennett: 32%
- Coatesville: 29%
- West Chester: 24%
- Phoenixville/Pottstown: 13%
Healthy Start

The Healthy Start home-visiting Program reduces the rate of babies born at a low birth weight and increases access to quality healthcare. Bilingual, bicultural Community Health Workers provide pre and postnatal health education, health screenings, and socio-emotional support to low-income women and their children ages 0-18 months.

2020 Community Impact

- **786** individuals participated in Healthy Start (including **194** moms, babies, and family members)

- **90%** of Healthy Start babies were born at a healthy birth weight of at least 5.5 lbs.

- **83%** of Healthy Start moms received prompt pre and postnatal health coverage and **95%** of Healthy Start babies received pediatric healthcare coverage at birth

- **100%** of pregnant moms were screened for depression using the Edinburgh Perinatal Depression Scale (EPDS); 9% scored 9+ and received increased support; 6% scored 14+ and received referrals for mental health counseling in addition to increased contact

- **71%** of moms were screened for Adverse Childhood Experiences (ACEs); 19% scored 4+ and received chronic stress management education and referrals to mental health counseling
Family Benefits

The Family Benefits Program reduces health disparities and increases access to healthy food among underserved Chester County communities. Family Benefits Specialists assist low-income families with enrolling in health insurance and food benefits programs.

2020 Community Impact

- 1,389 uninsured and underinsured individuals enrolled in state subsidized health insurance (MA, CHIP) by Family Benefits Specialists; 81% were children ages 0-19 years old.
- 1,229 food insecure individuals were enrolled in food access programs (SNAP); 83% were children.
- 129 individuals enrolled in TANF; 78% were children.
- MCHC along with Health Insurance Initiative Agency Partners enrolled 4,149 individuals in health insurance; 80% were children.

Community Connections

The Community Connections Program helps Coatesville community members with accessing health insurance and benefits, affordable housing, employment, and other social services.

In 2020, 363 new Coatesville residents received services from Community Connections Specialists with 1,441 referrals provided to Coatesville area community members.
Family Center

The Family Center Program bridges a gap in school readiness among underserved families and their preschool-aged children in southern Chester County. Parent Educators provide early childhood development education, support in building parenting skills, and health insurance and food benefits enrollment assistance.

2020 Community Impact

- **536** individuals participated in the Family Center home-visiting program

- **20** preschool-aged children attended the virtual Kindergarten Transition Program and **20** parents attended the two virtual parenting classes

- **95%** of children achieved a mastery in school readiness (scoring more than 75% on post-tests)

- **95%** of parents reported increased confidence and knowledge in addressing their child’s needs and navigating their school system

Fatherhood Program

The Fatherhood Program responds to the unique needs of fathers and engages them in their child’s development, early education, and kindergarten readiness.

In 2020, **22** fathers and their family members (**95** individuals) participated in the Fatherhood Program.
Diabetes and Heart Disease Prevention Education

Diabetes and Heart Disease Prevention education is a key part of MCHC home-visiting programs and helping to prevent the development of the most common chronic diseases that affect our community. In 2020:

- **245** caregivers and their family members participated in diabetes and heart disease prevention education during home visits.
- **20** caregivers and their family members from out in the community participated in three virtual workshops to learn about risk factors, nutrition basics, and self-monitoring weight, BMI, blood pressure, and cholesterol.

Family Group Decision Making

In collaboration with the Office of Children, Youth and Families (CYF), Family Group Decision Making responds to a need for protection or care of children experiencing abuse or neglect.

In 2020, **35** families (**88** individuals) implemented plans that support the safety, permanency, and well-being of their children.

Life Skills & Diversion Programs

The Life Skills and Diversion programs provide parenting education and life skills services for parents of children at-risk of involvement with CYF as a result of parent-child conflict or acting out behaviors. In 2020, **15** families (**38** individuals) implemented plans of safe care through the program.
Our Stories: Healthy Start

Cindy first connected to MCHC’s Healthy Start Program after being hospitalized due to severe pregnancy complications. Nearing the end of her first trimester, she was struggling to manage prenatal health and ability to afford basic care items in preparation for her new baby. Fearful for her and her growing baby’s health, Cindy did not know where to turn.

Cindy was referred to MCHC by a local Chester County Hospital. MCHC’s Community Health Worker, Mary Beth, introduced Cindy to the Healthy Start Program and began addressing her most pressing healthcare needs. Mary Beth ensured that Cindy was enrolled in health insurance and food benefits programs so that she was set up for prenatal check-ups and had consistent access to healthy food. It was through the initial health risk assessments that Mary Beth learned about Cindy’s past traumatic experiences with abuse and neglect. Cindy scored a 9 on the Adverse Childhood Experiences Screening, meaning she was at a much higher risk for health challenges and in need of increased support.

Like all MCHC program staff, Mary Beth is trained in trauma-informed care. She referred Cindy to a mental health professional who was able to diagnose and treat her for depression and anxiety. Through ongoing home visits, Mary Beth provided Cindy with practical and emotional support to ensure that she was equipped to care of herself and her baby, who was born healthy.

After finding the support she needed through MCHC, Cindy showed more confidence in her ability to manage her mental health and truly be there for her baby. In her exit survey from Healthy Start, she expressed that having had no support from family, it was a relief to have someone there for her during such a pivotal moment in her life. When recalling Cindy’s story, Mary Beth said how remarkable it was to see someone overcome years of challenges and truly thrive.
Our Stories: Family Benefits

One Friday morning this past Fall, a local school district reached out to MCHC about a family in need of urgent help. MCHC’s Program Manager was put in touch with David that day, who explained that his brother (who lived in New York) recently passed away, leaving behind a young son and that David would be receiving custody. David’s nephew, Isaac, has autism and needs around-the-clock care. The school district introduced the family to a residential program at a different local school that could provide the care that Isaac needs. Unfortunately, the only way for the application to be reviewed was if Isaac had active Medical Assistance in Pennsylvania. Unable to bring Isaac from New York until he was enrolled in the residential program, David did not know where to begin or go for help.

MCHC’s Family Benefits Program Coordinator, Maria, was able to speak to David that same day and explain the Medical Assistance application process along with collecting all of the required documentation. Maria completed the online application and promptly forwarded it to the Chester County Assistance Office. Typically, Medical Assistance applications take 45 days to be reviewed. MCHC made the County Assistance Office management and caseworker aware of the time-sensitive situation and through this communication and advocacy for the family, that following Monday, Isaac was approved for coverage and able to enroll in the residential program. MCHC and Maria were there throughout the entire process to ensure that the family’s transition went smoothly. Later that week, David called Maria to express how thankful he was for her hard work and care.
Our Stories: Family Center

The Torres family heard about MCHC’s Family Center within their local community and the ways that we help southern Chester County families and young children prepare for kindergarten. Like many of MCHC’s participant families, they were struggling to afford basic care items for themselves and their young children, and as English is their second language, they found it difficult to communicate their concerns. Adding to the challenge, their four year-old son, Eric, was showing a language delay and in need of extra support. Knowing MCHC as a trusted community provider, they reached out for help.

MCHC’s bilingual Fatherhood Program Coordinator, Manuel, ensured that the family had access to the resources that they needed to support their health and well-being. Through ongoing visits, he provided knowledge on early childhood development and parenting skills, coordinated a car seat donation, and connected Eric’s father to a community peer group for further support. Also during this time, Manuel was working with Eric in combination with a language therapist. To date, Eric has shown noticeable improvement and his parents are so happy to see their son communicating more confidently. As Eric approaches kindergarten, MCHC continues to support his development and family’s ability to grow and thrive.
Volunteers & Interns

Care and giving take many forms, whether it's assembling care packages, running workshops, doing outreach, or launching new projects. Volunteers and interns are instrumental to our success and we are endlessly grateful for everyone who contributed their time and talents in 2020.

Volunteers
Scarlett Becerril
Lauren Turman
Christina O'Toole
Cynthia Elena Micale
Dominique Dillard
Yarrick Dillard
Vivianne Lanz
Paola Nicole Gonzalez
Gustavo Delfin
Romelia Gabriela Argueta
Scarlett Becerril
Victor Hugo Salano
Abraham Sanchez
Katelyn Bennett
Kelly Delpino
Sarah Gao
Elvis Aguayo

Interns
Spencer Sarmiento
Bersabeth S. Tekle
Nizhae T. Jones
Oluyemisi Adeyemi Zainab A. Alasker
Jordan Johnson
Laura Williamson
Julia Galante
Alexis Mignone

Key Partnerships

Together, MCHC and Connecting Kids to Coverage (CKC) partner agencies successfully enrolled thousands of eligible families in the Greater Philadelphia area in health insurance programs in 2020.

Partner Organizations
ACLAMO Family Centers
ChesPenn Health Services (FQHC)
Community Volunteers in Medicine (CVIM)
LCH (FQHC)
Delaware Valley Community Health
The Foundation for Delaware County
Friends Association for Care and Protection of Children
Public Citizens for Children and Youth (PCCY)
YWCA Tri County Area

Financials

$0.87 of every dollar directly funds MCHC programs

Revenues & Support

<table>
<thead>
<tr>
<th>Revenue &amp; Support</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>$1,173,196</td>
</tr>
<tr>
<td>Contributions</td>
<td>$660,024</td>
</tr>
<tr>
<td>Other</td>
<td>$7,801</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,841,021</strong></td>
</tr>
</tbody>
</table>

Program Expenses

<table>
<thead>
<tr>
<th>Program Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Start</td>
<td>$138,701</td>
</tr>
<tr>
<td>Family Benefits</td>
<td>$665,113</td>
</tr>
<tr>
<td>Family Center</td>
<td>$625,977</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,429,791</strong></td>
</tr>
</tbody>
</table>

Supporting Services

<table>
<thead>
<tr>
<th>Supporting Services</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>$116,594</td>
</tr>
<tr>
<td>General &amp; Admin</td>
<td>$124,212</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$240,806</strong></td>
</tr>
</tbody>
</table>

Revenue & Support

- Corporations: 4%
- Government: 45%
- Community: 7%
- Foundations: 27%
- Individuals: 17%

Expenditures

- Programs: 87%
- General Admin: 7%
- Fundraising: 6%

From MCHC's Board of Directors

We are...

MCHC 2020 LEADERSHIP TEAM

Milena Lanz, Executive Director
Cecilia Arce, Director of Programs
Natalie Coughlin, Manager of Development and Communications
Alma Vidal, Manager of Healthy Start and Family Benefits
Linette Ortiz, Manager of Business Operations
Amanda Vega, Manager of Life Skills & Diversion programs

HEALTHY START TEAM

Sonia Ortiz
Brandi Wesley
Thalia Medina
Denisse Pimentel
Mary Beth Giandonato
Sharon Phipps
Maria Eugenia Rincones

FAMILY BENEFITS TEAM

Maria Juarez
Margarita Ortiz Castenado
Briana Villograna
Arianna Denison
Bridget Hahn
Sarah Gutierrez
Fran Lisowski
Damaris Pagan

FAMILY CENTER TEAM

Liliana Guzman
Anabel Oceguera
Manuel Arevalo
Martiza Cochran Rivera
Brian Castillo
Brenda Castillo

LIFE SKILLS, DIVERSION, & FAMILY GROUP DECISION MAKING TEAM

Aida Garcia
Edwin Torres
Omar Henriquez

MCHC 2020 BOARD OF DIRECTORS

Elizabeth Pilacik, CPA, President
Lindsey Sweet, Esq., Vice President
Bill Gayle, Treasurer
Mojdeh Saber, MD, Secretary
Allison Richards
Irene McFadden
Yolanda G. Turman

Wendy Sharpe
Allison Turner, PhD, MPA
Ashley Smith, MPH
Denise Gertson
Sandra B. Nichols
Kristin Molavque, Esq.
Michael Gast, MD, PhD, Emeritus

COMMITTEE MEMBERS

Joel McFadden
Lee Ann Sullivan
Pam Bryer, MPH, CFRE
Victor Alos DMD, MPH, MS

Follow us on social media!

MCHC is a registered charitable organization. A copy of the official registration and financial information may be obtained from the PA Department of State by calling toll free, within PA, 1-800-732-0999. Registration does not imply endorsement. MCHC is a 501(c)(3) nonprofit organization—contributions to which are tax deductible to the fullest extent permitted by law.