

# 2024 ANNUAL REPORT



Maternal and  
Child Health  
Consortium

Ensuring families start healthy, stay  
healthy, and succeed in school.

Visit us at [ccmchc.org](https://ccmchc.org)

## Celebrating Progress. Fueling Possibilities.

A message from Executive Director, Milena Lanz, and Board President, Allison G. Richards

As we close another successful year at Maternal and Child Health Consortium (MCHC), we are filled with immense gratitude for the incredible strides we have made together. This year has been a testament to the power of community, perseverance, and shared vision.

In 2024, we expanded our reach to more families, deepened our impact, and strengthened the programs that lie at the heart of our mission. We have celebrated progress in countless ways—welcoming healthy babies, empowering families through education, and helping individuals navigate life's challenges with hope and resilience.

### Highlights

- **Over 6,000 individuals** were served by the organization in 2024.
- **1,192** parents, children, and family members supported through the Family Center home-visiting program.
- **231** parents and family members addressed family welfare concerns with support from Child Advocacy Services.
- **4,311** eligible individuals were enrolled in public benefits programs including Medicaid, CHIP, and SNAP, ensuring access to important health care.
- Four staff became trained birth doulas, strengthening our support for maternal health.

But progress is only part of the story. As we look to the future, we are  **fueled by the possibilities ahead**. This past year, we expanded our reach to more families in Chester County, deepened our impact, and strengthened the programs that lie at the heart of our mission.

**A significant milestone was MCHC's Family Center program receiving endorsement through the Parents as Teachers Quality Endorsement and Improvement Process, earning recognition as a Parents as Teachers Blue Ribbon Affiliate.** To achieve this, an affiliate must meet all Parents as Teachers Essential Requirements and meet at least 80% of remaining Quality Standards. Blue Ribbon Affiliates are recognized for providing outstanding services to children and families, supporting MCHC's dedication to high-quality early childhood education and family support.

In 2025, **we look forward to serving over 7,000 individuals**, expanding our impact even further.

Together, we are creating opportunities that **lead to better tomorrows**, transforming lives one step at a time. We are honored to have you by our side as we continue to **champion health, empowerment, and community** for those who need it most. **Here's to another year of impact and promise, together.**

With Gratitude,



Milena Lanz,  
Executive Director



Allison G. Richards  
Board President



### Our Commitment to Excellence

MCHC is a Standards for Excellence accredited organization by the Pennsylvania Association of Nonprofit Organizations (PANO), demonstrating adherence to the highest standards in nonprofit governance, ethics, and accountability. This accreditation reflects an independent, third-party review of our organization's policies, procedures, and practices, ensuring that we meet comprehensive benchmarks for transparency and responsibility in the nonprofit sector.



## MISSION, VISION, & GROWTH

Who we are and where we're headed



### Our Mission

Our mission is to **advocate for and empower prenatal and parenting families** to achieve healthy beginnings and a bright future through a caring culture of service.

### Our Vision

Our vision is a community supporting all families with children in having equitable access and opportunity to ensure that they **start healthy, stay healthy, and succeed in school.**

## LOOKING FORWARD TO 2025

### Family Center Program Enhancement

MCHC's prenatal and postpartum home-visiting services have expanded to support families with children up to age five in Chester County and Pottstown, PA. Now offered as a Parents as Teachers program, it delivers high-quality, evidence-based early childhood education and family support, ensuring a lasting, positive impact on families and their children's development.

### Birth Doula Service

MCHC offers specialized birth doula support for high-risk expectant individuals, provided by doulas trained through accredited programs. Our doulas deliver continuous physical, emotional, and informational care throughout pregnancy, labor, delivery, and the postpartum period. With a focus on personalized, compassionate support, our staff ensures each family receives the care and guidance needed to enhance their birth experience and promote overall well-being.

### Regional Maternal Health Coalition Steering Committee

MCHC is proud to lead the Regional Maternal Health Coalition Steering Committee for Chester County in collaboration with the Maternity Care Coalition. This vital initiative works to enhance maternal health care access, improve outcomes, and ensure that all mothers in the region receive the support they need throughout pregnancy and beyond.

### West Chester University Partnership

Our partnership with WCU has been instrumental in advancing our mission since our founding. Through collaborative research, data analysis, and hands-on community engagement, WCU faculty and students work alongside our team to develop programs, advocate for families, and translate knowledge into meaningful action. Throughout the year, public health interns from bring valuable support, contributing to ongoing initiatives and strengthening our ability to serve the community effectively.

### Penn Medicine Partnership

Through our partnership with Penn Medicine, we are working directly with healthcare providers to improve breastfeeding rates among Black mothers. This collaboration focuses on offering tailored education and support to help break down barriers and foster positive maternal and child health outcomes.

"MCHC's success continues through a **purposeful plan for growth and sustainability**. As a proven Leader / Partner / Advocate in the delivery of our mission and services, **we are making investments in both programmatic and fiscal initiatives that focus on capacity building, increased efficiencies, and new opportunities**. Our organizational growth will be guided through a business plan that outlines key short-term and long-term goals, including the strategies to achieve those goals, and that connects us with the right partners and resources."

*Elizabeth Pilacik, CPA, Board Treasurer*

## 2024 HIGHLIGHTS

### A Snapshot of Accomplishments

#### Community Baby Shower with The Office of Senator Comitta

This year's Community Baby Shower was **an inspiring event that highlighted the importance of maternal and child health resources for expecting and parenting individuals**. The event featured dynamic participation from community vendors, who shared vital resources with attendees, creating an energized and supportive atmosphere. We were honored to have The Office of Senator Comitta as a partner providing ongoing support throughout the planning process!



#### 1,500 Warm Coats & Toys to Chester County Children!

This year, our toy and coat drive was an incredible success! **Together, we provided toys and warm coats to families in need, delivering not only essential items but also joy, comfort, and hope during the holiday season.** This collective effort underscores the remarkable impact we can achieve when compassion drives us forward.

#### MCHC Recognized as a Parents as Teachers Blue Ribbon Affiliate

We are proud to announce that MCHC has been recognized as a Parents as Teachers Blue Ribbon Affiliate, a prestigious designation awarded every five years. **This achievement reflects our team's unwavering dedication to meeting all Essential Requirements, achieving Quality Standard #1, and exceeding 80% of the remaining Quality Standards.**



#### Celebrating Families Dinner & Silent Auction Fundraiser

Our Celebrating Families Dinner & Silent Auction was a standout moment of 2024, bringing together changemakers dedicated to strengthening our community. **The event surpassed its \$40,000 fundraising goal, providing critical support for expanding our programs and services in Chester County.**

#### Gateway to Equity Award

In 2024, we were honored to receive **The American Association of University Women (AAUW) West Chester – Chester County Branch** Gateway to Equity Award! This recognition celebrates individuals, groups, and organizations that exemplify the advancement of gender equity for women and girls through research, education, and advocacy.



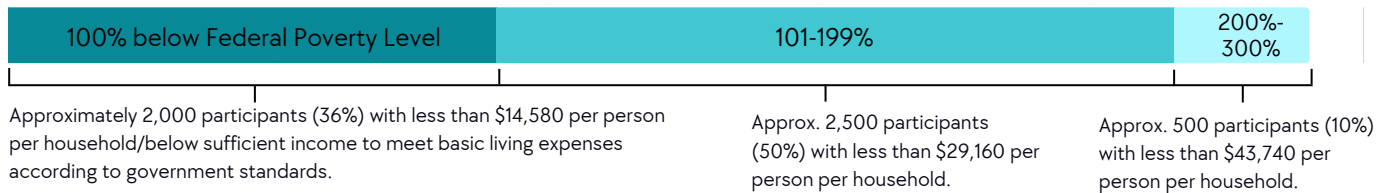


## COMMUNITY SNAPSHOT

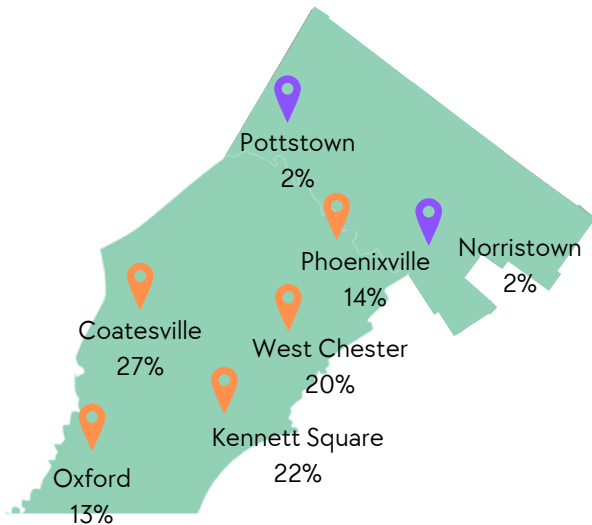
### Who we serve

Too many families are struggling to access basic resources to support their well-being. MCHC was created to provide holistic solutions to meeting health care needs of children and families. MCHC programs span **Chester County** and into neighboring **Montgomery County** communities in southeast **Pennsylvania**.

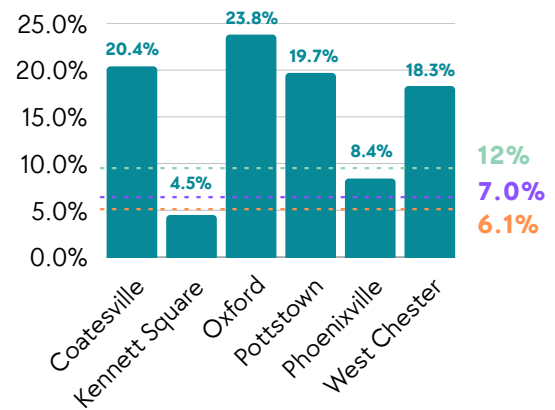
#### Distribution of Participant Population by Income Level



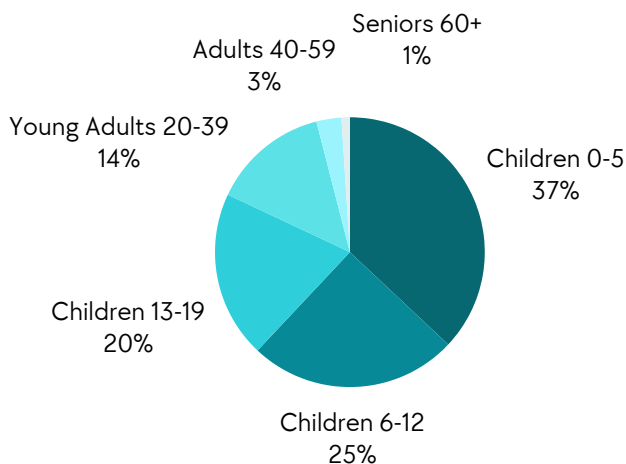
#### Distribution of Participant Population by Residence



#### Poverty Status by Community U.S. Census Bureau ACS 2023



#### Distribution of Participant Population by Age



## THE FAMILY CENTER PROGRAM

Empowering parents as their children's first and most important teachers

**Starting off behind in school can have lasting impacts on a person's growth and future achievements.** As a proud Parents as Teachers (PAT) affiliate, we provide evidence-based home visiting support to families, engaging parents and caregivers from pregnancy through kindergarten with a focus on healthy pregnancies, parent-child interaction, development-centered parenting, and family well-being.

### Maternal Health Component

- **Doula Service:** MCHC staff offer culturally sensitive, evidence-based support through trained birth doulas, providing continuous physical, emotional, and informational care during pregnancy, labor, delivery, and postpartum.
- **Strategic Partnership Initiative to Reduce Infant Mortality (SPIRIT):** A community-driven effort to reduce fetal and infant mortality by addressing key risk factors from conception through the first year of life. Using localized data, MCHC leads stakeholders in targeted interventions that improve health outcomes and reduce disparities.



### Parent Home-Visiting Component

- **Child Development:** Bilingual Parent Educators use the PAT curriculum to provide parenting education, child development support, developmental screenings, and referrals from pregnancy through kindergarten during home visits.
- **Fatherhood Initiative:** The Fatherhood Parent Educator brings an additional focus on the unique needs and roles of father figures as caregivers by helping overcome self-sufficiency barriers, common stressors, and effective inter-partner communication and parent-child interaction.
- **Group Connections & Parents Cafe:** Group Connections are meetings with guided discussion on parenting topics and chronic disease prevention. Parents Cafe are informal meetings for parents to discuss challenges, share experiences, and support one another.
- **Summer Kindergarten Transition Program (KTP):** Prepares children for the transition to kindergarten through interactive and educational classroom experiences. Children become familiar with the classroom environment, develop social skills, and build confidence. Parents learn the logistics and how to support their child during their first year of school.



### In 2024:

- **379** families (**1,192** individuals) received home visiting support through the Family Center Program.
- **23** fathers received support under the Fatherhood Initiative
- **48** infants were born to moms enrolled prenatally and **88%** had a healthy birth weight.
- **90%** of moms chose breastfeeding for their newborns.
- **100%** of pregnant individuals received health insurance for prenatal care and **98%** of infants were enrolled in health insurance for pediatric care.
- **100%** of primary caregivers were screened for positive parent-child interactions and **100%** of children were assessed for age-appropriate cognitive and social-emotional developmental milestones.
  - **39%** of children exhibited a concern or delay in at least one developmental milestone and received referral to Early Intervention or other service as needed.
  - **93%** of parents reported increase in knowledge of child development, parenting ability, and parent-child relationships.
- **25** students attended the summer KTP.
  - **85%** of children demonstrated kindergarten readiness in social and academic skills.
  - **8%** of children faced challenges in performing or adjusting to the classroom environment received additional support through parent-teacher meetings and coordination with district faculty.
- **231** adults attended Group Connection and Parents Cafe events throughout the year and engaged with topics related to personal finance, parenting, and community resources.

## THE FAMILY BENEFITS PROGRAM

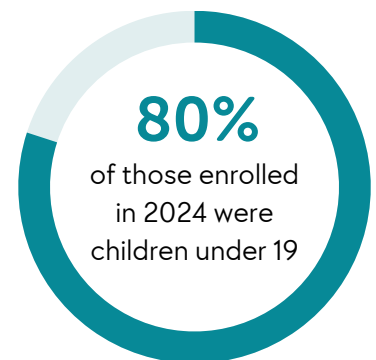
Empowering through access

The Family Benefits Program helps eligible individuals and families provide the basics – food and health coverage – to access routine preventive care, specialty care, and offset the cost of groceries. This includes:

- Expertise in eligibility for state subsidized health insurance (Medicaid, CHIP), food benefits (SNAP), and other public benefits programs (WIC, TANF, etc.), renewals, troubleshooting, and policy coverages.
- Dedicated follow-up to ensure coverage is approved and continues without gaps.
- One-on-one enrollment assistance in English and Spanish in multiple locations around Chester County and Montgomery County.

### In 2024:

- The Family Benefits Program successfully enrolled **2,152** eligible individuals into essential health insurance plans, including Medicaid and CHIP, ensuring access to affordable medical care.
- **2,159** eligible individuals received SNAP food benefits, helping families offset the rising cost of groceries and secure nutritious meals.
- **86%** of individuals who received assistance from MCHC in enrolling for public benefits were successfully approved for coverage within two months.



## Family Navigator Services

In Partnership with Chester County Department of Children, Youth and Families

MCHC expands access to a variety of community resources for Chester County residents. **In 2024, 191 families (478 individuals) received referrals that supported their stability in the following areas:**

- Employment training and opportunities
- Housing, rent, and utility assistance
- Transportation information and guidance
- Domestic violence support
- Diversion programs for families involved in the child welfare system



## CHILD ADVOCACY SERVICES

Building family resiliency

### Life Skills Program

Parent Educators provide personalized home visiting services for families with open CYF cases, addressing a wide array of parenting essentials based on each family's needs. Program Coordinators serve as a vital lifeline for parents seeking assistance with: securing stable housing, finding employment opportunities, budgeting, and organizing children's daily routines.

### Diversion Program (Triple P)

The Diversion Program proactively diverts families from child welfare system involvement. Tailored interventions address underlying issues, promoting family stability. With personalized support guided by the nationally recognized Triple P (Positive Parenting Program), we empower families, preventing formal child welfare agency involvement.

### Family Group Decision Making Program

The Family Group Decision Making Program helps families find their voice and reclaim their power in shaping their future. In three family group meetings, our Parent Educators facilitate a transformative process that empowers families to address challenges head-on. We bring together all involved parties—whether it's a school guidance counselor, family member, neighbor, or CYF Caseworker—to lay the groundwork for constructive dialogue and resolve parent-child conflict.

#### In 2024:

- **24** families (**231** individuals) participated in Life Skills and Diversion services
- **23** families participated in Family Group Decision Making
- **97%** of Life Skills and Diversion families did not have their child placed out of the home, or have an open case with CYF or Juvenile Probation during or within six months of completing the program.



### Plans of Safe Care (POSC)

In partnership with Chester County Department of Children, Youth and Families, Plans of Safe Care addresses essential needs and treatment support for women with children affected by substance use disorder. **In 2024, 68 families received the support they needed through Plans of Safe Care.** POSC lists possible referrals for support to provide for the safety and well-being of the birthing parent and infant.

Plans of safe care vary, but typically address:

- Basic needs like safe housing, food access, medical care, and mental health treatment
- Delivery and discharge plans
- Infant care needs
- Treatment programs, home visiting programs, or assistance with child welfare agency involvement



## A Family's Journey to Affordable Health Care

In December, the MCHC team had the privilege of supporting the Miller family during a challenging time in their lives. Mrs. Miller's son reached out by email after hearing about our organization's work in the community. Deeply concerned about his parents' health and financial well-being, he sought help in finding more affordable health insurance for them. At the time, the Millers were paying exorbitant premiums that made managing their medical expenses nearly impossible.

We quickly recognized the urgency of their situation. MCHC's **Family Benefits Specialist reached out to Mrs. Miller without delay, warmly introducing our services and providing a clear list of the documents needed for their application.** An appointment was scheduled, and on the day of their meeting, the gravity of the Millers' circumstances became even more apparent.

During the appointment, the couple shared their struggles with ongoing medical conditions. They spoke candidly about the emotional and financial toll these conditions had taken, as they worked tirelessly to make ends meet while still receiving the care they needed. **Their vulnerability underscored the vital role access to affordable health insurance could play in easing their burden.**

Our staff guided them through the health insurance application process, ensuring every detail was completed accurately and thoroughly. **As the paperwork was finalized, there was a shared sense of hope.** Just weeks later, their application was approved.

Today, Mr. and Mrs. Miller have health insurance coverage that is not only more affordable but also meets their medical needs. **This approval represents more than just a practical solution; it marks the beginning of a more secure and sustainable chapter in their lives.**

For our team, stories like these are a profound reminder of the difference our work makes. Knowing that another family can now focus on their health without the burden of financial stress reinforces the importance of access to essential resources. **It's times like this that remind us of the power of community, compassion, and advocacy to uplift those who need it most.**

"These programs **lift thousands of people out of poverty in our local community every year**, just through this one initiative. People may not realize that when more people have access to affordable health care and nutritious food, we all benefit, even if you don't use these programs. The programs help lower health care costs for families while also preventing more expensive health issues in the future."

*Alma Vidal, Director of Programs*



## MCHC SUPPORT AND WAYS TO GET INVOLVED

The power of community support

### Our Valued Volunteers

Many thanks to our incredible volunteers! Whether organizing files, assisting with events, or supporting daily activities, you are the heart and soul of our organization. **In 2024, 14 dedicated volunteers and interns contributed an incredible 2,000 hours to supporting our mission—your impact is truly invaluable!**

**"Volunteering with MCHC was like no other, the culture and community there is very warm, and what they stand for is a very noble cause."**

*Kyle, Volunteer & Penn State University Student*



## Ways to Get Involved

### Volunteer

Volunteering with us offers a unique chance to connect with our programs and **make a direct impact in the community**. Throughout the year, you can help assemble baby bundles for moms in need, pack backpacks with school supplies for student families, go behind the scenes with administrative support, or lend our expertise as a committee or board member. Whatever your skills may be, we can put them to use at MCHC!

### Subscribe to our Monthly Newsletter!

**Add impact to your inbox.** By subscribing to receive our monthly newsletter you are getting all up to date news on what's happening at MCHC!

**Subscribe to our e-newsletter!**



## Why we choose Parents as Teachers

**PAT is the most widely replicated evidence-based home visiting model in the U.S.**, highly rated by national and international clearinghouses, including the U.S. Department of Health and Human Services. It has helped us effectively support thousands of Chester County families over the last three decades.

**Backed by 40+ years of independent research.** Proven improvement of parenting practices, early detection of child health issues, maternal health, school readiness, and preventing child abuse and neglect.

**It's cost effective.** With a \$2 return for every dollar spent, PAT reduces the need for costly interventions like special education, healthcare, and social services for the family and taxpayers.

**It's scalable.** Customized to fit local needs while using standardized resources to ensure consistent delivery and impact, even as the program grows.

**It embraces cultural humility.** Resources and training are adaptable to various cultural contexts to meet the unique needs of each family.



## FINANCIAL SUMMARY

To our incredibly generous donors and funders—your support makes everything we do possible. Thanks to your generosity, MCHC continues to uplift families, strengthen communities, and expand access to vital resources. We are deeply grateful for your commitment to our mission.

The following is a snapshot of MCHC's 2024 unaudited financial statement. For our most recent audited financial statements, please visit [ccmchc.org/about](https://ccmchc.org/about) or visit our organization's profile on [Candid.org](https://Candid.org).

Platinum  
Transparency  
2024

Candid.

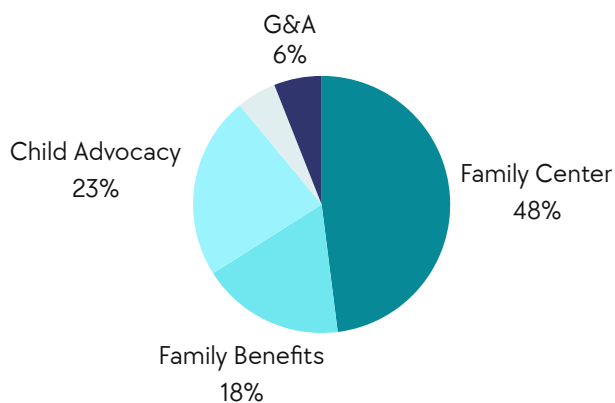
### Revenue Sources



### Revenue

Grants & Contracts	\$3,454,915
Contributions	\$474,163
Other	\$20,632
Total	\$ 3,949,710

### Expense Breakdown



### Program Expenses

Family Center	\$1,490,672
Family Benefits	\$541,959
Child Advocacy Services	\$696,456
Fundraising	\$156,369
General & Admin	\$180,486
Total	\$3,065,942

### Donations

**Your generosity fuels brighter futures for families across Chester County every single day.** Your donations power our mission, supporting vital family services and early childhood education, expanding access to health care and food benefits, fostering key community partnerships, and sustaining the operations that make it all possible.

**You can make a financial contribution easily online at [ccmchc.org](https://ccmchc.org), or send the most-needed items for families directly through our Amazon Wishlist.** Every gift helps create lasting impact in our community.

Our donate page



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Sales Representative, Comparion Insurance

Khushboo Garg, MBA, Vice President  
Director of Business Insights & Analytics, Merck

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Nonprofit Development Professional

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Hanna McCarthy, MBA  
Experience Design Lead, Edward Jones

John Young, B.A./B.S.  
President, Owner, Broker, Cosaint Insurance Advisors



## Staff Team

### Directors Team

Milena Lanz, Executive Director

Alma Vidal, Director of Programs, the Family Center

Linette Ortiz, Director of Programs, Family Benefits & Child Advocacy Services

Cecilia Arce, Director of Program Evaluation and Reporting

Natalie Coughlin, Director of Development & Communications



### Management Team

Karla Cadilla

Maria Juarez

Anabel Ocegueda

Alejandra Orozco

Melissa Torres

Veronica Fitton

Emma Garner

Samantha Collins

Steven Sleiman

### Family Benefits

Debora Carreiro

Ana Maria Chirinos

Walesca Ferrer

Fran Lisowski

Margarita Ortiz

Adrian Rios

Itzamara Sanchez



### Family Center Program

Nayeli Avelos

Jackie Castaneda

Sarahi Gutierrez

Shawn Holmes

Yessica Luna

Thalia Medina

Damaris Nuñez

Sonia Ortiz

Ari Palacios

Maru Rincones

Rebecca Ramirez

Maritza Rivera

Sofia Soto

Yazzy Alston

### Child Advocacy Services

Emilio Arevalo

Manual Arevalo

Aida Garcia

Emily Brofft

Leslie Martinez

Gloria Salinas

Edmin Torres

Jorge Ucar

### Consultants

Astrobus Media

Countryside Consulting

Your Part Time Controller

Victor Alos-Rullan, DMD, MPH, MS

