Thriving In Our Threes
2019 Annual Report
"The goal of resilience is to thrive"

Thank You United Way for Your Partnership

Rosemary's Babies Co

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EIN: 81-3727709 | Ohio registered 501c3
For questions: Rosemary Oglesby-Henry, CEO | Aswad Mack, Board Chair

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Dear Friends,

Thank you for supporting Rosemary's Babies Company as we walked into year three thriving! We would not be able to provide our services to the 200 families we serve without your support. You truly make the difference.

Thank you to our 100 agency partners including: Pro Bono Partnerships, Spark Philanthropy, LaSoupe, Master Provisions, Cradle Cincinnati, Life Solutions Network, Visions Events Design, and many others.

Special thank you to our donors and sponsors who ensure we have funding for resources: United Way of Greater Cincinnati, UC Health, Greater Cincinnati Foundation, First Financial, Cincinnati Children's Hospital Medical Center, Marathon Oil, The Otto Budig Foundation, Schwab Foundation, Renaissance Charitable Foundation, Toyota Foundation, and Blank Rome.

Thank you to the media who shared our story: Cincinnati Business Courier, Movers & Makers, The Cincinnati Herald, WCPO, Women of Cincy, FORBES Magazine, Fortune, Entrepreneur, and many others.

We would like to thank our awesome team, board members and more than 75 volunteers who contributed over 2,500 hours in service in 2019.

Pictured Ross Meyer, 2019 Interim Director of United Way and Rosemary, CEO/founder.

Finally, thank you to the community and the hundreds of supporters who donated time, talent and treasures. **You water our garden and our babies blossom because of YOU.**

Blessings,
Rosemary Oglesby-Henry

OUR LEADERS

2019 Leadership Board

Board Chair Aswad Mack
Chair Elect Laurie Stevens
Treasurer Cheryl Lackey
Secretary Rodsha Belser
Summer Lattimore
Patricia McCollum
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Jaliah Oglesby
Amanda Donelan

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Karen Harshaw
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Jorge Perez
Jaila Nored
Robert Oglesby
Claire Stewart

Young Leaders Board

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Rian Marie Oglesby
Qua'ron Oglesby-Henry
Arya Belser

RBC Staff

Rosemary Oglesby-Henry
CEO

Contractors

Darrian Turner
Marketing & Branding Director

Rodsha Belser
Volunteer Manager

Cheryl Lackey
Accounting

Arienne Jackson
Levi Curriculum

Neisha Marie
Levi Illustrator

2019 HIGHLIGHTS

Strategic Highlights

- New location at 4439 Reading Road in February 2019
- Implemented parent programs: Seeds to Inspire & Fri-Yay
- Added 2 advisors to leadership board
- **RBC communications reached 1 Million readers**

Financial Highlights

- Legends Showcase & Benefit Gala raised $25,0000
- RBC received 165 donations via social platforms
- **RBC increased diversity in funding by 26%**

Operating Highlights

- RBC contracted a position for a Volunteer Manager
- RBC partnered with Grad Cincinnati mentor teens in workforce
- RBC received a $10K grant to expand programming for babies

Our mission
is to help teen parents master the concepts of self-leadership to leave a legacy

OUR IMPACT

194 Families Served in 2019

- RBC served 194 families in 2019
- Of these families 24 enrolled and completed our 1-year Leadership & Legacy Program **This is a 33% increase in participation and 65% increase in completion**.
- 65 families requested confidant care

9 Families Safe Sleep Program

- **9 families** completed the Safe Sleep Program in partnership with Hamilton County Health Department these families received education and a free crib

124 Families Transportation

- RBC provided 124 Emergency rides to families to doctors appointments, grocery or to our office for care

What RBC Measures

- **0%** of parents reported dual pregnancies
- **0%** of parents reported dropping out of high school
- **100%** of families received mental health counseling
- **100%** reported improved behaviors
- **5 fathers enrolled in program**
- **3 parents** became employed above minimum wage

OUR COMMUNITY

Top (Left to Right)

Nautica P. (18) came to RBC as a referral from Juvenile & Family Court. She had recently aged out of foster care and was working to gain custody of her baby. RBC provided 1:1 interview skills, helped her to update her resume, and introduced her to a partner agency, Country Meat Co., who hired her part-time. The partnership offers her mentoring and a flexible schedule. She now has custody of her baby and just celebrated her one-year anniversary with the company. She is being paid $10 per hour.

Nadia B. (19) found RBC through the diversion program. After completing her volunteer hours, she became pregnant. At the time she was both job and house-hopping. RBC provided 1:1 resume support, provided a reference for her apartment and supported her with getting baby items. RBC also hosted her baby shower. Nadia gave birth to a healthy baby boy and is working.

Samaria (3) is a beautiful little girl whose mother found RBC through online marketing for our Halloween event "Hallor & Chill." Samaria's mom was struggling with being a parent, school and managing a new relationship. She began to come to weekly Seeds to Inspire sessions. Her relationship with her baby is better, she is learning parenting skills, and is gainfully employed. Recently she reported a $.25 pay increase.

RBC HOSTED OUR 1ST CHRISTMAS – Each family received diapers, wipes, a gift card, learning toy and outfits. Parents received journals. RBC donated 25 Christmases to families including one mom who had 9 siblings.

Lamar (16) came to RBC with his girlfriend. He was hoping to learn to be a better dad to his daughter. He attended weekly sessions and reported positive behavior changes in school and his partner.

Stefani (19) found her way to the RBC program through the Hamilton County Diversion program. RBC decided to allow her to complete her hours as a program participant. She reported learning parenting skills, becoming a better employee and learning to prioritize her life.

Donations from United Way Greater Cincinnati

2019 Leadership & Legacy Honorees & Board of Directors.

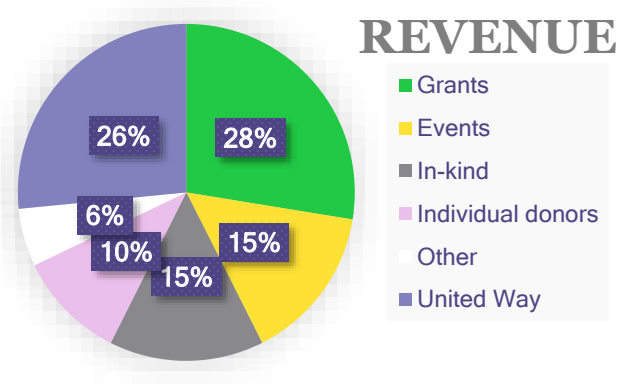
RBC was featured in this issue of Forbes Magazine

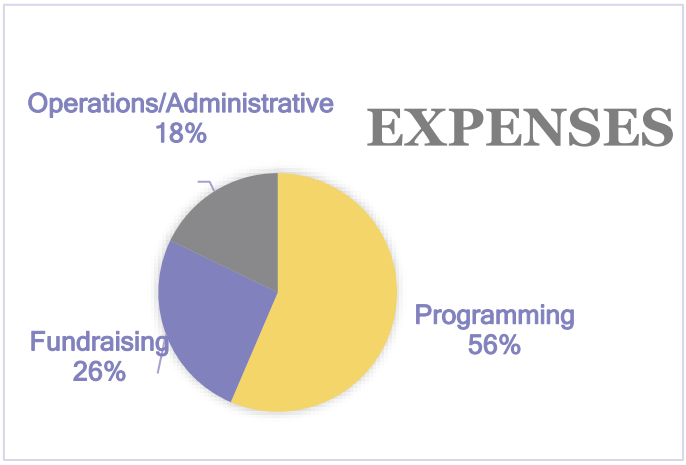
Guests at the 2019 Legends Showcase at Cincinnati Zoo. 200+ attendees helped us raise $25K.

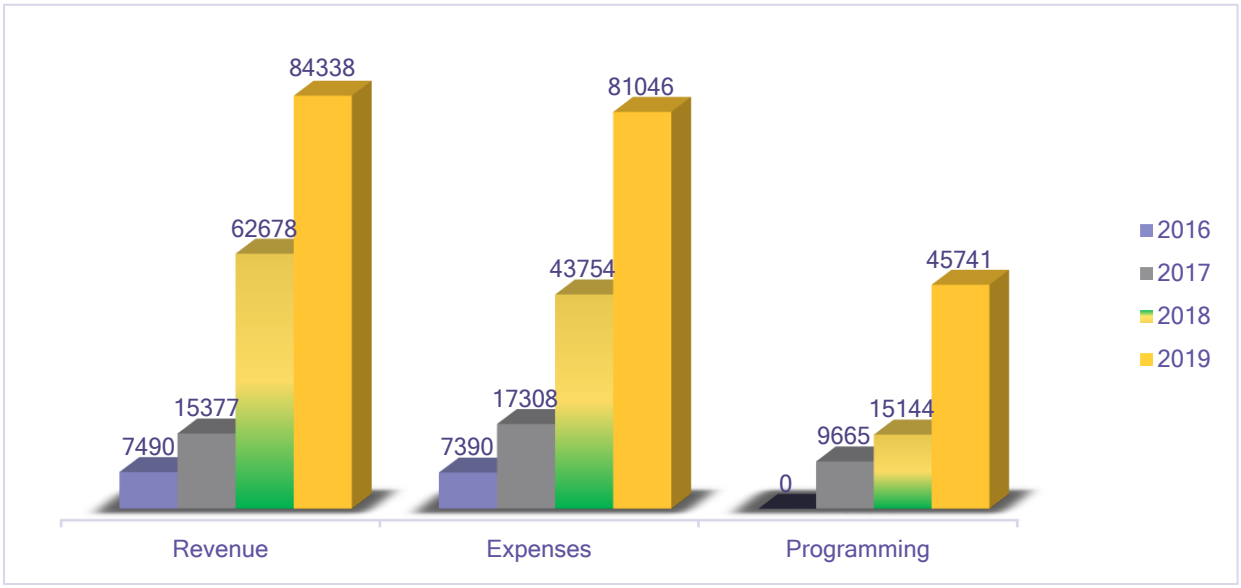
Jumpers at our 2019 Trampoline TapOut at Carl Lindner YMCA

2019 Proclamation to recognize **Youth Pregnancy & Parenthood Awareness Day** the day after Mother's Day

2019 FINANCIALS







Total Revenue: $84,338
Direct Grants: $23,250
Direct Support: $8,823
In-kind: $12,520
UWGC: $22,400

Total Expenses: $81,046
Programming: $45,741
Fundraising: $16,451
Operation/Admin. $14,458
Net Income: $3,180

FINANCIAL SUMMARY

Rosemary's Babies Company (RBC) shows a consistent increase in revenue from 2016-2019. Since RBC's 2016 launch, the organization has **increased revenue by 88%**, with the largest financial increase from 2017-2018. In 2019, RBC shows diverse funding: grants, individual donors, sponsors, and grants.

Based on the 2019 reported revenue 28% of all revenue are grants, 26% is funding from United Way of Greater Cincinnati, and 42% of all other contributions are direct campaigns organized by the non-profit.

Community Partners

4C for Children
A & C Lackey Accounting Services
Addiction Counseling Services
American Red Cross
Angel Baby Network
Angie Lipscomb
Arch
Association of Fundraising Professionals
Bethany House
Brighton Center
Buckeye Health
CareSource
Children's Home of Greater Cincinnati
Children's Hospital
Children's Theater of Cincinnati
Childrens Inc
Cincinnati Cares
Cincinnati Public Schools
Cincinnati State
Cincinnati Works
Community Counseling
Covington Independent
Covington Metropolitan Housing Authority
Cincinnati Police Department
Cradle Cincinnati Policy Committee
Cradle Connections
DAD Initiative
DOHN Academy
Dr Rosemary Stein, North Carolina
dt graphics
Hemi
Educ8te the World
Emah's Place
Every Child Succeeds
Flywheel
Freestore Foodbank
Gateway
Gen2Gen
Good Things Going Around
Greater Cincinnati Moms Blog
Greater Cincinnati Foundation
Hamilton County Community Action
Hamilton County Jobs & Family Services
Hamilton County Probation
Hamilton County Reentry
Hamilton County Youth Division referral
Health Access Now
Helping Latino Families
Ingage Partners
Inspiring Service
Kassie Project
Kelly Youth Services
L'Bae
LaSoupe
Life Solutions Network
Lighthouse Youth Services
Master Provisions
Metropolitan Club
Cincinnati Metropolitan Housing
Miami University
Movers & Makers
Molina
Mt St Joseph
NKU
Ohio Jobs & Family Services
Patricia McCollum, LSW
Powernet
Probono Counseling
Prosperity for All (Easter Seals)
Queen City Homecare
Salvation Army
Santa Maria
Sarah McIntosh, Copywriter
Scholarhouse (NKY)
Score
Snow's Day Care
Social Venture Partners
Spark Philanthropy
Talbert House: Dad Program
Tender Mercies
Think About It LLC
Tri Health
Uber
UC Health
United Way
UpSpring
Urban League
WAIF
WCPO
Women Helping Women
Movers & Makers
Cincinnati Herald
Greater Cincinnati YWCA
YMCA of Greater Cincinnati

Donors

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Tina Campbell
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Shaoli Huang
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Jennifer Ingram
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Trenee Johnson
Terry Johnston
Michael Johnson
Danielle Jones
Lauren Jones
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Antonio & Cheryl Lackey
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Tammy Westmoreland
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April Williams
Eddie Williams
Karen Williams
Lakita Williams
Sonya Williams
Toneia Williams
Jacqueline Wong
Jeannine Wright
Jessica Wright
Bent Not Broke
Dlux Detailing

Sponsors

UC Foundation
First Financial
Love Must Win
Mayo Home
Spark Philanthropy
Change the Narrative
Community Care Talbert
House
Cincinnati Children's
Hospital Medical Center

Grantors

Toyota Foundation Volunteer Grant
Greater Cincinnati Foundation
Grainger Foundation
United Way of Greater Cincinnati
Marathon Grant
Schwab Foundation
Marathon Grant

This report was completed by Rosemary's Babies Company and approved by Board of Directors. If you have any questions about this report, please contact the organization at (513) 813-8336 or rosemarysbabies.cincy@gmail.com.