

23-24 Annual Report



nurture®
program



On the Ground

When I had my first child, I lived approximately 1,000 miles away from my family. During those early days, without any experienced moms in my circle of friends, I relied heavily on online resources and connections. What I wouldn't have given for an experienced mom whom I could text, day or night, for guidance and support!

This is where the Nurture® Program really shines, and why I am so glad to be a small part of it. I get to know my moms, and they get to know me. They know that I have specific training to be a mentor, in addition to being an experienced mom, and they know I have access to local resources if and when they need them. In addition, they know I am a sounding board, available any time, day or night, via a quick text. Moms need support, compassion, and understanding to be the best moms they can be. Parenting is hard, and confusing, and can be very lonely.

I am confident that through this work I, and the rest of the mentors, are having a positive impact on generations to come.

"I have to say again how much your support and ideas and knowledge have helped me get to this point. Knowing I have someone I can ask anything or say anything to is such a wonderful asset. I hope I can be of service to another mom or moms someday the way you have for me."

-Nurture® Program Member

Karen G., Nurture® Program Mentor

Behind the Scenes



It has been an honor to be a part of the Nurture® Program over the past 10+ years. From the early days when we weren't even sure if we could build the kind of relationships we knew we needed to with expecting moms and moms of newborns up to age 3 through text messaging, to now when we witness daily the deep, meaningful, and impactful relationships that our mentors build with our members; what a joy to get to watch it all unfold!

As we have built the Nurture® Program into what it is today, we have seen the profound need for support for expecting moms and moms of newborns up to age 3 and their children in our communities and have met that need for our members through our text messaging platform. Our easily accessible approach has allowed our mentors to offer guidance, answer questions, share resources, and provide a shoulder to lean on during a time of great vulnerability for mothers and their children. The Nurture® Program provides our members access to the support they need when they need it, and, best of all, it's at their fingertips. In fact, **a recent survey demonstrated high program satisfaction from over 85% of members** and highlighted aspects of the program such as comfort in sharing sensitive information with their Nurture® Program mentor, ability to turn to their mentor during stressful times, and feeling more confident as a parent because of participation in the Nurture® Program.

I look forward to the continued growth and reach of the Nurture® Program and want to extend a special thank you to all of our supporters, volunteers, and funders as we work together to support moms so that they can nurture their children.

-Kate Brennan, Director of Operations

From Our Board Chair

"The future is in our hands!" This quote is often cited as a beacon of hope for people who feel overwhelmed. Many moms feel overwhelmed with the demands of young children and cannot envision a future beyond the next feeding. Parenting is hard work. Moms frequently receive advice from loved ones, friends, and people in the grocery store! How does a tired, overworked, and overwhelmed mom determine what is best for her child?

The Nurture® Program was founded 10 years ago with the mission of providing free and confidential text-based information, and connecting experienced moms with expecting moms and moms of newborns up to age 3, in order to offer support and resources. I was proud to be part of the founding team for this great organization. My career included working with parents of sick children as well as children in early learning environments. This work taught me that children can thrive if they are given the tools to succeed. Parenting is the foundation of these tools — and many parents feel ill equipped to manage the overwhelming needs of young children.

All children can thrive if they experience love, acceptance and nurture. This organization can help expecting moms and moms of newborns up to age 3 grow into the nurturing parent the child deserves. I hope each of you who reads this message will find a way to support the next 10 years as we expand the Nurture® Program to serve even more moms and their children.

"I appreciate my mentor's dedication to my family ... and me! I also love that she adds her perspective as a parent herself. It is comforting to talk to someone who has been there!"

-Nurture® Program Member

Michele Atkins, Board Chair

Grants

Henry L. Hillman Foundation
Allegheny County Medical Society Foundation
Heinz Endowments
Birmingham Foundation
The Jewish Healthcare Foundation
Eaton Charitable Foundation



Moms MORNING OUT

Take a morning off to take care of YOU!



SATURDAY
OCTOBER 19
10:30AM TO
1:30PM

Location:
OneValley at the Roundhouse
4165 Blair St, Pittsburgh, PA 15207

Tickets and more information available:

nurturerepa.org/events



Moms Morning Out

On October 19, the Nurture® Program put on its first ever in-person event: Moms Morning Out. The goals of this event were threefold: to get the word out about the Nurture® Program; to attract engagement in the forms of mentors and financial support; and to show local moms the appreciation and community that they so deserve. During the three-hour event, moms were able to enjoy food and beverages, free massages, a raffle, and a discounted jewelry booth. Information was placed around the room about the Nurture® Program. The highlights of the program, however, were the comedienne — a mother herself — as well as the four-person moderated panel. These women shared their unique experiences with vulnerability and compassion, and engaged the audience in seeing just how diverse and wonderful motherhood can be. Based on its attendance and success, our current plan is to make Moms Morning Out an annual event.

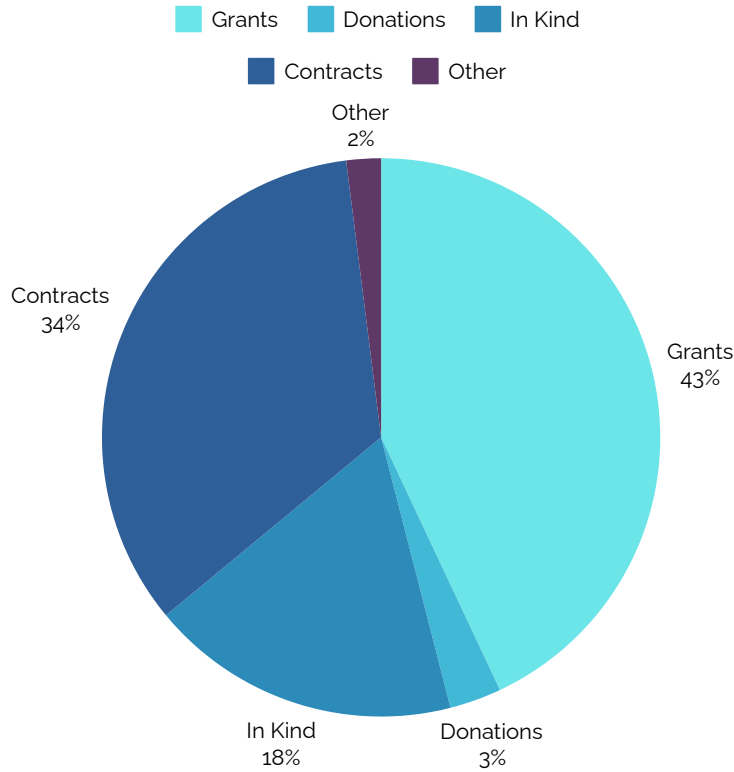
Triangle of Care Launched

In March 2024, the Nurture® Program, MAYA, and Beverly's were awarded a Maternal Care Innovation Grant.

The Jewish Healthcare Foundation (JHF) approved a two-year grant of up to \$200,000 to support a new maternal health initiative, **A Triangle of Care: Prenatal, Birth, and Perinatal Support**. The new Triangle of Care initiative, a collaborative partnership between the three organizations, ensures that their shared clients receive all the material and emotional support they need as they take on one of life's most challenging, transformative times: pregnancy, childbirth, and early parenting.

Together, the goal is to improve maternal health and support for new families in the region by celebrating, educating, validating, supporting, mentoring, and empowering families.

Income



Total Operating Revenue: \$478,920

Our Partners



first steps & beyond
Black Maternal & Infant Community Collaborative



Our Impact

458

Families served

BIPOC households

221

Mentors

44

27

Have been mentoring for 3+ years

Were previous program members

5

"I loved the program because of the great tips and support that was provided to me being a first time mom. My mentor always listened to my concerns and gave me great advice or things to read to help support my decision."

-Nurture® Program Member

57,776

Text Messages Exchanged

39,753

From Mentors

18,023

From Parents

Most Popular Texting Topics



Social Emotional Activities



Parenting Knowledge



Maternal Resilience



Maternal Mental Health

208

Post-Partum Depression and Anxiety Screenings Completed

64

Screenings Resulted in Referrals for Further Evaluation

Families Served

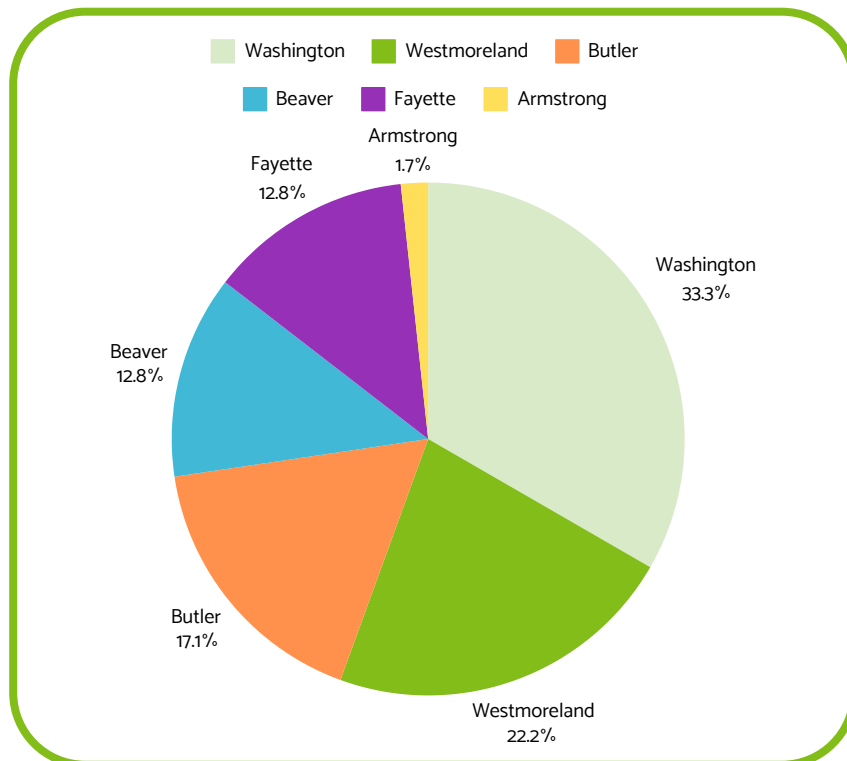
The Nurture® Program serves all of Allegheny County

The Nurture® Program provides services to parents in Allegheny County through the Department of Human Services' Hello Baby initiative. We currently provide parenting and child development services to 386 families, and work closely with Family Centers in Allegheny County to provide a full array of services.

The Nurture® Family Center

Unfortunately, parent access to Family Centers in surrounding counties is extremely limited.

We have recently launched the Nurture® Family Center to provide services in a virtual environment to parents who do not have access to a traditional Family Center. The services are designed to improve parenting skills and outcomes of children by meeting basic needs and building protective factors with families. Research has shown that the protective factors increase family stability, enhance child development, and reduce child abuse and neglect. The Nurture® Family Center has grown over the past few months to provide services to 54 families residing in Beaver, Butler, Westmoreland, Fayette, Armstrong, and Washington counties (see pie chart below).



"Thanks for always being there!
Really appreciate it!"
-Nurture® Program Member

Thanks so much, Sara! I just signed both of my babies up. I also posted it to my Facebook and texted it to a few friends. Let's get these babies reading!
-Nurture® Program Member

Get Involved

Volunteer

<https://www.nurturepa.org/mentorship/>

Donate

[nurturepa.org/donate-today](https://www.nurturepa.org/donate-today)

Enroll

[nurturepa.org/signup/nurture-program](https://www.nurturepa.org/signup/nurture-program)

