

# New Life Birth Center



## **Board of Directors Annual Report**

September 1, 2009 through August 31, 2010

Report prepared by  
Karen Winstead, Chairman and Andrea Wolfe, Secretary  
October 2010

## **Vision Statement/Philosophy of Care**

The New Life Birth Center is a 501c3 nonprofit organization that demonstrates the love of Christ by empowering families through the Midwives Model of Care.

## **Mission Statement**

The New Birth Center is an innovative midwife-physician collaborative practice providing holistic maternity care services including prenatal, birth and postnatal care; breastfeeding assistance, and lifelong health care and education.

## **Achievements Sept 1, 2009 through August 31, 2010 include:**

### **Community Service/Educational events:**

Volunteers presented information about pregnancy and childbirth at local Health Fairs  
NLBC co-hosted the 2010 Birth and Baby Expo at Tanglewood Mall with Le Leche League of the Roanoke Valley and ICAN of Southwest Virginia.

NLBC received 41 contacts via phone, website, or in person requesting referrals or information about pregnancy and local resources. NLBC received inquiries from people in Roanoke City, Roanoke County, Vinton, Salem, Franklin County, Bedford County, Floyd County, Stuarts Draft, Stuart, Lexington, Covington, Clifton Forge, Abingdon, Christiansburg, Blacksburg, Lynchburg, Blue Ridge, Spencer, Manassas, Virginia Beach, Danville, Charlottesville, and the states of Florida and Tennessee.

### **Marketing:**

Website maintained and updated regularly. A new website design was started.

Five email Newsletters were sent.

Article in the Roanoke Times and appearance on WDBJ-7 for the 2010 Birth and Baby Expo

### **Fundraising:**

Kroger Cares Program for Non-profits

Belk Charity Day

United Way

Grantwriting continues but was slowed down while waiting the letter of agreement from Carilion Clinic before seeking additional funding.

Requests for individual and corporate donations continues

### **Volunteer hours:**

At least 33 volunteers put in a total of over 1100 hours this year.

### **Virginia Pilot Program:**

2 Face to Face Meetings with Carilion Clinic Physicians  
Development of Draft Guidelines for Practice  
Awaiting Letter of Agreement for Transfer from Carilion Clinic.  
Application to March of Dimes for Centering Prenatal Care Grant.  
Two applications to foundations for Operating Funds-both rejected.

 **Board development:**

Members remained unchanged.  
Development of prospective Board Member Introductory Packet begun  
Improvements in documentation of minutes  
Search started for accountant and new accounting software.

 **Partnerships:**

Partnered with Le Leche League and International Cesarean Awareness Network to host the 2010 Birth and Baby Expo.  
Presented birth center information to Lexington citizens group after the closure of the maternity unit at Stonewall Jackson Hospital.

 **Opportunities for Growth:**

Add additional board members and continue board development activities  
Add Volunteer coordinator  
Develop additional Capacity  
Obtain letters of support from local government or other organizations such as the local health department, Chamber of Commerce, influential citizens

 **Financial Report:**

Total number of donors: at least 25 individuals and 2 companies  
Total income: \$7017  
Total expenses: \$4330  
Started the year 9/1/09 with: \$4,935 Total  
Ended the year 8/31/10 with: \$5615 in Savings  
\$1460 in Checking  
\$7075 Total

**NLBC Expense Summary 09/01/2009 – 08/31/2010**

Operating	3396
Marketing	591
Education	189
Capital	154
<b>Total</b>	<b>4330</b>

**Operating Expense Detail**

Postage/Mailing	140
Printing/Copying	130
Office Supplies	99
Phone	853
Computer	0
Training/Workshops	826
Legal	390
AABC Membership	635
CMA Membership	75
Birth Matters VA Membership	75
CGF Member (Fundraising)	99
Government Fees/Licenses	55
Bank Charges	20
<b>Total</b>	<b>3396</b>

**Marketing Expense Detail**

Constant Contact	141
Mobile Me	99
Web hosting	110
Birth Center Brochures	61
Table display supplies	30
Expo/NLBC Announce	150
<b>Total</b>	<b>591</b>

**Education Expense Detail**

DVD Natural Born Babies	25
DVD Orgasmic Birth	31
Support pillow	12
Books	71
Anatomic Charts	50
<b>Total</b>	<b>189</b>

**Capital Expense Detail**

Copier/Printer	154
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**NLBC Summary Projected Expenses 2010 – 2011**

Operating	4435
Education	275
Marketing	600
Capital	2000
<b>Total</b>	<b>7310</b>

**Projected Operating Expense Details 2010 – 2011**

Postage/Mailing	150
Printing/Copying	150
Office Supplies	150
Phone (66 x 12)	800
Computer/software	500
Legal fees	400
Accounting	500
Training/Workshops	200
Membership Fees	1000
Fundraising	500
Government Fees/Licenses	55
Bank Charges	30
<b>Total</b>	<b>4435</b>

**Projected Education Expense Details 2010 – 2011**

DVDs	50
Books	25
Charts/Graphics	50
Special Projects	150
<b>Total</b>	<b>275</b>

**Projected Marketing Expense Details 2010 – 2011**

Constant Contact	150
Website/Mobile Me	200
Table displays	50
Special projects	200
<b>Total</b>	<b>600</b>

**Projected Capital Expense Details 2010-2011**

Midwifery Equipment	1000
Misc.	1000
<b>Total</b>	<b>2000</b>

These figures do not include the Centering Pregnancy expenses that will be paid for by the grant from March of Dimes. If we are awarded MOD grant, the additional cost of

malpractice and general liability insurance and business license at a minimum may necessitate cuts elsewhere to achieve balance.

Board Members as of August 2010

Karen Winstead -Chairman

Robert Gordon- Vice Chairman

Andrea Wolfe- Secretary

Chrys Collins-Treasurer

Angela Kinzie