



Womankind

2009 ANNUAL REPORT



From the Director

Eileen M. Murray, MA Executive Director



So much stays the same here at Womankind from year to year. We are in the same location, with the same staff, providing the same core services. When we look back at any one year, we look at what we can easily measure: how many clients we served and how we served them, the income and the expenditures, and the volunteer hours contributed. It is impossible to quantify the far more important “immeasurables:” the number of tears dried, fears calmed, reassurances imparted, minds, hearts and lives changed by a loving interaction.

It is easy to get bogged down in those day-to-day details and not look at where we are heading and how we are going to get there. In 2007 we undertook a major strategic planning process which gave us some goals and direction. Our progress has been steady, even if slow, but last year, 2009, saw some major accomplishments.

- With the addition of wonderful new members, long-standing board members were able to rotate off the board. The new trustees have brought new ideas and new contacts, personal and professional. They have expanded our sphere of influence. Their enthusiasm and passion for our work makes them ideal ambassadors in the community.
- The board has begun an initiative to meet with you, our donors, to thank you, to answer your questions, and to get your perspective for the future. If you haven't heard from us and would like to arrange a meeting or visit, please call me.
- The “baby bottle” project made a quantum leap providing us with approximately 10% of our operating budget. We will continue to look for opportunities to promote this project to new audiences and raise additional friends and funds.
- In 2009, it became increasingly clear that many professionals also working with pregnant women did not know about us at all or only knew of us as a provider of baby items. We made a concerted effort to educate these service providers about our prenatal care and counseling.
- We are phasing in a “new look” that began with our website and is now reflected in our newsletter, letterhead and envelopes.



You can be sure that your continued investment in Womankind will be put to good use and is greatly appreciated. Your feedback is always welcomed. Feel free to call me at 216-662-5700 at any time to share your thoughts.



CLIENT SERVICE STATISTICS

	2009	2008	CHANGE
Total # of women served	1821	1679	+ 8.5%
Total # of new clients	1159	1068	+ 8.5%
Total client visits	3697	3471	+ 6.5%
Total # of pregnancy tests	758	717	+ 5.7%
Total # of new prenatal clients	525	505	+ 3.96%



Financial Information

2009 (Unaudited)

Revenue:

Contributions:	
Individuals	\$209,500
Organizations	19,600
Foundations	36,300
Special Events - net	127,900
Investment Income	74,800
In-kind support	835,000
Other income	1,400
TOTAL REVENUE	\$1,304,500

Expenses:

In-kind services	\$835,000
Personnel costs	278,900
Occupancy	103,800
Supplies	8,600
Advertising & Yellow Pages	14,200
Printing	2,800
Client assistance (ultrasounds)	1,500
Postage and mailing services	6,200
Telephone	5,700
Professional liability insurance	5,600
Equipment rent and maintenance	4,600
Professional fees	11,000
Other expenses	4,700
TOTAL EXPENSES	\$1,282,600

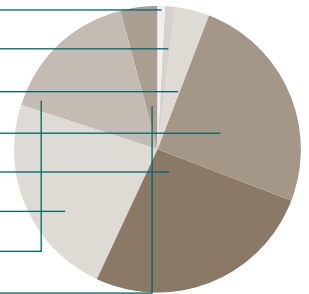
Net Assets at 12-31-2009:

General Fund	\$436,669
Endowment Fund	161,331
TOTAL NET ASSETS	\$598,000

Who We Serve

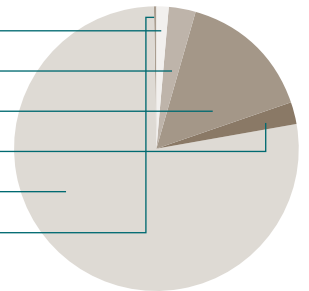
Age

Contributions:		
Unknown	15	1%
14 and under	14	1%
15-17	81	4%
18-21	463	25%
22-25	470	26%
26-30	421	23%
31-39	293	16%
40 +	64	4%
TOTAL	1821	



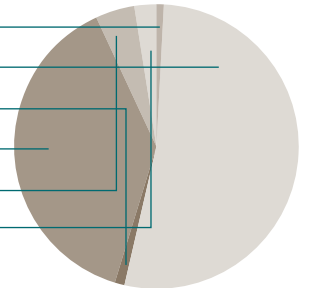
Marital Status

Unknown	29	1.59%
Divorced	54	2.97%
Married	279	15.32%
Separated	46	2.53%
Single	1410	77.43%
Widowed	3	0.16%
TOTAL	1821	



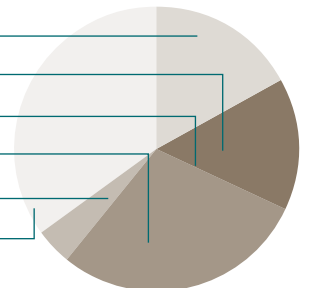
Race

Unknown	20	1.10%
African American	958	52.61%
Asian/Pacific Islander	22	1.21%
Caucasian	697	38.28%
Latino	79	4.34%
Other	45	2.47%
TOTAL	1821	



Religion

Unknown	310	17%
Catholic	269	15%
Jewish	6	0%
None	527	29%
Other	74	4%
Protestant	635	35%
TOTAL	1821	



"I would like to thank all of you at Womankind for the wonderful work that you do. You treat all of the women with respect and dignity. The work that all of you do is so appreciated. I don't know what I would have done without all your help. Thank You!!!"

— A grateful client

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(as of 12/31/2009)

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Members of Womankind's board of trustees have no material conflict and serve without compensation.

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Womankind

Womankind provides high-quality prenatal care and a full range of support services to pregnant women and their families — all at no cost to the client. Since 1975, we have given hope and help to thousands of families in emotional and financial need.

OUR SERVICES:

All of Womankind's services are confidential and provided at no cost to our clients. They include:

- Pregnancy tests
- Comprehensive prenatal care through 28 weeks of pregnancy
- Assistance with third trimester care and delivery
- Professional counseling
- Support services for those significant to the mother
- Childbirth classes
- Breastfeeding information
- Assistance with Healthy Start and WIC applications
- Maternity clothing
- Baby items (as available)
- Natural Family Planning
- Post-abortion counseling
- Referrals for:
 - o Parenting classes
 - o Adoption
 - o Legal assistance

If you need help or know someone who does, please call us **216-662-5700**

Womankind

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www.womankindcleveland.com