



2018-2019 Annual Report



2018-2019 BOARD OF DIRECTORS



2018-2019 GIFT OF LIFE FOUNDATION BOARD OF DIRECTORS

Cedric R. Bradford	Flynn Mozingo
Maureen Britton	Jeffery B. Myer
Allen Dupre, MD	Mark Pierce
Sandra Edwards	Ty Powell
Tafeni English	Linda J. Robinson
Gregg Everett	Grace Thomas, MD
A.Z. Holloway, MD	Diane Weil
Chester Mallory	Edward Welch, Jr.
Cassandra Crosby McCullough	Dr. James Wright

BOARD OF DIRECTORS' OFFICERS

Sandra Edwards, Chairman
Grace Thomas, MD, Vice Chairman
Tafenie English, Secretary
Jeff Myer, Treasurer
Gregg Everett, Immediate Past Chair

EXECUTIVE BOARD COMMITTEE MEMBERS

Flynn Mozingo Diane Weil Edward Welch, Jr.

GIFT OF LIFE LEADERSHIP STAFF

Regina Traylor, MSN, DHS, RN
Executive Director

Lindsay Bass
Director of Compliance & Quality Improvement

Mona Davis
Director of Marketing & Community Outreach
Healthy Start CAN Coordinator

Annie Rogers
Director of Human Resources/Payroll

Jolanda Sheppard
Director of Social Support Services

VACANT
Director of Nursing Programs

EXECUTIVE DIRECTOR'S REPORT

Dr. Regina Traylor, DHS, MSN, RN

A Year Of Transition and Growth: Executive Director Recaps Highlights of Her First Fiscal Year

Transition and growth have been predominating themes during the 2018-2019 fiscal year — and what an exciting year this has been!

When I arrived at Gift of Life in August 2018, I had no idea that after just a few months, I would be given the opportunity to lead this great organization. There was a lot of work to be done, and a lot of unknown variables.

Initially, there were challenges and important decisions that had to be made quickly and decisively. We had to rebuild our teams due to career transitions and new staff members were introduced. We crossed our fingers in hopes that our work with families would be reaffirmed by the Health Resources & Services Administration (HRSA) — our largest funder. And, the strategic planning process gave us an opportunity to take an honest look at where we are, who we serve, and how we can better serve our community.

We grew and accomplished a lot this year. First, our work and dedication to families was recognized for a second time with more than \$4 million in funding by HRSA. Our expansion of Nurse-Family Partnership to Macon, Russell and Autauga counties has now been fully implemented. Parents as Teachers is now meeting the needs of at-risk women in low resource communities in Pike and Crenshaw counties. Parenting Forward now provides education, parenting skills, and linkage to community supports to more than 30 teen moms and dads across five Montgomery high schools.

Our fatherhood program, Fathers in Action (FIA), is growing, despite having to adapt to recruitment metrics by HRSA which have made enrolling male participants more challenging.

Continued on page 2



We're helping advance mental health in our community with the addition of an infant early childhood mental health consultant to our staff in partnership with First 5 Alabama and the Alabama Partnership for Children.

We filled key leadership positions in human resources and social support services. We increased our marketing efforts through television, radio, billboards, digital media ads and Geo-fencing to new clients. We also increased our participation in community events and sponsored or co-sponsored professional workshops and conferences for health and social service providers and community members.

Working together with the support of the board, we've met our challenges successfully, and as a result, are a much stronger organization. French philosopher Henri-Louis Bergson once said, "To exist is to change, to change is to mature, to mature is to go on creating oneself endlessly."

We've accomplished much this fiscal year, but we also recognize that there is still much to be done. Though change isn't easy, I am reminded that we can't become what we need to be by remaining what we are. Our commitment to the mission remains the same, though it may require more change to fulfill it. We must be as persistent as the problem of infant mortality, and we're in it for the long haul. We will face the challenges and embrace the achievement ahead in 2020.



Marketing efforts increased during FY 2018-2019 and included agency profiles in leading publications like AL Metro and the Montgomery Business Journal (above), and billboards like the one shown below located on Troy Hwy and Madison Ave.



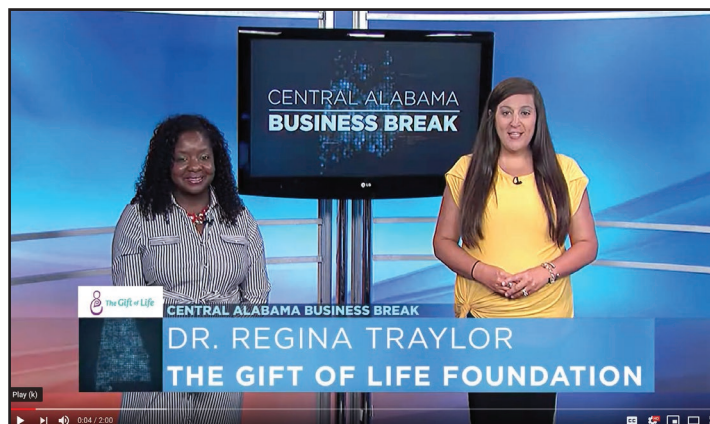
Community involvement and supporting the efforts of our partners remained a priority for GOL. Here, staff attended the KIDS Count Rally in April at the state capitol.



Dr. Regina Traylor and GOL Board Vice President Dr. Grace Thomas were invited to participate in a listening session with U.S. Senator Doug Jones on ways to reduce infant mortality.



Regina Traylor receives the keys to a 2017 Kia Soul donated to GOL by GEICO's Recycled Rides Program to support homevisiting.



Regina Traylor appeared on Central Alabama News Break to talk about Gift of Life's programs and our expansion to other counties.

GOAL AREA 1:

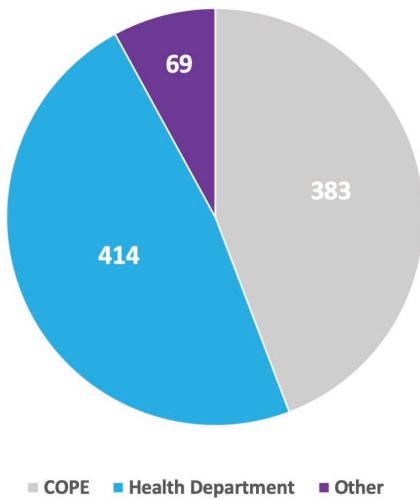
Increase the number of individuals impacted through programming provided to decrease infant and maternal mortality in the River Region.

STRATEGY

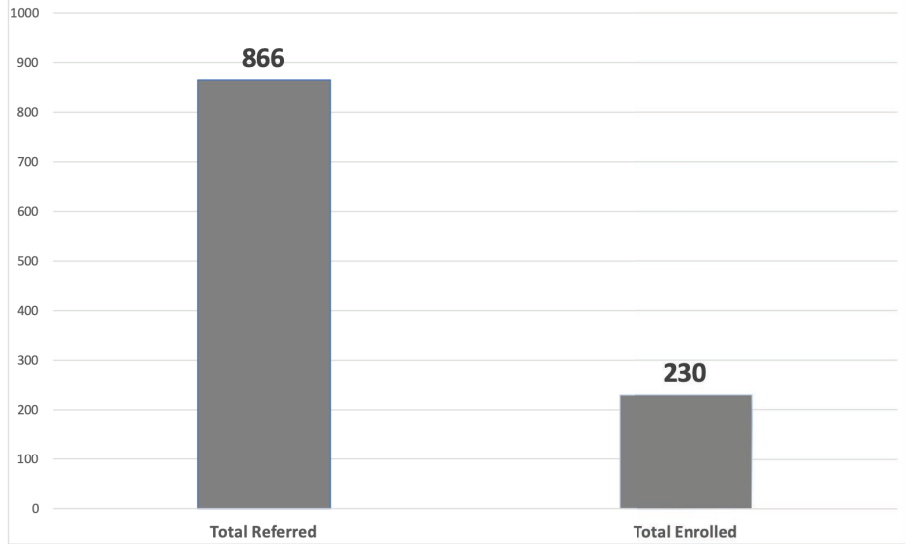
Increase client base in Montgomery & expand services to Macon, Russell, Pike, Crenshaw & Autauga

Gift of Life increased its efforts to solidify existing and cultivate new referral partnerships through marketing and utilizing compliance and quality improvement processes to identify unreached individuals.

Referral Sources
[7/1/2018 - 6/30/2019]
Total Referrals: 866

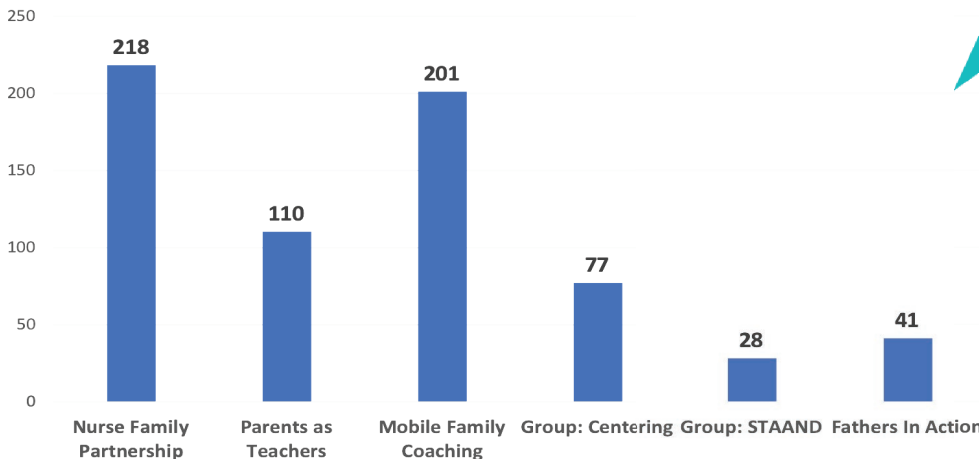


Total Referred vs. Total Enrolled [7/1/2018 - 6/30/2019]
Agency Conversion Rate: 26.5%



GOL met a major goal by expanding services to neighboring communities in 2018. The move was made possible due to funding awarded through Governor Kay Ivey’s Infant Mortality Reduction Initiative. Nurse-Family Partnership (NFP) now serves Macon, Russell and Autauga counties. Parents as Teachers now serves Crenshaw and Pike counties. Additional staff has been added to grow NFP in Montgomery and Parenting Forward, GOL’s new teen parenting program.

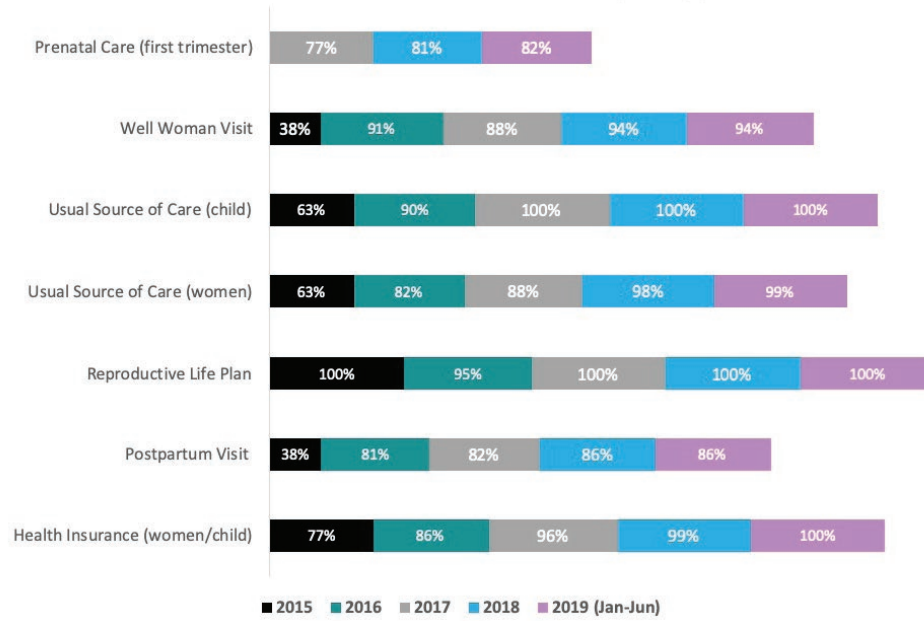
Clients Served by Program
[7/1/2018 - 6/30/2019]
Total Clients Served: 675



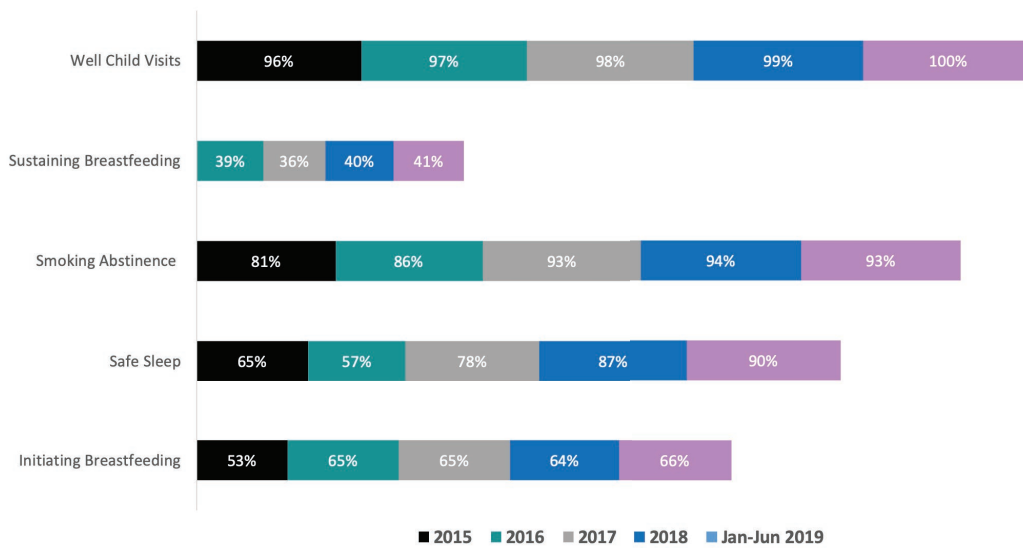
29%

Participation in Gift of Life’s Nurse-Family Partnership, Parents as Teachers, Mobile Family Coaching and Group Coaching programs grew from 523 to 675 — and increase of 29% over last year’s numbers during the same reporting window.

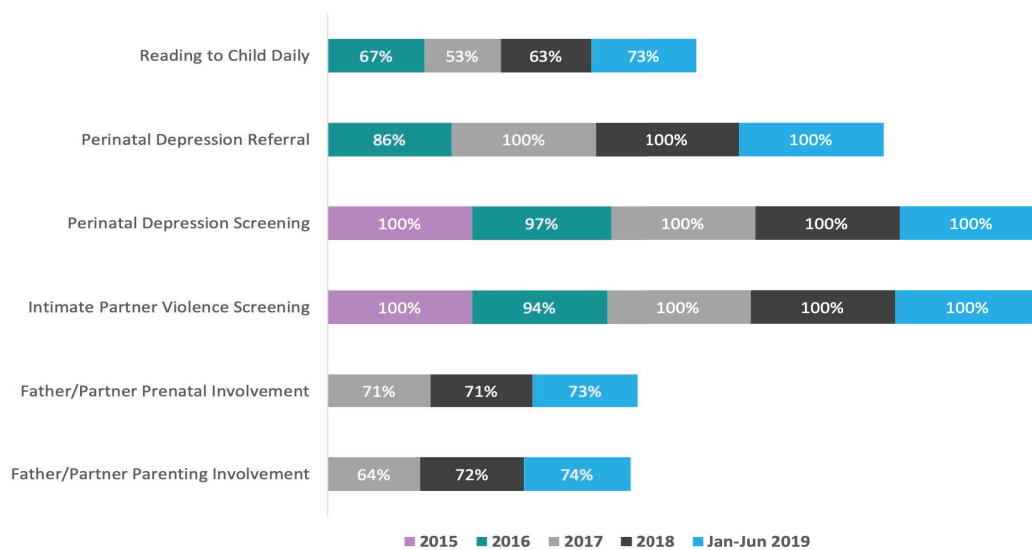
Improve Women's Health (Data not available on all indicators for each reporting year.)



Promote Quality (Data not available on all indicators for each reporting year.)



Strengthen Family Resilience (Data not available on all indicators for each reporting year.)



GOAL AREA 2:

Increase intentional stable funding sources

STRATEGY

Investigate grant opportunities for GOL that align with the mission. Establish a database of funding agencies.

Gift of Life was awarded \$4,760,420 million in grant funding through HR-SA's Healthy Start Initiative: Eliminating Disparities in Perinatal Health over the next five years— a testament to GOL's long-standing reputation for high-quality programs, staff and strong outcomes for families.

Major Funding Awarded in FY 2018-2019



Healthy Start Grant	\$4,760,420 over 5 years
Daniel Foundation <i>NFP</i>	\$50,000
River Region United Way	\$10,929
Kiwanis Club of Montgomery <i>Safe sleep project</i>	\$10,410
Alabama Department of Early Childhood Education <i>Parenting Forward, PAT- Pike & Crenshaw</i>	\$549,903
First Five Alabama <i>Infant Early Childhood Mental Health Consultant</i>	\$50,000
Governor's Infant Mortality Initiative <i>NFP-Macon, Russell, Autauga and Montgomery</i>	\$327,048

GIFT OF LIFE FOUNDATION STATEMENT OF ACTIVITIES

	Year To Date 06/30/2019	Variance \$
REVENUES		
Grant Revenues	\$1,554,355.16	\$1,554,355.16
Contributions	\$9,266.62	\$9,266.62
Investment Income	\$8,712.72	\$8,712.72
Other Revenue	\$13,066.75	\$13,066.75
Total Revenues	\$1,585,401.25	\$1,585,401.25
EXPENDITURES		
Nurse-Family Partnership	\$712,297.15	\$712,297.15
Parents as Teachers	\$180,364.46	\$180,364.46
Mobile Family Coaching	\$243,903.32	\$243,903.32
Parenting Forward	\$41,857.74	\$41,857.74
IECMHC	\$1,177.41	\$1,177.41
Management and General	\$937,299.29	\$937,299.29
TOTAL EXPENDITURES	\$2,116,899.37	\$2,116,899.37
TOTAL CHANGES IN NET ASSETS	(\$531,498.12)	(\$531,498.12)

GOAL AREA 3:

Build the health and stability of the organizational team

STRATEGY

Enhance employee recognition programs, establish consistent HR protocols & review compensation practices

During the 2018-2019, Gift of Life added new talent across all its programs, and depth to the leadership team. In addition, a market analysis was conducted and resulted in a salary increase for all GOL staff and an additional one-time service bonus for staff who had been with the company for one or more years.

Several key hires were made during FY2018-2019 that have helped provide Gift of Life stability while pushing the organization to grow forward in a positive way.



ANNIE ROGERS, DIRECTOR HUMAN RESOURCES/PAYROLL

Annie Rogers was named Director of Human Resources/Payroll in May 2019. She brings more than 32 years of experience in the fields of personnel management, banking, payroll, and strategic

planning to the position.

Prior to coming to Gift of Life she worked for Vectrus, a military contractor housed at Maxwell Air Force Base, where she managed the human resources functions for more than 650 employees across three states. Rogers said the opportunity to work at Gift of Life appealed to her on many levels.

“I really connect with our mission because I was once a teen mom. The opportunity to give back by making sure our organization is efficient and our personnel are properly supported is important to me,” Rogers said.



JOLANDA FORBES-SHEPPARD DIRECTOR OF SOCIAL SUPPORT SERVICES

Jolanda Forbes-Sheppard was named Director of Social Support Services in June 2019. She has served countless children and families over the course of her more than 20 years in social services.

She was previously employed for four years with Alabama Mentor, where she was responsible for developing treatment plans for clients upon intake, devising lesson plans for social workers based on a client’s diagnosis, and leading a team of five professionals.

Forbes-Sheppard said every parent could greatly benefit from the programs offered by GOL.

“Parenting isn’t easy, and at some point we all could use some support,” she said. “One of the things that drew me to GOL was the opportunity to work with families who could benefit from developing parenting skills and the education that we provide to increase the likelihood of them having a healthy birth outcome,” she said.

Thanks for a Job Well Done!



Amy Trammell

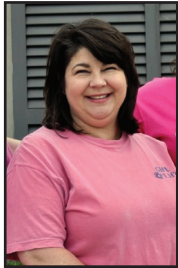


Paige Elliott

Gift of Life bid a fond farewell to long-time staff members Amy Trammell and Paige Elliott who made meaningful contributions during their time with GOL. As Director of Nursing, Trammell provided leadership for GOL’s Nurse-Family Partnership for more than five years. She played an important role in growing our NFP and represented GOL on several important state and local boards related to maternal child health. Assistant Director of Compliance & Quality Paige Elliott directed GOL’s data management and compliance efforts for four years. She is credited with creating processes that ensured accurate data collection, directed the implementation of Challenger Soft, and provided data in a way that could be used to measure productivity, manage funding and target marketing. Both leaders empowered their staff with the knowledge and leadership skills to build on what they established while in their roles. GOL NFP and our compliance and quality processes will continue to be strong thanks to their contributions.

MEET THE NEW STAFF

Gift of Life welcomed 11 new staff members to serve families in Autauga, Pike, Crenshaw, Macon and Russell counties and better grow our client base in Montgomery. Ranging in levels of experience, our new staff have added depth, fresh perspectives and a strong desire to advance our mission to reduce infant mortality.



Angie Claxton
Nurse Home Visitor
Montgomery



Laura Collins
Parent Educator,
Parenting Forward
Montgomery



Kim Daly
Administrative
Assistant, Nurse-
Family Partnership



Autumn Ellis
Mobile Family Coach
Montgomery



Kwana Jackson-Tarbert
Nurse Home Visitor
Macon



Pam Jacobs
Nurse Home Visitor
Autauga



Lawanda May
Mobile Family Coach
Montgomery



Craegh McBrayer
Parent Educator
Crenshaw



Teresa Lawrence
Infant & Early Child-
hood Mental Health
Consultant



Tina Ledbetter
Nurse Home Visitor
Russell



Laura Whatley
Administrative
Assistant, Nurse-
Family Partnership

EOTQ AWARD RECOGNIZES EXCELLENCE

The GOL Employee of the Quarter recognizes high-performing employees who not only excel in their duties, but possess a positive attitude, are creative, and go above and beyond to advance our mission. Each employee may only submit one nomination per quarter. Recipients are recognized at the monthly Friday Forum where they receive a framed certificate, \$50 and one half-day of leave.

FY 2018-2019 winners were Lori Rogers, Lindsay Bass, Melissa Houghton and Kristi Gay.



Lori Rogers
Nurse Home Visitor



Lindsay Bass
Director, Compliance
& Quality



Melissa Houghton
Nurse Home Visitor



Kristi Gay
Nurse Home Visitor

GOAL AREA 4:

Investigate building enhancements or identification of another facility that will meet future needs of staff and clients

STRATEGY

Conduct a needs assessment to determine how much space is needed for current and anticipated needs.

During the 2018-2019, Gift of Life implemented a new telework policy that provided staff a more ideal environment to focus intentionally on the needs of clients, address privacy concerns and enhance work flow and space. In addition, rapid growth due to the expansion of programs prompted a move to relocate Nurse-Family Partnership staff.



GOL's NFP has a new home just minutes from the Carmichael building. The new location has offices, meeting areas, and common spaces to accommodate NFP staff and client needs.



GOL Nurse-Family Partnership Finds a New Home

The addition of staff meant things got a little cozy upstairs for Nurse-Family Partnership staff at Gift of Life's main building. After months of crunching numbers, exploring ways to restructure current space, touring office buildings and consulting with nurse home visitors, a new home for GOL NFP was identified.

"GOL has experienced a tremendous amount of growth over the past two years, and though our upstairs space has always presented some challenges, those were magnified with the addition of six NFP staff members," said Regina Traylor.

"The new space can accommodate the needs of a 15-member staff, team meetings, and a supportive environment for program participants," she said. "Another

advantage is the location. It is centrally located, assessable to public transportation, and is not far from the main building," she said.

Located at 2637 Eastern Blvd., the 6,021 square-foot space has 16 offices, a generous reception area, kitchen, five bathrooms, a workroom, and large common area suitable for small group sessions with moms or meetings. Dr. Traylor said the space will be leased for two years which gives her and the NFP staff time to monitor program growth and assess future needs, and eventually explore the feasibility of finding a large enough space that will house all GOL programs.

"For now, this meets NFP's needs," said Traylor. "We'll continue to evaluate our growth and spaces and identify next steps based on those findings."

GOAL AREA 5:

Increase community awareness and recognition of GOL's mission, programs and opportunities for involvement

STRATEGY

Educate the community about the problem of infant mortality. Raise visibility through media and community outreach. Share our successes.

Gift of Life increased its participation in community events, provided more professional learning experiences for the community, grew its social media followership, and secured more opportunities to promote its programs through radio and television. Digital marketing was also introduced during the fiscal year, with plans to continue its use to target potential clients.

MEDIA COVERAGE & COMMUNITY OUTREACH (FY JUNE 2018-JULY 2019)

Television Appearances: 11

(WSFA's *Alabama Live*, WNCN's *Your Community This Week* and GOL general event coverage)

Radio Interviews: 9

(WVAS-FM 90.7, WKXN 95.1, WZHT 104.3, 97.1, WJWZ, NPR)

Digital Campaigns: *Parenting Forward Campaign averaged more than 97,400 impressions on digital devices, 400, 30-second TV commercials across 10 channels: OWN, BET, Comedy Central, FX, MTV, TV-1, VH1, E!, WCOV and WSFA, and 150 radio commercials aired on Bluewater broadcasting.*

Billboards: 5

Two digital and three poster boards in key recruitment areas

Community Magazines: 1 August 2018 *AL Metro*

Newspaper Articles: 2 *Montgomery Advertiser*

Community Outreach Events: 13

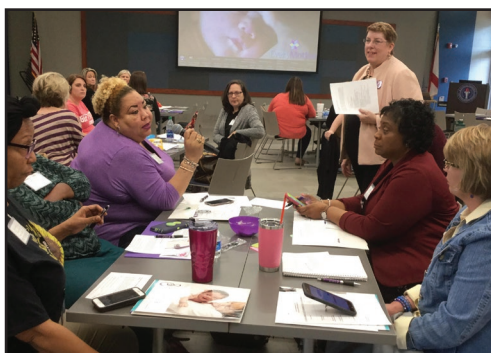
Mercy Baptist Health Fair, Safe Sleep for Grandparents (Pilgrim Rest Church), Strong Families/Strong Community Series- Montgomery City/County Library, Delta Sigma Theta Community Health and Resources County Fair, RU Good Day at Alabama State University, Children's Trust Fund of Alabama's Pinwheels for Prevention Day, Kids Count Day Rally, Montgomery Babypalooza, More for Moms, Antioch Church Health EXPO, HSI Back to School Fair, River City Church Homeless Fair.

GOL CAN Sponsored/Co-sponsored events: 4

Boosting Breastfeeding Workshop, Cultural Awareness of the Dynamics of Domestic Violence, Candlelight Memorial in Honor of Pregnancy and Infant Loss, The State of Infant Mortality in Alabama Summit with ADPH



GOL CAN ambassador AnDrika Harmon represented the state of Alabama at ZERO TO THREE'S Strolling Thunder on the nation's capital on April 30, 2019. She met with Alabama U.S. House Representative Martha Roby and discussed issues of importance to working moms. Her nurse home visitor is Kristi Gay.



Top center: GOL CAN sponsored the free community workshop Boosting Breastfeeding, which drew more than 125 health professionals and advocates. Nationally recognized breastfeeding expert Carol Carothers provided effective strategies to make our community more breastfeeding friendly.



GOL Nurse Home Visitor Kathy Pounds and mom Kayla Ramsey received national recognition on the national Nurse-Family Partnership website for their successful use of the new Goal Mama app. Kathy was also featured in a training video on the app that was recently rolled out nationwide.



GOL provided safe sleep education, portable cribs and onesies like the one shown at center to more than 70 community members at events, small classes and home visits. The funding for the cribs and onesies was provided by the Kiwanis Club of Montgomery.



The mission of The Gift of Life Foundation is to improve the health and well-being of mothers, babies and families to build stronger communities.