



PERSPECTIVES



Federally Qualified Health Care Center
National Council of La Raza Affiliate

SPRING 2007

Success in 2006

Last year was a banner year for Mary's Center, and many of the accomplishments and successes it enjoyed are reflected in the center's Strategic Plan, as prepared with support from Venture Philanthropy Partners. This past year's highlights include: the center increasing the number of patients served, improving the programs and services offered, streamlining many operational processes to further facilitate service delivery, and solidifying plans to open an additional facility in Maryland to meet the needs of those in Montgomery County.

The center's goals for 2007 are just as ambitious, and we are confident in achieving them with measurable success. Some of them include: extending the center's services beyond the District line with the opening of the Montgomery County clinic this summer; the broadening of the center's development outreach to secure additional sources of funding and support; executing a host of communications programs to increase Mary's Center's awareness among its key audiences; installing a customized electronic medical records practice management system to further improve operational efficiency and client tracking to facilitate outcomes performance measurements; and identifying new partners to establish a full service clinic site in Virginia.



Such aggressive growth and planning presents numerous new challenges, and every day the dedicated staff of Mary's Center rises up to meet them to produce positive outcomes for their clients. With your help and support, we look forward to a successful 2007.

Sincerely,

Maria S. Gomez, R.N., M.P.H.
President and CEO

Guadalupe Pacheco
Chair, Board of Directors

Michelle Cross Fenty Tours Mary's Center



Michelle Fenty Tours Mary's Center

On February 26 Michelle Cross Fenty, the wife of Washington, DC Mayor Adrian M. Fenty, recently toured the facilities of Mary's Center and was briefed on the programs and services that are offered such as those of the full time health clinic, WIC, education and family literacy programs, as well as others.

During the tour, Mrs. Fenty visited with staff and clients, taking the time to hear their stories and connect with them one-on-one. In addition, she agreed to serving as an honorary co-chair of this year's Noche Tropical annual gala, to be held September 28 at the Ronald Reagan Building and International Trade Center.

"I am looking forward to working with Mary's Center to broaden the services it provides to the residents of Washington," she said. "The ability to provide quality health care and related services to those in need is a goal we need to achieve."

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About Perspectives

Perspectives is Mary's Center's quarterly newsletter showcasing the daily work of the center, the positive outcomes it achieves, and the valuable support given by its donors and the community at-large. Working together, Mary's Center is able to achieve its goals and make a difference in the lives being served.

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Our Mission

Mary's Center for Maternal and Child Care builds better futures through the delivery of health care, education and social services. We embrace culturally diverse communities to provide them with the highest quality of care, regardless of their ability to pay.

www.maryscenter.org

2006 in Review

With the help and support of our development and services partners, Mary's Center achieved many goals in 2006 that contribute to the building of a solid foundation from which future programs and services will be offered.

Throughout 2006, investments were made in patient services to increase the number of patients served; access to programs for teens was improved; patient intake processes were revised and improved; the wait time required to make an appointment was decreased; a triage system to facilitate prioritization of health service delivery was developed; the center's referral system was enhanced; the number of pregnant women seen for prenatal care was increased; programs and clinical services

were improved overall; the number of education programs were increased; and oral health services were expanded.

Administrative functions were also enhanced to streamline center operations and systems, such as the selection of a new accounting system; completion of IT server conversion; installation of a new high capacity phone system; completion of a marketing assessment for the Kennedy Street site; and the securing of federal malpractice insurance. In addition, administrative positions were created to develop new programs and include the hiring of a Chief Operating Officer, a vice president for planning and business development, a financial controller, a Chief Development Officer, and a director of advocacy and communications.

A Season of Celebration

In 2006, Mary's Center client Marina Amaya received custody of her five grandchildren, ages 13, 7, 5, 2, and 6 months, all of whom are Mary's Center patients. Marina couldn't afford to give them presents this past holiday season, but thanks to the work done by the center's family support workers who identify families that are most in need, all of Marina's grandchildren received toys and clothes this year. In total, Mary's Center identified nearly 75 families like Marina's, who also received gifts and additional resources, adding a lot of cheer to the season.

Firefighter Will Bailey and Lieutenant Sean Egan of the local fire department brought more than a truckload full of gifts for the center's clients. This was one of the several generous donations received from individuals and organizations wanting to share their holiday spirit with the neediest families. Over 1,000 gifts were collected and distributed to Mary's Center clients during the holiday season.



In addition, on December 14, more than 300 clients attended the center's client holiday party and celebrate the holidays as a family. From the donations received, Mary's Center distributed more than 500 toys at the party, and families were also able to have their portraits taken with Santa Claus.

The Teen Program was able to have a holiday dinner at a local restaurant thanks to a monetary contribution it received. In addition to the dinner, the 35 teens who attended were treated to gift certificates donated by the Inter-American Development Bank.

It wouldn't be possible for Mary's Center to celebrate with our clients like we did without having the support from all of the wonderful donors who contributed gifts, clothes, and gave monetary donations during the holidays. Thank you to all, and our gratitude goes to:

Alexandria Fairfax Neurology
DC Fire Department
Sean Egan and Will Bailey
Fred and Britlan Malek
Inter-American Development Bank
LatinVIP
La Unidad Latina
Maya Advertising & Communications
National Council of La Raza
NBC4
Politics and Prose
Pop Pop's Christmas List
Sibley Hospital
St. Margaret's Church
World Wildlife Fund
Washington Executive Services, Inc.
Anne McDonough
Beth Colleye
Brendan M. Fitzpatrick
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Cathy Stocker
Cruz Torres
Diane Shiff
Estelle Cooke-Sampson
Katharine Landfield
Kathy Stocker
Ida Hernandez
Maria Hernandez
Miryam Granthon and friends
Noah Meyerson
Prakash Gavri

Our Clients

Mr. Christian Hernandez came to the U.S from El Salvador in 2001, at the age of 26. Last year, he visited Mary's Center's Mama Baby Bus (MBB) during a health fair at Rosemont Elementary School, seeking a dental check up. During his pre-screening with Robert Cruz, Mary's Center's assistant coordinator of the bus, he said that he had not seen a doctor of any sort since arriving in the U.S., he didn't have any kind of health insurance, and was unaware of the services and programs offered by Mary's Center.

Vanessa Noble, dental hygienist at Mary's Center, gave Mr. Hernandez an oral health screening whereupon she observed several dental complications that were in need of treatment. She informed Mr. Hernandez of her findings, and reviewed with him the cause and prevention of gum disease, the need for daily brushing and flossing, and explained the relationship between good oral health and the body's overall well-being. She then reviewed brushing and flossing

techniques with Mr. Hernandez, and recommended dental products that he could use at home. Before he left he was scheduled for a follow-up cleaning and was referred by Robert to Mary's Center to receive additional health and social services.

One month later, Mr. Hernandez returned to the MBB for his follow-up cleaning. Upon examination, it was found that the health of his mouth had improved, as many of the complications previously seen were greatly reduced. In addition, Mr. Hernandez noted that he had gone to Mary's Center and secured medical and dental insurance, and had received a comprehensive physical from one of the center's doctors.

Mr. Hernandez's experience is one that the staff of Mary's Center continually strives to achieve for its clients. Providing individuals with a set of integrated, comprehensive health and social services is what makes Mary's Center unique, providing its clients with positive outcomes.

Program Advocacy

On March 8th, a group of students and staff from Mary's Center's met with members of congress to discuss its Even Start Program, which has been the victim of several federal budget cuts over the last three years.

Representative Eleanor Norton Holmes (DC) and staff from the office of Representative Tom Davis (VA) listened to the group and were supportive of the work done by Mary's Center.

The meetings were part of the National Council of La Raza's Advocacy Day, an annual event in which representatives from community organizations from across the country gather to meet with federal legislators. This year, over 250 participants from 28 states held a total of over 65 meetings with their respective congressional delegation to discuss topics related to education, immigration reform, children's health, troubled youth, and the creation of economic opportunities for all.

Center's Legislative Toolkit Focuses on Immigrant Health Care



As a result of the collaborative efforts between Mary's Center's Communications Department, legislative staff representatives from the offices of Senator Barack Obama and other federal legislators, the World Bank and the National Council of La Raza, Mary's Center has created a legislative

toolkit focused on immigrant health care issues. The kit is designed to provide federal, state and local legislators with a variety of immigrant health care facts and figures, the impact of current health policies on immigrant families, model legislation that addresses access to community-based health services, and the unique needs of immigrants as related to health care.

"We're providing this resource to law makers so that they may stay informed of key health issues, so that future policies and legislation may better serve the needs of immigrant populations," says Maria Gomez, president and CEO of Mary's Center. "Our partnership with VPP has enabled our center to establish and expand our communications and advocacy department to create important resources such as this to educate key decision makers, and to give a voice to the people who need quality health care services."

The design and production of the kit was made possible by the **Washington Area Women's Foundation**. To receive an electronic copy, please email lvnegas@maryscenter.org.

Program News In Brief

Welcome to the Board

Mary's Center is proud to announce its newest board member, Dr. Patrick Chaulk. Dr. Chaulk is the Senior Associate for System and Service Reform at the Annie E. Casey Foundation and also provides pediatric clinical services at the Baltimore City Chest Clinic, as well as primary care services to patients at a local pediatric practice.

New Chief Development Officer

Lynn Croneberger joined Mary's Center in January as Chief Development Officer and will be responsible for overseeing all development and fundraising activities. She came to Washington, DC from Joe DiMaggio Children's Hospital Foundation and Memorial Foundation in Florida, where she had served as Executive Director for six years. An accomplished fundraiser, Lynn's experience includes raising \$10 million in the first year of a capital campaign to build a new Children's Hospital, and securing a collaborative grant with the Robert Wood Johnson Foundation in



Lynn M. Croneberger, CFRE

the amount of \$1.5 million for the prevention of childhood obesity. She has also held senior development roles at United Way and the American Heart Association. Lynn is a certified fundraising executive (CFRE) and is a past president of the Association of Fundraising Professionals for the Fort Lauderdale/Broward, Florida chapter.

Mary's Center Key in Mayor's First 100 Days

During his inaugural address Mayor Adrian M. Fenty stressed his administration's commitment to "responsibility, accountability, transparency and efficiency."

Thanks to the efforts of Maria Gomez, who this past December was selected to oversee health issues for the Mayor's transition team, and other health colleagues from around the District, Mayor Fenty's commitment to improving the District's health care services can be seen in his "100 Days and Beyond Action Plan":

"The state of our health and well being is an indicator of the general condition of our city. For our city to continue to prosper we must enable our citizens to be productive by taking a more expansive view of the term "health care." A healthy city relies not only on what the District does for its residents, but also on what the residents do as individuals and collectively as a community to create the conditions under which people can be healthy. In an era of accountability comes the accountability of each of us as well—a responsibility to take care of ourselves, to seek preventative care, to have a medical home base and to have our



Adrian M. Fenty and Maria Gomez

voices heard as citizens to foster needed change. Together we will realize the District of Columbia as a healthy city."

Working closely with the Mayor's office and other District leaders, Mary's Center is well poised this year to become a leader in demonstrating best-practice solutions in delivering quality health care services to District residents.

Annual Report

The center is in the process of finalizing its 2006 annual report which will also include 2005 audit and financial information. Data from the program departments, WIC and clinical services will be reported, in addition to highlights of the center's programs, successes, and goals for the future.

Maria Gomez Wins *Washington Examiner* Contest

Maria Gomez was recently announced as the winner of "The Washington Examiner's Amazing Change" contest. Readers of the newspaper were invited to nominate individuals from throughout the Washington, DC region

Program News In Brief *(continued)*

who have made a substantial difference in their communities, resulting in positive change. Maria was chosen for her founding of Mary's Center, and the growth it has experience during the past 19 years.

"It's an honor to be selected out of so many qualified candidates," says Maria. "The work that is being done by other organizations and individuals to meet the needs of people throughout the metro area is amazing."

Annie E. Casey Announcement

Mary's Center has been selected as one of four family-oriented organizations to be honored in 2007 by the Annie E. Casey Foundation as part of its *Families Count: The National Honors Program*. As a result, Mary's Center becomes one of 50 select, nationwide non-profits recognized for their highly effective services and delivery strategies since the Families Count program began in 2000.

"These organizations deserve our recognition and accolades for putting families on solid ground and giving them the tools to build bright futures," says Douglas W. Nelson, president of the Casey Foundation. "No matter where the honorees reach families—from immigrants coming to our nation's capital to parents needing a leg up in the Delta region—they have the ingredients to help them succeed: financial and parenting education, health care solutions, and economic, social and career-building opportunities."

"Everything we do is geared towards helping immigrant and under-served families feel they can be successful

through civic engagement and economic stability," says Maria Gomez, founder, president, and CEO of Mary's Center. "This award reflects the dedication, strength and hard work of the families we serve, as much as it reflects the success of Mary's Center."

Mama & Baby Bus Prevents Tooth Decay with Fluoride Varnish

This past December the oral health team of the Mama & Baby Bus began to provide children with fluoride varnish services. The varnish is a topical resin that contains fluoride that is easily applied to the surface of teeth. After application, the varnish remains on the teeth for several hours and the fluoride is absorbed into the tooth enamel helping to stop and even reverse the formation of cavities.

The procedure is recommended for infants and children who are at high risk of developing cavities. Contributing factors include having had cavities in the past, breast feeding on demand at night, having a developmental disability, sleeping with a bottle that contains liquids other than water, and using oral medications that are high in sugar content.

The service will be offered on the third Thursday of every month.

WIC Grant

The Women, Infant, and Children (WIC) Program at Mary's Center's Kennedy Street Clinic recently received a grant of \$85,397 to expand the program's outreach and access. This will enable to the program to

serve more families and to provide additional information to those in need of its services.

Noche Tropical: New Date and Location

This year, Mary's Center's annual gala, Noche Tropical, will be more tropical and warm than ever before. It will take place on September 28, six weeks earlier than the traditional date, and will be moving from the Homer Building to the Ronald Reagan Building and International Trade Center.

The gala is the center's most important fund raiser of the year. Nearly \$1 million has been raised since the first gala was held in 1998.

Save the Date

This year's Noche Tropical celebration will be Friday, September 28, 2007—be sure to save the date!



Join the new Friends of Mary's Center!

Friends of Mary's Center is a special group of dedicated supporters who contribute more than \$500 annually to ensure that the center receives a steady source of funding. Contributions enable the center to provide its clients with better services, saving lives and creating stronger communities, one family at a time.

Members receive special updates about Mary's Center and exclusive invitations to special events and presentations.

To learn more about the program, please contact Lynn Croneberger, Chief Development Officer at 202-420-7057, or complete the form below.

Enrollment Form

Join *Friends of Mary's Center* today by making a one-time annual or monthly donation to Mary's Center. Use this form to make your choices – gift amount, gift designation, and type of gift transaction. Thank you for your support!

Name : _____

Address: _____

Phone : _____

E-mail: _____

Gift Designation

Please designate my gift for:

- Annual Fund/Unrestricted
- Health Services
- Social Services
- Education and Family Literacy
- Where it is needed most
- Other

Total Annual Amount

(Minimum, \$500)

Amount:

Payment Method

Check

If you are gifting on a monthly basis, would you like us to send you a reminder? Yes No

Credit

Visa MasterCard American Express

Account number: _____

Expiration date: _____

Name as appears on the card: _____

Optional: monthly debit amount

(\$10 monthly minimum) _____

Date of transaction 1st of the month 15th of the month

The first transaction will be within four weeks of your enrollment, and we will notify you prior to the debit.

I authorize Mary's Center to process the transaction as indicated above. If monthly debit is to occur automatically, I understand that this payment will continue until I request that it stop, and that any changes must be made in writing.

Signed: _____

Date: _____

- Please contact me about advantages of making a Planned Gift.
- I have included Mary's Center for Maternal and Child Care in my will.
- My company will make a matching gift (I have enclosed the form).
- Please do not list my name in any donor listings.

Mail to:

Lynn Croneberger, Chief Development Officer
 Mary's Center for Maternal and Child Care
 2333 Ontario Road, N.W.
 Washington, DC 20009

Questions?

Phone: 202-420-7052
 Email: pvasquez@maryscenter.org

Donation Center

In-kind donations are always welcome at Mary's Center and they are tax-deductible. If you have something that you would like to donate, please contact Priscilla Vasquez at 202-420-7052 or pvasquez@maryscenter.org to schedule an appointment to drop off donations. Donations are accepted by appointments only.

Items can be new or used (used items must be in good condition). We do not accept: stuffed animals, office furniture, household items and food. Mary's Center reserves the right to deny any item – the health and safety of our clients is very important to us.

- Nebulizer machine
- Baby bottles (new only)
- Baby swings
- Book bags or back packs
- Boppys
- Breast feeding nipple cream (new only)
- Breast pumps (new only)
- Breast shields (new only)
- Children's educational toys and games
- Cribs
- Diapers (new only)
- Infant, children and adult clothing
- Games, women toiletries sets, accessories to be given away as gifts during the monthly teen program birthday activities (new only)
- Pacifiers (new only)
- Rattles (new only)
- School supplies (new only)
- Strollers
- Teething toys (new only)
- Thermometers (new only)
- Toiletries for mom (soap, lotion, bath crystals, etc.) (new only)
- Unisex outfits for newborns (new only)

Faces of Mary's Center



Mary's Center for Maternal & Child Care

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*Saving Lives, Creating Stronger Communities,
One Family at a Time.*