



An evening of rustic elegance

Healthy Beginnings, Bright Futures

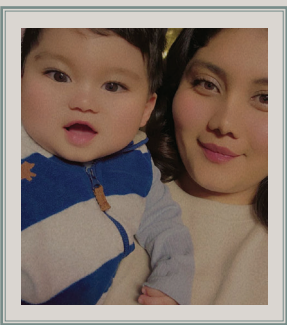
June 8, 2024



Healthy Beginnings, Bright Futures

"First and foremost, I would like to thank MOMS and their staff for all the support and love they brought to me and my baby. I am a first-time mom and I was scared. A friend of mine recommended MOMS. I didn't know if this was something I'd like but then I got the opportunity to join one class. I was amazed. I took a breastfeeding class, therapy, Mujer Sana, Mommy & Me class, and I was assigned an amazing worker, Josie, who would check on my baby and me every month.

The support I got from these programs helped me become a better mom. I also was given help with clothing, toys, formula, food, etc. MOMS offers all this and more, free for the public. Once again, thank you MOMS!"



-Yexenia and Baby Carlos
Home Visitation Program Participant

WELCOME

Jessica Bernard, Host

BOARD PRESIDENT'S REMARKS

Allyson Brooks, MD, FACOG
Executive Medical Director & Chief Quality Officer
HOAG Women's Health Institute

CEO REMARKS

Dave Lugo, Chief Executive Officer, MOMS

HONORING MARK MARTEN

MOMS Board Member, 25 Years

THE FUTURE IS NOW

CLOSING

SILENT AUCTION CLOSING AT 7 PM

Luxury Items Category Closes at 9 pm

LIVE ENTERTAINMENT UNTIL 10 PM

Dear Friends,

As the CEO of MOMS, I would like to extend my sincere gratitude for your partnership and support.

Each year, as we work toward achieving our vision of healthy babies, empowered mothers and strong families, I reflect on all we have accomplished together as a community supporting those who need it most. I am proud of all we have achieved and excited about where we are headed.



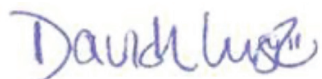
You may have noticed, this year, we launched a new logo and brand to better represent the work that we do here at MOMS. We dropped Orange County from our name to reflect our ability to serve beyond borders, although our focus remains within the county. The logo symbolically depicts the village of love and support that surrounds the diverse mothers, fathers, babies and families that we serve while providing a gender-neutral approach with colors conveying a natural and positive environment.

We are the same strong organization continuing to pursue our mission of helping families have healthy babies. Delivering bright futures is what we pledge to moms and families through health guidance, parenting education and special support services.

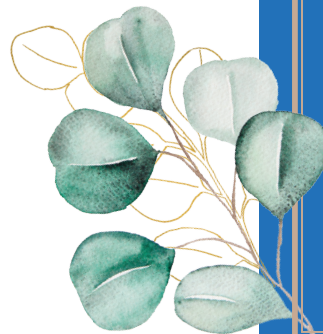
I look forward to sharing our event program this evening where we will feature the work we are doing with fathers and highlight resources we've secured to support mental health. I am humbled to be recognizing Mark Marten as our honored guest, serving 25 years on MOMS Board of Directors. As he retires from the Board, Mark will be deeply missed but his legacy is forever cemented in our MOMS foundation.

Thank you for your continued support. Friends like you ensure that we are there for our youngest clients and most vulnerable families.

Gratefully,



Dave Lugo
Chief Executive Officer



THANK YOU

During this first year as Board President, I was honored to witness and be a part of the growth and enhancements made at MOMS. It began with a generous donation from OC Supervisor Katrina Foley, District 5 to support MOMS digital transformation. We saw increased engagement in our fathers and father figure's groups along with enhanced mental health support for our new moms. We renewed our relationship with CalOptima and MediCal and, in January, launched a fresh new look for MOMS with our rebranding campaign.

The strides this strong leadership team, dedicated and compassionate staff, and committed Board Members made have created a marked and meaningful difference to those that we serve. I'd like to welcome our newest Board Members who joined us this year, Kathy O'Donnell, Victor Villanueva and Lisa Cowan. I'd also like to give my sincere thanks to our outgoing Board Members Sasha Yamaguchi and Mark Marten.

Mark, our distinguished honoree this evening, is the "godfather" of our Dad's program. He served as a member on MOMS Board for the past 25 years through times of growth and uncertainty. His commitment to the mission of MOMS never wavered. Mark, we thank you for your dedicated service, guidance and support over the years.

I look forward to the future of MOMS and what we can accomplish together as a community to create the village our expectant mothers, fathers, babies and families need. We look forward to new electronic health records, enhancements to client curriculum, and continuing to meet moms and families where they are with in-home and virtual visitation.

Thank you for being a part of MOMS and for making a difference one mother, one baby, one family at a time.

Dr. Allyson Brooks
MOMS
Board President



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Regional Perinatal Program,
Orange County

VICTOR VILLANUEVA

CEO
StrikeWorks Solutions

DOTTIE ANDREWS

MOMS Founding Executive
Director, Emeritus Board Member

HONORING MARK MARTEN

For 25 years, Mark has faithfully served on the MOMS Board of Directors providing leadership to advance our mission. His dedication has resulted in improved health for moms, babies and families in our county. While Mark has served us well during periods of both growth and uncertainty, his legacy will always include an early focus on the needs of fathers.



As a father and grandfather himself, it's no surprise that Mark prioritizes family over everything else. A Southern California native, he's been married to his Laguna Hills High School sweetheart, Arlene, for nearly 38 years. In that time, they proudly raised three wonderful and successful children, Ariel, Lexi and Spencer.

His eldest daughter Ariel and husband Nathan Cardenas have delivered Mark's pride and joy, his one-year-old grandson, Wesley, with whom he enjoys spending his free time.

Thank you to Mark and the Marten family for your commitment to MOMS over these past 25 years. We are forever grateful to you. You will always be a part of the MOMS family.



ABOUT US

MOMS surrounds expecting families with a community of support to promote healthy pregnancies, deliver healthy babies and build strong families.

Delivering Maternal-Child Health

MOMS offers individualized and group health education, resources and support at no-cost in English, Spanish and Vietnamese for:

- Pregnancy and Postpartum
- Mommy & Me; My Family & Me group classes
- Breastfeeding groups and consultation
- Peer support for new parents
- Screenings for risks to mother’s health and for infant growth and development
- Health navigation, resources and referrals
- Maternal mental health and coping
- Diapers, baby clothes and infant care essentials
- Fathers programming

In Calendar Year 2023:



9,615
total home
visitation
assessments



2,717
Infant
development
screenings



2,204
Home safety
screenings



93%
of babies on track
with immunizations



100%
of infants with a
medical home;
mothers with a
medical home



92%
of babies on track
with developmental
milestones at
program conclusion



Delivering Impact

MOMS model of community health promotion promotes the best outcomes possible for babies and allows for unique opportunities to observe and screen for risks to maternal-child health that can benefit from early intervention.

Utilizing best practices, evidenced-based screening tools and curricula, MOMS has demonstrated that its program measurably improves birth outcomes and brings infants from a highly disadvantaged population to health and developmental levels that exceed those of the general population.

Delivering For Our Community

The Mission of MOMS is to help mothers and their families have healthy babies by providing health coordination, education and access to community services.

The purpose of MOMS is to improve the health status of mothers and babies experiencing challenges as a result of living in poverty in Orange County and to help establish a strong foundation for the baby to grow up strong, healthy and ready to learn with a community of support.

In Calendar Year 2023:



206
New car seats



2887
New books from
Be a Bookworm



2558
Donations of new
and gently used
infant clothing
and essentials



754
Pretend City
tickets

....were received and distributed
to the MOMS community.





In 1992, MOMS grows out of a public-private partnership created to help solve a severe prenatal health crisis among low-income women in Orange County and starts as Maternal Outreach Management System (MOMS).

In 2008, the organization changes its name to MOMS Orange County and designs a new logo that serves us well for 16 years. It includes a tagline of “helping families have healthy babies” depicting a thriving family in traditional blue and pink colors.

In 2024, with the evolution of time and the expansion of the services we offer, our logo evolves as well. This new logo portrays the heart of our mission by featuring a healthy and happy baby symbolically surrounded by the love and support of family, friends and those in the community that are eagerly ready to help.

Regardless of name or logo, we remain steadfast in our mission of delivering bright futures by helping mothers, fathers and their families welcome thriving babies through the coordination of health, education and access to critical community services and support.

STEERING COMMITTEE

MOMS would like to recognize the members of our 2024 Healthy Beginnings, Bright Futures gala Steering Committee. Thank you for your assistance and guidance in preparation for this event.

Allison Bawden
TLD Law

Maritza Salazar Campo, PhD, MSW
UCI Paul Merage
School of Business

Lauren Doyle, JD
TLD Law

Karen Levy
Allergan, Retired

Heidi Plummer, JD
Bock and Plummer,
Attorneys at Law

Natalie Summerfield
Summerfield
Family Foundation

Sarah Tracy
Owner, Fit4Mom



PROGRAM HIGHLIGHTS

MOMS IS...

... SPECIALTY TRAINED

The MOMS program team is highly trained to provide expanding levels of support in a number of key areas.

Doula Services

Our team completed 32 hours of training provided by La Matriz Birth Services that met the DHCS requirements for training for Medi-Cal doulas and included education on childbirth preparation, lactation, and doula support. Funded by a grant from Kaiser Permanente, this training will support future efforts to expand Medi-Cal doula services to MOMS clients.

Mental Health First Aiders

MOMS staff completed 8 hours of training provided by Providence St. Joseph Hospital in Mental Health First Aid. This training further equipped staff to identify, understand and respond to signs of mental illness and substance use disorders, as well as gave them the skills to provide initial support.

Domestic Violence

In January of 2024, we launched Thriving Relationships, which provides expanded support and education on the cycle of violence and connects clients to community resources including legal services. We have three case managers available to support women at risk for or experiencing domestic violence/intimate partner violence.

Postpartum Support

MOMS continues to offer added support for new mothers who are struggling in the early weeks after delivery. In 2023, 103 new mothers received one-on-one visits for breastfeeding support, and 49 new mothers who were experiencing postpartum anxiety or depression received 1-4 weeks of specialized mental health home visits. Visits promote coping strategies, education and linkages to support services.



... MAKING STRIDES IN SUPPORTING MENTAL HEALTH

We continue to see a huge need for mental health services and thus have expanded access to our on-site therapist to two days a week. The coordination between our therapist, nurse case managers and other staff has allowed us to provide comprehensive services to clients experiencing many concurrent challenges. In the second year of UniHealth Foundation-funded programming, we provided 327 therapy sessions to 74 women, providing rapid access to licensed perinatal mental health support and a bridge to long-term therapy.

... PARTNERING WITH BABY2BABY

MOMS is grateful to have received a significant donation of new car seats from Baby2Baby last fall. In total, we received 1,170 car seats for distribution to MOMS families. Amazon distribution center in Buena Park generously agreed to provide space to store the multiple pallets of car seats. This opened the door to future opportunities and MOMS is thrilled to be partnering with Baby2Baby to provide diapers, wipes, baby clothes, toys, and other essentials to the families we serve.

... A HUMAN MILK COLLECTION SITE

During Breastfeeding Awareness Month in August 2023, in partnership with Mothers' Milk Bank of San Jose, MOMS opened Orange County's only site for women to bring their surplus breast milk to donate for medically fragile infants. Milk is collected and screened, stored for optimal nutritional value, processed, and distributed to hospitals and families. From inception through the end of 2023, MOMS collected 4775 ounces of breastmilk from 60 mothers.



Photo: Spencer Grant, Los Angeles Times



HOME VISITATION PROGRAM

MOMS Home Visitation program sets us apart from other agencies. Our Maternal Child Health Workers aren't just well educated and trained, they care deeply about the mothers and babies they serve.



Diana's Story

Still struggling with her health, Diana found out she was pregnant with her second child. She was worried, recalling the toll on her health with her first pregnancy. The first thing she did was call her MOMS Maternal Child Health Worker...

Katrina's Story

Katrina, a young mother of three, was fighting an invisible battle when she arrived at MOMS. After a recent childbirth, the joy of welcoming a new life was overshadowed by a darkness she couldn't shake. Memories of a difficult past resurfaced, fueled by relationship struggles, culminating in terrifying thoughts of ending her own life...

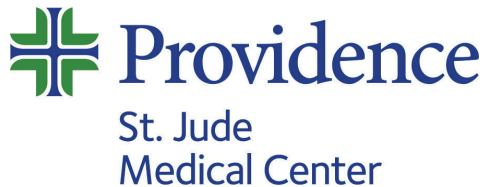
Learn how MOMS was there for Diana to track, monitor and connect her to vital resources for both of her tumultuous pregnancies and how MOMS became Katrina's lifeline.



WITH GRATITUDE

TO OUR SPONSORS

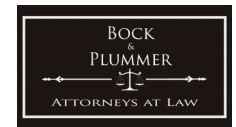
ELEGANCE IN BLOOM



COUNTRY COUTURE



RURAL RADIANCE



UNDERWRITERS



HEALTH EDUCATION

My Grandparents & Me Class

MOMS recently introduced our first-ever My Grandparents & Me Class where grandparents can enjoy the enrichment and social support of a special class just for them and their grandbabies. For infants 6-12 months, this class offers intergenerational bonding, health education, a supportive community, and lots of fun activities.

Abriendo Puertas/Opening Doors

This past August, with funding provided by the PNC Foundation, MOMS piloted Abriendo Puertas in English and Spanish with 47 parents participating in the 10-week series. Abriendo Puertas/Opening Doors is a culturally responsive evidence-based program that was co-created with parents and families to support parents as leaders of their families and their child's first teacher.

Pretend City Partnership

MOMS continues to strengthen its partnership with Pretend City. For the second year in a row, 15 families from MOMS are participating in a 6-month parenting workshop covering early child development, literacy, active play, and various other parenting topics. As a bonus, each family is awarded a pass to Pretend City for their commitment to learning.



Offering First 5-Funded Prenatal Curriculum

In April, we launched a new prenatal class series offered through OC Prenatal Connect, a First 5 Orange County-funded initiative, in collaboration with Help Me Grow and Padres Unidos. "Esperando con Amor" ("Waiting with Love") is a 6-week series to reflect and prepare for pregnancy and childbirth. The series includes presentations by guest experts, including a doula and fatherhood specialist, and provides a safe space for soon-to-be-parents to ask questions and make informed decisions alongside other expectant parents.

In Calendar Year 2023:



634 Classes provided to



1,308 mothers, babies, fathers and support persons



36% increase over 2022 in health education classes attended



FATHER'S PROGRAM

Our father's group offerings have provided a place for dads in our community when there is such a need for these services.

Strong Fathers, Strong Families

The Strong Fathers, Strong Families program continues to gather momentum within the community. MOMS hosts 6-week cohorts for fathers in-person in Spanish and via Zoom in English.

Numerous fathers have embraced the group series multiple times. Notably, one father has taken the lead in fostering connections among participants, spearheading a group chat where they share motivational messages and dad advice. Witnessing these fathers cultivate their own community is truly inspiring.

Becoming A Dad Workshop

Introduced in January 2024, this monthly, one-day Becoming a Dad Workshop provides a nurturing and enjoyable environment for fathers and their babies, ages 6-12 months, to forge bonds. The workshop has swiftly become an invaluable asset to the community, facilitating meaningful connections among fathers while teaching skills in infant care and providing child development education to help manage their new roles as dads. Content also includes strategies for work-life balance as well as partner support. It is offered in alternating Spanish and English sessions.



ADOPT-A-FAMILY

With over 100 donors, our Adopt-A-Family program blessed 129 families, a total of 509 family members, with gift cards this past 2023 holiday season.



“...thanks to you I can give my babies, who have patiently been through so much this year, an amazing Christmas. I can’t tell you how much that means.”

-Adopt-A-Family Recipient



FEATURED AUCTION ITEMS



The Flavors of Tuscany

Value **\$1,600**

Bring the flavors of Tuscany to your home! Italian chef couple Matteo and Alex of Tuscan Hills Table will fly in from their home in Tuscany, Italy, where they run their family's restaurant and hotel, to cook for you in the comfort of your home!

This is more than just a pasta making class, it's an intimate affair and ultimate dining experience making memories you and your taste buds will cherish forever.

Matteo and Alex will bring everything necessary for your fine dining evening.

6 lucky guests will enjoy:

- Aperol Spritz to start the night
- Pasta Making Class where you'll each make your own homemade pasta with sauce
- Italian wine during dinner
- Homemade Tiramisu Dessert
- An enchanted meal together



Bucket List: Super Lux Fiji Private Resort Escape

Value **\$11,500**

2 nights stay for 4 adults (and 2 children) at Raiwasa Luxury Private Resort in Taveuni, Fiji. Plus, receive return trip economy class airline tickets for two on Fiji Airways, flying direct from Los Angeles or San Francisco to Nadi, Fiji.

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with two king sized bedrooms and a mezzanine. No one else will be staying there but you and your guests. You will have a dedicated staff of 19 employees. All meals crafted by 5-star chefs, non-alcoholic beverages and unlimited room service are included.



MARK MARTEN TRIBUTES

"Congratulations to you, Mark for your dedication and support for this important work. Best wishes on your retirement." **-Your friends at Mazars**

"Congratulations, Mark. Thanks for all of your blood, sweat and tears on MOMS Board that have helped us be the great organization we are today." **-Sadie and David Sacks**

"We honor you Mark in appreciation of your lengthy service and wise wisdom supporting thousands of MOMS families." **-Dottie & Frank Andrews**

"Mark, it has been a pleasure to serve with you for the last 17 plus years on the audit, finance, and executive committees. Your knowledge and dedication are unmeasurable to the board. Cheers and here's to another 10 years." **-Davina C. Samuel**



**Thank you Mark Marten
for all you have done for
MOMS over the years!**

**In Gratitude,
Dottie & Frank Andrews**



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Mark, Thank you for your service to MOMS for all these years. We will forever be grateful for all you have done to move MOMS mission forward. Best of luck in your future endeavors!
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**It's the people who make
Orange County great.**

More than being a part of Orange County, we're proudly committed to helping this community remain a great place to be. That's why we're proud to partner with everyone who shares that same goal.

Jarrod Ingle, Regional President

jarrod.ingle@pnc.com

949-988-5705

pnc.com



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Victor and the



**team are
marvelous!!
Thanks for
your help!**

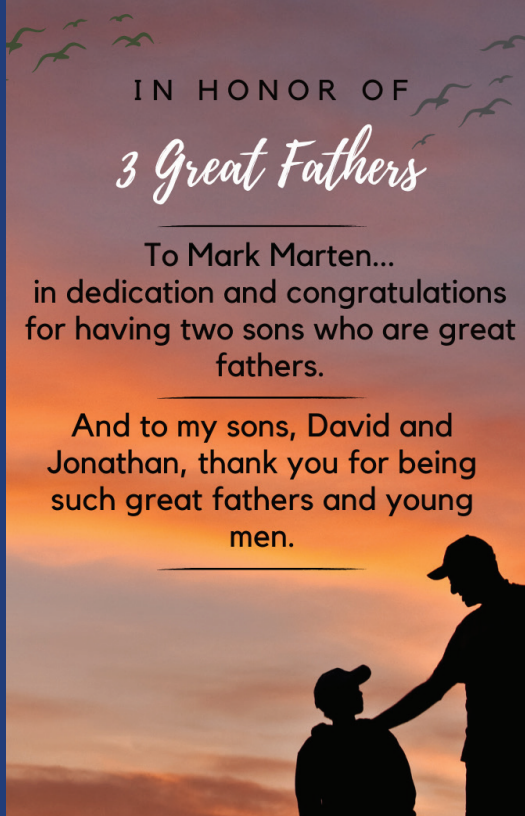
**Sincerely,
Sadie and David Sacks**

IN HONOR OF

3 Great Fathers

To Mark Marten...
in dedication and congratulations
for having two sons who are great
fathers.

And to my sons, David and
Jonathan, thank you for being
such great fathers and young
men.



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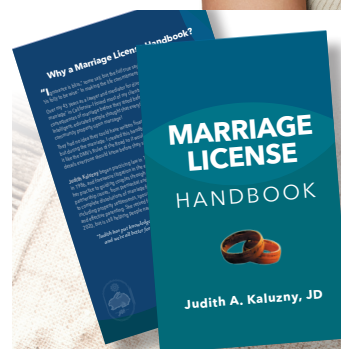
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Author: Judith A. Kaluzny

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