

2020 IMPACT REPORT

SANTA MARIA COMMUNITY SERVICES, INC.



In Partnership With



United Way
of Greater Cincinnati

FROM THE PRESIDENT & CEO AND BOARD CHAIR

In 1897, Blandina Segale, The Fastest Nun in the West as she was called, turned \$5 into a settlement house to serve Cincinnati's Italian immigrant population. One hundred twenty-three years later, Santa Maria Community Services, Inc. is still helping immigrant populations and many others with community building, early childhood development, education advancement, employment assistance, financial stability, health and wellness and youth development. The year 2020 was no exception, despite its many limitations.

And what a year it was! Even though Sister Blandina lived through the Spanish Flu pandemic in 1918, she probably could never have imagined the COVID-19 pandemic of 2020. Santa Maria faced those challenges head on and still managed to help more than 2,500 individuals attain their educational, financial, and health goals.

On behalf of Santa Maria's Board of Directors and our incredible staff and volunteers, thank you so much for your interest in and support of our work. We look forward to reflecting on our shared progress, as well as our future.

Sincerely,



A handwritten signature in black ink, appearing to read "H.A. Musser, Jr.".

H.A. MUSSER, JR.
President & CEO



A handwritten signature in black ink, appearing to read "Tina Baumann".

TINA BAUMANN
Board President

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ANA HARTMAN

Anastasia (Ana) Hartman moved to Price Hill when she was 10 years old. She has been on her own since she was 16. When Ana was 23, she gave birth to her son, Eugene (Geno). Unfortunately, Ana suffers from heart failure and, as a result, had to stay in the hospital an extra three months after she gave birth. She described this time as, "incredibly hard and painful," due to both physical pain and the emotional pain of not being able to stay with her newborn son. Shortly after giving birth and talking to Geno's father, Ana called JoAnne Dwyer, Every Child Succeeds Program Manager at Santa Maria Community Services. JoAnne helped her learn how to take care of her baby. Ana said that having JoAnne there helped her feel more secure. JoAnne shared that Ana embraced motherhood from the first time she held Geno.

Ana immediately began juggling doctor appointments for her son and her, as well as managing her vast medications, and changes in diet and lifestyle. Ana proved she was up for the challenge. Against the odds, her heart strengthened and her life expectancy grew! Ana began to focus again on building a future for herself and her son saying these health challenges made her all the more committed to enjoying every moment with her son.

At Santa Maria, Ana became part of the Every Child Succeeds (ECS) program, which offers first-time mothers and their families support to ensure an optimal start for their children. Ana had learned about this program through Geno's father who had his daughter enrolled in ECS as well. In fact, JoAnne was the coach for both Geno and his half-sister. This connection gave Ana an opportunity to learn and understand the roles and responsibilities of parenting. Ana learned how to play, communicate with, and be patient with her newborn baby. Now, over two years later, Ana and Geno are learning to read together. Their favorite stories are "Brown Bear, Brown Bear" and "1 Fish, 2 Fish, Red Fish,



Ana and Geno

Blue Fish."

Santa Maria is helping Ana raise her son and take care of herself. For example, Ana and Geno are staying positive by listening to music and having dance parties. Ana is also continuing to help with Geno's growth and development by teaching him shapes and colors, and playing with puzzles. After having her baby and going into heart failure, Ana is thankful for Santa Maria Community Services and the support she received from staff. One of the things Ana is most grateful for is how Santa Maria treats her like family, not just a client.

With JoAnne's help, Ana was able to find work and save enough money for a car, get her temporary license and then her driver's license. With that checklist of things accomplished, next was housing. Ana had been bouncing back and forth between family members' homes, but none felt safe and secure. She worried that she could be kicked out at any moment. Ana attended a shelter diversion program through Santa Maria's Stable Families program and has secured housing, saying that she feels safe for the first time in years. "No one can tell me to get out. I've got my own keys to my own place." Ana continues to look toward the future for herself and her son by setting new goals including moving into a new apartment and Geno graduating from the

Every Child Succeeds program on his third birthday this June.

When COVID-19 hit, Ana was nervous as she is at high risk because of her heart condition. To her, and others at high risk, COVID-19 can be deadly. Recently her father caught COVID-19, and she felt afraid and nervous. Thankfully, he survived and recovered, but knowing someone so close to her who caught COVID-19 made her even more aware that she needs to stay safe and healthy. Ana uses every safety precaution she can, but working at a restaurant puts her even more at risk. To help combat these hurdles, she has reached out to JoAnne, finding ways to keep both her and her son safe. In addition to wearing masks and social distancing, Ana has a video chat with her parents every two weeks. This creates a great connection between Geno and his grandparents while at the same time keeping them all safe.

Ana encourages first-time mothers to utilize Santa Maria's Every Child Succeeds program. She says, "As first-time mothers we can handle a lot more than we think. We just need someone who can tell us or remind us what we need to do and how." From a newborn baby to learning how to enroll your child in school, Santa Maria can help with a variety of services. Ana is very appreciative of Santa Maria donors who help her and other first-time mothers. Many other families get what they need to survive and, more importantly, thrive.

*"As first-time mothers
we can handle
a lot more
than we think.
We just need
someone who can
tell us or remind us
what we need to do
and how."*

-Ana Hartman

BLAIR SCHOEN



Blair Schoen

In October 1977, Blair Schoen had just finished a stint as a Volunteers In Service To America (VISTA) worker doing community organizing in the East End. She had a toddler at home and wanted to work as an advocate for adolescents. She had lost her younger sister to



Blair is pictured on the far left

a drug overdose and wanted to do what she could for other teenagers who were facing similar troubles. That November, she began working at Santa Maria Community Services in Lower Price Hill.

Beginning her career at Santa Maria as a youth worker, Blair had a caseload of about 30 young women. From there, she became a



Blair Schoen

Youth Organizer and eventually the Center Director and Supervisor at the Lower Price Hill Family Center. Blair was inspired by helping teenagers realize their leadership potential. She was so proud when some of the teens she guided

created "The Eighth and State Community Update," a newsletter about the neighborhood. The newsletter featured "Reverend Fred Speaks Out" by Fred Hoeweler, Blair's first supervisor at Santa Maria.



Image from The Eighth and State Community Update, Blair is second from the right

Blair's current supervisor, H.A. Musser, Jr., President and CEO of Santa Maria said, "Blair Schoen has been my colleague and advisor for nearly 37 of her 43+ years at Santa Maria. We owe much of Santa Maria's success in recent decades to the leadership and guidance she has given to all of our programs. Blair has demonstrated the heart and determination that has helped countless thousands of families both directly and indirectly. Blair's work has strengthened Santa Maria Community Services and the Price Hill community." Long-time board member, Maureen Maxfield agrees. She wrote to Blair, "You are the face of flexibility, of thinking what if. Always keeping the impact on those served foremost in everything. A staunch advocate for those who are economically underserved, a mentor and coach for so many who have learned and grown because of you. You faithfully witness to the founding mission and the current mission."

Blair recalls one client, in particular, with whom

she formed a bond early on. Blair first met Sheila when she picked her up from a runaway shelter. "It was the beginning of a very long relationship," Blair said. Sheila was in an abusive relationship that would follow her for years. In the midst of the chaos created by that relationship, Sheila was still able to successfully raise three children. Sheila also helped her peers strengthen themselves in Santa Maria's Teens Helping Teens Group. Sheila suffered humiliation and near death from her abuser, but was finally able to break free, get her General Educational Development (GED) certificate and later her associate's degree. Sheila went on to be a valuable staff member at Santa Maria, making herself an advocate for Greater Price Hill families to attain their educational, financial, and health goals. During her time at Santa Maria, Sheila successfully graduated from a Community Health Worker certification training program and became a certified Community Health Worker. Now she devotes herself to caring for others. "I'm so proud of her," Blair said.

In 1989, Blair became the Vice President and Associate Director of Santa Maria Community



Becky Clark, Blair Schoen and Barbara McCauley

Services. Blair reflects on her career, "I've been allowed to serve people in the best way possible; to help make changes in the community and in our administration; to live out my values. I never thought I could make this work a mission, but there you go!" Some of her fondest memories of those days were welcoming mothers every Monday to the mother-toddlers group, setting up the Lower Price Hill Appalachian Mini-Festival in the St. Michael's Bingo Hall with Youth Program Director, Jim Holmstrom, sitting around kitchen tables in the community and supporting youth in juvenile court. Blair also enjoyed the many Price Hill Women's Health Fairs that were held over the years she was employed with Santa Maria.

Blair cites valuing community as one of Santa Maria's greatest assets in carrying out the mission. "They encourage creativity," she said, "valuing each staff member and each person and family we serve." Blair's time with Santa Maria has reinforced her belief that there is good in all people. She credited Santa Maria with giving her more confidence and better self-esteem.

"I cannot tell you enough how much the opportunity to work with Santa Maria has meant to me. Each year I am prouder of the mission and the work of



Lisa Watkins, Luz Elena Schemmel, Nuné Sargsyan and Blair Schoen

Santa Maria. As a social worker, I believe that Santa Maria truly uplifts the community and the individuals and families that live there," Blair said. She plans to continue to volunteer for Pro Seniors, Healthy Moms and Babes and Santa Maria. She also plans to do more gardening and spend time with family and friends in retirement. She adds that she will miss the clients and all of her coworkers. "I will deeply miss the relationships I have with everyone who has shared my commitment along the way."

"I cannot tell you enough how much the opportunity to work with Santa Maria has meant to me. Each year I am prouder of the mission and the work of Santa Maria. As a social worker, I believe that Santa Maria truly uplifts the community and the individuals and families that live there."

-Blair Schoen

JULIE MCGREGOR

Santa Maria Community Services, Inc. is pleased to announce that Julie McGregor has been promoted and accepted a new position as Chief Program Officer.



Julie McGregor

McGregor recently completed her fourteenth year of service with Santa Maria. She first came to Santa Maria as the Every Child Succeeds Program Director in 2007 and later became the Family Centered Services Director. As such, McGregor not only managed Santa Maria's Every Child Succeeds program and its team of family support workers, but also led Santa Maria's shift to family-centered work that includes the integration of our various programs to serve families more effectively.

"I am excited to be starting on this new journey with Santa Maria Community Services," McGregor said. "I am passionate about the agency and the community we serve and am thankful for this leadership opportunity."

McGregor holds a Master of Social Work from the University of Cincinnati and a bachelor's degree in psychology and Spanish from Wittenberg University. McGregor is also a Licensed Social Worker who previously held Program Manager positions at Beech Acres and CRI. McGregor is currently completing the requirements to become a Licensed Independent Social Worker.

H.A. Musser, Jr., President and CEO of Santa Maria Community Services, Inc., welcomed McGregor to her new role. "We're very excited to have Julie take on this new leadership role at Santa Maria. Her depth of experience, knowledge and management capabilities are a complement to our management team. We are looking forward to great things to come."

2020 in Review

Values

- Partnership
- Empowerment
- Results
- Family
- Empathy
- Community
- Trust

Stewardship

During 2020, Santa Maria served 2,509 individuals through a wide variety of programs and services, as well as thousands of others who received Personal Protective Equipment and food through various distribution sites.

Below is a sample of the resulting impact on children, individuals, and families:

- **113** individuals received job skills training.
- **90** individuals obtained employment.
- **159** households maintained housing stability for at least 12 months.
- **392** individuals secured a usual and appropriate place to go for physical, mental, or dental health care.
- **89** preschool children demonstrated progress in social and emotional development.
- **36** middle school students in social skills groups at Oyler School achieved successful grade promotion.

The following is an overview of Santa Maria Community Services' income and expenses for 1/1/2020 - 12/31/2020:

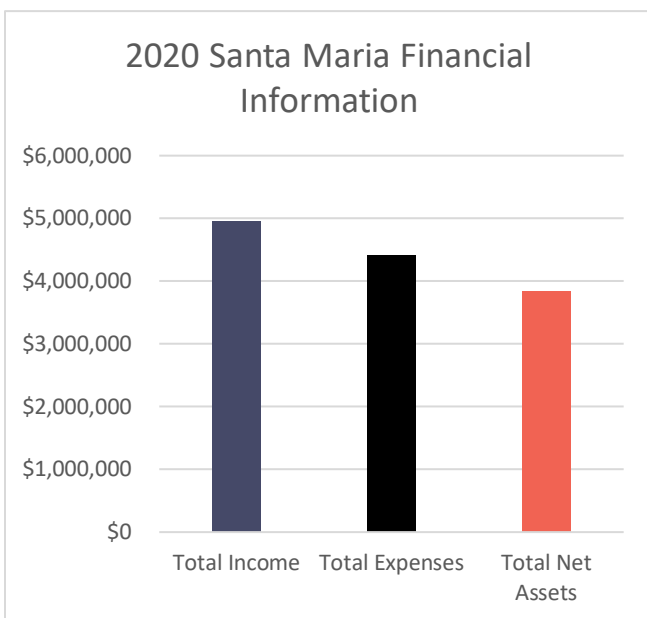
Total Income	\$4,945,112
Program Expenses	\$3,450,657
Fundraising Expenses	\$312,423
Admin Expenses	\$645,828
Total Expenses	\$4,408,908
Permanently Restricted Assets	\$7,000
Board Restricted Assets	\$420,096
Temporarily Restricted Assets	\$504,487
Operating/Other Assets	\$2,908,391
Total Net Assets	\$3,839,974

**These financials are unaudited. For past financials, please visit santamaria-cincy.org/financials-and-annual-reports*

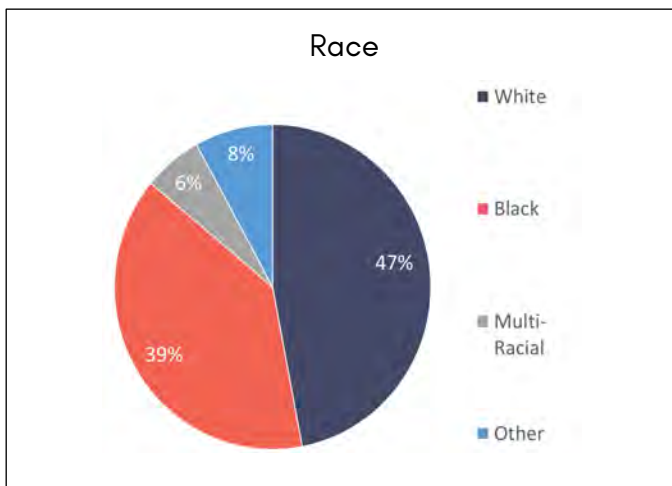
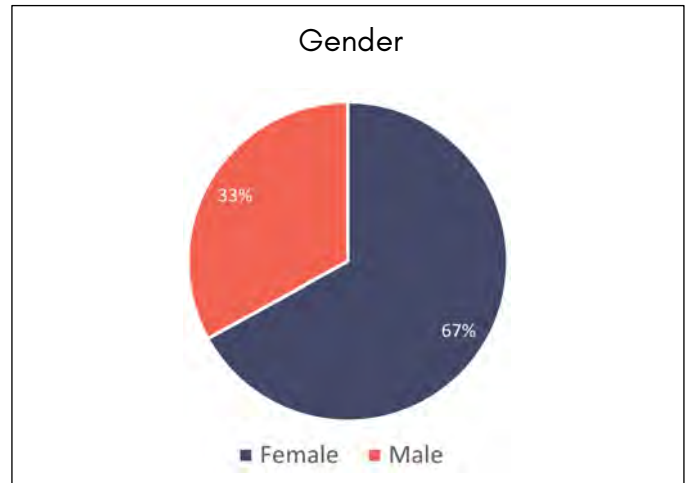
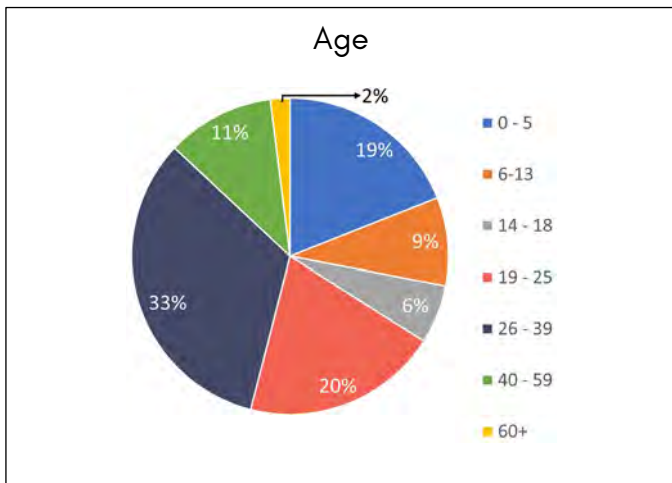
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H.A. Musser, Jr., President and CEO



Who We Served in 2020



99% were economically disadvantaged

Barriers include lack of:

- Education
- Transportation
- Documentation
- Health Insurance

Hispanics made up 39% of our total client population

Children's Progress in Social and Emotional Skills Necessary for Success

Progress	Percentage
Progress shown	94%
No progress shown	6%

Individuals had a Usual Place to go for Healthcare

Response	Percentage
Yes	67%
No	33%

Household Income

Income Change	Percentage
Increased	77%
Stayed the same/Decreased	23%

Individuals who Earned High School Equivalency or Diploma

Outcome	Percentage
Passed	92%
Failed	8%

Thank You to Our 2020 Donors!

Thank you to the following individuals and organizations who supported Santa Maria Community Services in 2020. Your support helps us provide hundreds of families and thousands of individuals the means to step out of poverty and move toward self-sufficiency. Should there be any error in the listing of your gift, please contact:

DevelopmentTeam@santamaria-cincy.org.

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\$15,000+

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In memory of Carole Johansen
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In memory of Jim Ginocchio
 Jerry and Nancy Egan
In memory of Aiden and Kelli Kramer
 Stephen and Judy Fagel
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In memory of Emily Hein
 Nancy and Norman Ferrari
In memory of Sr. Terry Metz, SC
 Fort Scott Alumni Fund
In memory of Jim Ginocchio
 Bruce Freeman
In memory of Jim Ginocchio
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In memory of Jim Ginocchio
 Paul and Ann Friedmann
In memory of Paula Steele
 Vicki Fritz and Mark Hall
In memory of Edmund Fritz
 Jerome Fry
In memory of Jim Ginocchio
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In memory of Jim Ginocchio
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 Daniel and Rea Hoetker
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In memory of Jim Ginocchio
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 Robert and Virginia Johnson
In memory of Guy Langenbrunner
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 deceased members of Knoll and
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In memory of Wayalene Severin
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Norman Thomas

In memory of Jim Ginocchio

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In memory of Jim Ginocchio

John Willenborg

In memory of Betty Willenborg

The following funds were created in the past to celebrate the lives of remarkable individuals. You can also establish a fund at Santa Maria Community Services to honor or remember a loved one. Please contact Nune Sargsyan at (513) 557-7267 to discuss this opportunity.

Bob and Joan Friedmann 50th Anniversary Fund - established by family and friends of Bob and Joan Friedmann.

H.A. Musser’s 35th Anniversary Fund - celebrates H.A.’s service from 1984 - 2019 (and still going strong) by supporting Santa Maria’s capital campaign.

Hermana Margarita Brewer Esperanza Fund - honors Sr. Margarita Brewer, SC’s remarkable contributions to Santa Maria.

Sisters Blandina and Justina Segale, SC, Founders Fund - honors Sisters of Charity of Cincinnati, Blandina and Justina Segale, who founded Santa Maria in 1897, and strengthens the financial reserves/board designated endowment fund for Santa Maria’s continued long-term sustainability.

About Us

Santa Maria Community Services is an independent, 501(c)3 nonprofit organization originally founded by the Sisters of Charity in 1897 and place-based in Cincinnati, Ohio’s Price Hill community. Santa Maria provides more than 2,500 individuals with educational tools and resources to build strong families, promote healthy residents, and foster neighborhood revitalization. Our Price Hill Family Centers provide a welcoming environment and the coaching, support, and flexibility to assist families to achieve their identified goals toward stabilization and self-sufficiency.

Our Mission

Santa Maria Community Services is a catalyst and advocate for Cincinnati’s Greater Price Hill families to attain their educational,

Our Vision

Our vision is for Greater Price Hill to be a vibrant, thriving, and self-sustaining community.

SANTA MARIA COMMUNITY SERVICES
 501(c)(3) Nonprofit Organization Since 1897

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YOU'RE INVITED!
 Thursday, September 30, 2021
 6 - 9 p.m.
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 3301 Price Avenue, Cincinnati, OH 45205

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Celebrate community and raise awareness of childhood poverty in the region.
 Registration open soon!
 Contact Ben.Klayer@SantaMaria-Cincy.org or 513-587-6959



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Helping Families Help Themselves Since 1897

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