

# ALL ABOUT THE ASSOCIATION FOR WHOLISTIC MATERNAL AND NEWBORN HEALTH



We are a multicultural training and advocacy organization with a grassroots, community-based approach to support direct-service providers in promoting the health of mothers, infants, and families. Our purpose is to promote the availability of skilled maternity care providers including nurses, midwives, doulas and community health promoters, and to promote evidence-based maternity care aimed to reduce perinatal health disparities. We train African-American and Latino community perinatal health workers in a variety of settings, design community-based initiatives, engage and mobilize diverse stakeholders to develop programs and policies that improve maternal and child health. We are a 501 (c) (3) non-profit educational corporation; a DBA of Wholistic Midwifery School of Southern California, which was founded in 1993. Guidestar Profile: <http://www.guidestar.org/profile?id=95-4451418>

<b>Our Mission</b>	To increase access, awareness and availability of MotherBaby-Friendly Maternity Care. We are also committed to social justice in maternity care.
<b>Our Work</b>	We focus on the intersection of midwifery and public health to address health care disparities and engender a more equitable maternity care system for all women and infants. Our focus areas are: <ol style="list-style-type: none"> <li>1. Education for Birth Preparation and Cultural Change</li> <li>2. Advocacy for Maternal-Infant Healthcare Policy Reform</li> <li>3. Expanding Access to MotherBaby-Friendly Maternity Care.</li> <li>4. Working to reduce ethnic perinatal health disparities and inequities.</li> </ol>
<b>Consultants and Volunteers</b>	One 75% FTE Volunteer Executive Director, and three consultants and 10-15 volunteers. The majority of our services are provided as In-Kind contributions from doulas, breastfeeding peer counselors, physicians, midwives, psychologists, nurses, childbirth educators, attorneys, accountants, business consultants, and others.
<b>Types of Services Offered for Expectant and New Parents</b>	Health Net Community Doula Program for African-American Families, Happy Mama Healthy Baby Community Doula Program, Childbirth and Breastfeeding Education Classes, Postpartum Doula Support, Referrals to Midwives. B.I.R.T.H. (Birth Information and Resources for Teen Health) Mother-Mentor Program. Services are offered to families on a sliding scale fee structure including free services for low-income.
<b>Types of Services Offered for Health and Social Service Professionals</b>	Training and Certification Programs for Breastfeeding Peer Counseling, Postpartum Doula Support, Perinatal Support Services, Conferences, Webinars, Seminars for Continuing Education and Networking Opportunities for professionals.
<b>Volunteer/Consultant Ethnicity</b>	Caucasian 57%, Black/African-American 19%, Hispanic 14%, Asian/API 5%, Multi-Racial 5%, Native American 1%
<b>Board of Directors and Officers Ethnicity</b>	Black/African-American 90%, Caucasian 10%, Hispanic 0%, Native American 0% Asian 0%
<b>Client Ethnicity</b>	Black 34%, Asian/API 8%, Latino 42%, Native American 8%, Caucasian 8%
<b>Client Insurance Status</b>	95% Medi-Cal, 5% Private Insurance
<b>Board of Directors</b>	Current CEO: Cordelia Hanna, MPH, CHES, A volunteer board consists of 3 officers and 2 directors. The board meets quarterly.
<b>Funding Sources (Past and Present)</b>	Health Net, Inc., California Community Foundation, Laurence H. Tribe Charitable Trust, Private Donations, and Fee-for- Service (Trainings, Conferences, Consultations and Services to Families).
<b>Donation Information</b>	Donations are tax-deductible to Wholistic Midwifery School of Southern California DBA The Association for Wholistic Maternal and Newborn Health, a 501 (c) (3) non-profit organization, 509 (a) (2) public charity. We are qualified to receive tax-deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the IRS code.

*Happy Mamas. Healthy Babies*

**THE ASSOCIATION FOR WHOLISTIC MATERNAL AND NEWBORN HEALTH**  
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