



Birthline Bulletin

Everything Life Affirming

Autumn 2023

Serving families in need from conception to kindergarten.



GUIDING
MOMS
ALONG
THEIR
JOURNEY

A New Chapter



I feel both honored and excited to take on the role of Birthline's Executive Director! I am a firm believer in God's timing, and I know that He brought me to this organization at just the right time.

After nearly 20 years working in education, journalism, and pastoral roles, I believe this vocation is where I am supposed to be. The work that Birthline's employees, volunteers and Board members have done is astounding. Each individual I have met at Birthline truly has a heart for mothers and children. It is clear that this passion and hard work is what kept Birthline thriving during the pandemic, and I feel privileged to pick up the mantle and serve alongside you.

My goal is to continue providing the compassionate service our clients have come to expect, and to further refine our vision to encompass a broader scope of service, all while maintaining our standard of excellence.

As we look for a new location, my prayer is that we find a space where we can hold mother's groups, classes, and events to unite our community even more.

I invite you to stop by for a visit so I can meet you and share more about my vision and goals for this wonderful organization.

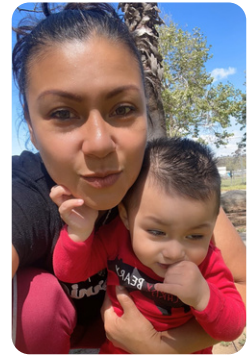
Please continue to lift up Birthline and our team in prayer so that I, in collaboration with our Board of Directors, can take Birthline to the next level. In turn, my prayer is that your passion renews with the same excitement we have as we plan for the future!

Blessings to you all,

Andrea Estrada
Executive Director

Reaping the Rewards of Her Efforts

Two years ago Maria was in a dark emotional place. A single parent caring for three kids, Maria was struggling to make ends meet. The COVID pandemic had hit her family hard, particularly her eldest son who was battling anxiety and fell into a state of depression. When she found out she was expecting baby number four, despair set in. She didn't see how she could possibly handle the financial burden of another child and doubted whether she could go through with the pregnancy. The stress and internal struggle with this life-threatening decision weighed heavily on her conscience.



Her neighborhood health clinic suggested she visit Birthline. Despite a nearly 40-minute commute from her home in Escondido, she made the trek to Clairemont to see what help Birthline could offer. From the very first visit, Maria was welcomed warmly. Her Client Manager assured her that Birthline would supply her with anything she needed to care for her baby. They gave her a Baby Shower gift bag filled with essential items. More importantly, her Client Managers gave her the courage and encouragement she needed to begin feeling capable and confident.

Soon after her baby boy was born, Maria created an online sales company on Facebook and began selling post-partum girdles and imported shapewear. Her business has been a success! She earns enough to pay her bills and, better yet, the home-based work allows her to enjoy time with her baby, something she wasn't able to do with her older children.

Maria is eternally thankful for the support she received at Birthline and gives back whenever possible. She regularly brings back clothing her baby has outgrown and collects personal hygiene products for homeless families and those less fortunate. She even donated a few of her shapewear items to give away as gifts at our Love Another Mother event this May! Maria -- We are so proud of all you have accomplished!

Birthline's Impact Year-to-Date

Total Clients Seen	People Impacted (Clients + Dependents)	Newly Enrolled in County Services
1,432	4,836	181
Diapers Distributed	Baby Shower Gift Bags Given	Total Value of Baby Shower Gift Bags
165,280	156	\$39,000

Lessons in Accountability, One Raffle Basket at a Time

Birthline Client Managers are always looking for new and better ways to support our client families. They, more than anyone, understand the struggle it can be for some clients to piece their lives together. Part of that journey entails learning time management skills and arriving prepared to appointments. With this goal in mind, this January our Client Managers launched a monthly Raffle Basket contest. Clients are entered into a monthly drawing when they come to their visit on time and remember to bring their appointment card and a reusable bag for “shopping” in our baby clothing room. Each month the basket changes to reflect the season and/or needs of our clients. For example, the February basket was filled with Valentine-themed crafts, clothes and candy, while the August prize was a laundry basket with detergent, sponges, and other household and personal cleaning items. Each prize also includes a \$25 Walmart gift card. The response has been overwhelmingly positive! Client punctuality has improved significantly and, more importantly, clients are learning responsibility and better habits. Kudos to our creative and resourceful Client Managers for their tireless efforts to bring out the best in our clients!



Our July basket (left) had a “Fun in the Sun” theme. Above, our August winner with the “Squeaky Clean” basket.

San Diego Gives 2023 Recap

**SAN DIEGO
GIVES**

On September 7th we were humbled by the support you showed during this year's San Diego Gives 24-hour online fundraiser. So many of you came together to support mothers and families and, together, you made a huge impact! Not only did we reach our \$8,500 fundraising goal, but we also came in fourth place in unique donors among over 120 participating small nonprofits! All in all, we raised more than \$8,600 to support our Step Forward program. These funds will provide 10 clients with an entire year's worth of client management. Additionally, this was the first year we offered a “Day of Service”. On September 8th welcomed both new and returning volunteers for a day of donation sorting, organizing and fun camaraderie. Thank you all!



Diane Hoskins: Volunteer Extraordinaire!

Meet our new “Social Media Guru”: Volunteer Diane Hoskins shares her personal journey with Birthline. Bless you, Diane, for all the amazing support you give us!

“I first heard about Birthline of San Diego during last year’s San Diego Gives. As I scrolled through the organizations to consider, I came across Birthline. Their life-affirming mission spoke to me as I have a heart for young women who find they are pregnant and need help and resources as they face an uncertain future. I made a donation and indicated that I would like to volunteer in the future.



A few months later, Birthline reached out asking for volunteer help at their annual Love Another Mother event and I signed up. I was so impressed with the event and with the Birthline staff, and the love they showed to the mothers and their children! I decided to continue volunteering my time at Birthline and was asked to help create content and oversee the Birthline Instagram and Facebook social media accounts.

I love being a volunteer at Birthline! The staff and volunteers work so hard, and everyone is dedicated to helping pregnant women and families with young children thrive and succeed! There are so many ways to help and get involved...

I recommend giving your time, talents, and treasure to this awesome organization!”

COMMUNITY ENGAGEMENT

Pathway Church Chooses Birthline



Pathway Church in Clairemont approached us about partnering to support our families. This summer they held a flea market and, along with personal donations from their members, presented Birthline a check for over \$2800! Pathway cares about our Clairemont community and hosts a variety of events for all families. It is their mission to impact local neighborhoods with the love of Jesus in a positive and compassionate way. Thank you for choosing Birthline as your charity of choice this summer!

Community Partners

Thank you to the many organizations across San Diego which have so graciously opened their doors and hearts to Birthline in recent months:

- Baby showers for Birthline moms were held in July at **Our Mother of Confidence** and the **Church of The Immaculata**.
- **St. Therese of Carmel** announced a collection for Birthline in their newsletter, following which we were blessed to receive over 40 bags of new and gently used baby items from their generous parishioners!
- The **Knights of Columbus of Mary Star of the Sea** (La Jolla) and **St. Martin of Tours** (La Mesa) each held a breakfast to collect funds for Birthline.

If your group is interested in hosting a presentation or fundraising event for Birthline, please email: Maureen.Sterk@birthlineofsd.org

New Partnership: EveryLife Diapers

Missed the opportunity to give during SD Gives? Not to worry! You can now send us much-needed diapers through EveryLife, the only life-affirming diaper company in the country. Simply go to www.EveryLife.com and use our exclusive discount code when ordering: **BIRTHLINE10** You'll get a 10% price discount, and we will receive 10% of proceeds! You can also have us purchase the diapers instead, since we are able to obtain a greater discount as a life-affirming center. Simply make a note that your donation is "designated for diapers".

While we appreciate diapers of any size, the most needed sizes are 4, 5, and 6.

Please have orders shipped to:
**4954 Clairemont Drive
San Diego, CA 92117**



October is **Respect Life Month**.

It is considered a time to reflect more deeply on the dignity of every human life, and a reminder to cherish and defend those who are most vulnerable.

Current Wish List

- ✓ Diapers size 5/6 AND Pull-ups 4T, 5T, 6T
- ✓ Baby bath towels
- ✓ Baby lotion & shampoo - 8oz. size
- ✓ Diaper rash creme or ointment
- ✓ New underwear (3T-5T) for potty training
- ✓ New toys for 1st birthday gifts

Volunteer Opportunities

Donation Sorting Drop-in Fridays - Come by on Friday mornings from 9am to Noon and help organize our baby clothes closet and storage room.

Holiday Event Planning Committee - Get in the holiday spirit and help us plan our popular annual December event.

Contact Andrea for more information:
andrea.estrada@birthlineofsd.org

