



# Birthline Bulletin

Everything Life Affirming

Winter 2021

Serving families in need from conception to kindergarten.



*Because of  
YOU  
there is hope!*

## End-of-Year Gratitude



As 2021 comes to a close, I want to thank you for your generosity. It truly is 'Because of YOU' that our clients and their families received the

resources and hope they needed during the Covid pandemic.

Birthline has been on the front lines not only serving families impacted by Covid, but assisting a significant number of immigrants and refugees.

As government resources begin to phase out for rent assistance, food, and other necessities, our clients' reliance on Birthline is now greater than ever.

We are grateful to have you in our Birthline community of compassionate people dedicated to serving vulnerable San Diego families.

Happy Holidays! May the peace, joy and spirit of the season be with you and your loved ones.



*Blessings,*  
**Samantha Flather**  
Executive Director

## Our Volunteers Year-in-Review

**35+** Volunteers

**6,360** Volunteer hours

**\$159,000** Donated  
volunteer time

## A Life-Changing Day: Immediate Jobs for Homeless Family

Mireya and Alejandro were living in their car with three young children (one with autism), when they arrived at Birthline. Feeling desperate as they were unemployed and homeless, Birthline staff worked together to find housing solutions, referrals to County services, and employment. In fact, during the visit, both were placed in new jobs through a Birthline partnership. We share with YOU the joy and gratitude this couple expressed to us as they begin a new chapter of their lives.



Director Jeanne Hansen  
with Mireya & Alejandro

## Employee Spotlight: Mayela Alvarado Finding Safe Housing for the Homeless

We are excited to welcome Mayela Alvarado to our team of experienced case managers. Mayela is bilingual, an expert in homelessness and is widely connected to professionals who serve on San Diego's Regional Taskforce on Homelessness. This knowledge of County resources, along with personal insight, is invaluable in interacting with families struggling with insecure housing. Mayela shared, "I was invited by a friend to come listen and learn about Birthline at my church. I instantly knew I wanted to work there or volunteer. Every needy family is helped so compassionately regardless of immigration status or faith or circumstance. I was so impressed by the care given to each vulnerable family." Having Mayela on staff has increased our ability to find safe housing quickly for our clients.



Mayela Alvarado  
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# SPECIAL HEARTS & SPECIAL FAMILIES

## A Lifeline for Families with Medically Fragile Children

Jaden and his parents had to endure more than most before his third birthday. Born with a significant heart condition requiring multiple cardiac surgeries, Jaden ultimately needed a heart transplant after complications. During his hospitalization, the social worker at Rady's Children's Hospital referred his parents to Birthline. We connected the family with housing options and financial assistance. We also gave them a gas card, stroller and so many of the basic necessities that they couldn't afford. The tricycle we provided brought a big smile to Jaden's face.



Please consider becoming a Birthline Builder so that extraordinary children like Jaden can receive the customized support they deserve.

### Birthline Builders

Platinum Builder	\$5,000 +
Gold Builder	\$2,500 - \$4,999
Silver Builder	\$1,000 - \$2,500
Bronze Builder	\$500 - \$999
Monthly Builder	Any Amount

### Ways to Give



**ONLINE BY CREDIT CARD**  
Visit [birthlineofsd.org](http://birthlineofsd.org)



**SEND BY MAIL TO:**  
P.O. Box 178421,  
San Diego, CA 92177



**MATCHING GIFTS**  
Increase your support through employer matching programs.

*Become a  
Birthline  
Builder  
Today!*

## Turn Passion into ACTION! Become a Board Member

Birthline is recruiting active professionals or retirees to join our Board of Directors.  
Help is most needed in the following areas:

- Financial
- Legal
- Technology
- Human Resources

Time commitment = around 5 hours/month

If interested, please contact  
[Michelle.Twardo@birthlineofsd.org](mailto:Michelle.Twardo@birthlineofsd.org)

Help guide us into the future!



Board, volunteers and staff at our Holiday Event.

## ~Meet Mary Bones~ Our Newest Board Member

Passionate about Birthline's life-affirming mission, Mary Gillcris Bones joined the Birthline Board of Directors in June 2021. Mary brings a compassionate heart and an extensive background in marketing, development and board governance to Birthline. Her professional resume includes: Director of Development for Noah Homes, and senior positions at Silpada Designs, Proctor & Gamble and Nabisco Brands. Mary has her MBA, is a mother of three, and an active member of the Catholic & Cursillo communities. "I was looking for an opportunity to share my expertise and joy. What impressed me most about Birthline was the devoted staff and their commitment to improving the lives of families from conception to kindergarten."



Mary Gillcris Bones

## Spreading Cheer this Holiday Season

Around 200 families are expected for our annual Holiday Event to be held December 6th to the 9th. Volunteers and staff, dressed as elves, will distribute toys, food, books, formula, feminine hygiene products, diapers, wipes, and festive winter clothing, as well as additional baby items. Mothers will receive a beautifully wrapped spa gift, courtesy of Horizon Church in Rancho Santa Fe and Venture Church in Encinitas. A special thank you to Toys for Tots and the San Diego Food Bank for their generous donation of toys, food & diapers, helping us to make the holidays a little brighter for those most in need.



## ♥ We LOVE Our Parish Partners ♥

"Beloved by God and by this community." — That is the message we hope our client families sense each time they receive goods and services from Birthline. Of course, this wouldn't be possible without an abundance of support and prayers from our Parish Partners. We are so grateful for YOU! It is our hope to have other churches hold an annual fundraiser or baby shower. If you can help make this happen in your church, please contact us at [development@birthlineofsd.org](mailto:development@birthlineofsd.org)

### A highlight of some of our Parish Partners:

- **All Hallows Parish**, October Respect for Life fundraiser
- **St. Mary Magdalene Parish**, Monthly fundraisers and other events
- **Mission San Diego d'Alcala**, On-going fundraising
- **Mary, Star of the Sea, La Jolla**, September appeal
- **Our Mother of Confidence & Our Lady of Refuge**, Christmas Giving Trees
- **St. Pius X**, Mother's Day Event
- **St. Therese of Carmel & The Newman Center at UCSD**, Annual baby shower event
- **Knights of Columbus (various councils)**, On-going support

## Did You Know...

### Birthline Earns GuideStar Gold Seal

Birthline is proud to be awarded the 2021 GuideStar Gold Seal of Transparency from Candid, the world's largest database on nonprofits. A Gold Seal is a symbol of transparency and accountability you can trust. To see Birthline's full GoldStar profile, visit [www.guidestar.org](http://www.guidestar.org).



### Take Advantage of 2021 Tax Benefits\*

**It makes more sense to donate in 2021!**

- Cares Act tax advantages for charitable donations will expire December 31, 2021.

Deductions for Charitable Contributions	
Non-itemize/Individuals	\$300
Non-itemize/Married Couples	\$600
Itemizer	100% of AGI

- Don't forget that tax efficient gifts, such as Required Minimum Distributions (RMDs), go directly to a non-profit tax free.

\*Please consult your tax advisor. This is not tax advice.