



Rosemary's Babies Company Building Our Four-tress

Rosemary's Babies Co. 2020 Annual Report



**United
Way**



of Greater Cincinnati

Rosemary's Babies Company
4439 Reading Road #107
Cincinnati, Ohio 45229
Ohio registered 501c3 EIN #81-3727709
Approved by RBC Board of Directors

A MESSAGE FROM OUR CEO

Dear Friends,

Thank you for supporting Rosemary's Babies Company as we, in year four, work to build our four-tress. In 2020, the pandemic forced Rosemary's Babies Co. to expand our scope of services, commit to more direct needs of adolescent families, as well as ensure families felt safe and supported from afar. Our year at times was trying but RBC remained resilient and so did our families; completing schoolwork, spending quality time with their babies, and obtaining jobs. With the support of our community partners, volunteers, and many contributors we successfully served 471 families, distributed more than \$50,000 in funds and resources, distributed 1,400 pounds of food to families, and provided 56 Christmases.

Pre-pandemic our organization provided virtual services 24/7 through social media; fortunately, this was an advantage and reduced the severity of interference when responding to families in crisis. The additional funds we received for COVID response allowed our organization to hire and maintain staff, distribute PPE, as well as provide resources to families; our program participation doubled during the crisis. We would like to thank the Greater Cincinnati Foundation, Hamilton County Cares, United Way of Greater Cincinnati, Rockefeller Foundation, and Delta Foundation for their support.

Rosemary's Babies would like to acknowledge Spark Philanthropy, who supported our organization during this crisis. Karen Harshaw, the CEO, helped RBC to develop a fundraising, marketing, and communication plan that aligned with our new 3-year strategic plan. With her support, we were able to leverage our funding, diversify our donors, and focus on intentional partnerships that would contribute to increasing organizational capacity. As an organization, we increased our funding by more than 200%.

Special thank you to the hundreds of donors who supported our mission. You truly made the difference and because of you our babies flourished and never felt alone.

To our donors and sponsors thank you Finally, thank you to the media who shared our story: Cincinnati Business Courier, Movers & Makers, The Cincinnati Herald, WCPO, Cincy LifeStyle, Wright Communications, and many others. We would like to thank our awesome team, board members, and more than 60 volunteers who contributed over 1,500 hours in service.



Blessings & Safekeeping,
Rosemary Oglesby-Henry
CEO/founder
rosemaryoglesby@gmail.com





WHAT OUR COMPANY STANDS BY

Guiding Principles

Experience will drive our work.

Innovation will be a critical in driving business ventures and responding to needs of youth.

Civility will empower our team and youth to advocate for a just and equitable society for positive life outcomes.

Family-centered decision-making will improve changing strategies and approaches that are critical to empowering adolescent families.



A BRIEF HISTORY

Rosemary's Babies Company was birthed by founder Rosemary Oglesby-Henry. She used her life experiences as a teen parent, education in Leadership, and personal trauma to create a resource for teen parents. In 2013, after realizing that in the years it took her child to grow up, teen parents were still facing many of the obstacles she faced when she was a young parent in their position. She knew a solution to this problem would be to provide resources, education, and life skills to teen parents first-hand as she had done with family and friends. With the goal being to provide help in navigating the difficulties of teen parenthood from a generational perspective, she began building on this dream deferred. Five years after conception, Rosemary's Babies Company is growing. In the first years of its existence, it has aided hundreds of teens through hotline services, emergency care, and programs aimed at helping teen parents build their legacy. Rosemary's Babies Co. exists to model a path to success for teen parenthood.

Mission

Our mission is to help teen parents master the concepts of self-leadership to leave a legacy.

Vision

Our vision is to be a nationwide support system with a network of resources in states with a high population of teen parents.

Beliefs

Integrity.

Respect.

Transparency.

Leadership. Equity.

2020 BOARD FACTS

Rosemary's Babies Company board leaders meet on 2nd Monday monthly. Board Leaders commit to two years of service as well as a yearly monetary donation. RBC's board is a working board that is responsible for providing governance, oversight, and ensuring the success of our mission.

86% of Board Members were teen parents
100% Board financial contribution
90% of Executive Leaders have a Bachelor's Degree
50% or more women
50% or more minorities
90% or more Bachelor Degree or higher
20% or more identified as Hispanic

Officers & Trustees

Board Chair Aswad Mack, PMP, Toyota Corp.
Chair Elect Laurie Stevens, CCHMC
Secretary Rodsha Belser, Kroger Company
Treasurer Cheryl Lackey, City of Cincinnati
YL Chair Jaliah Oglesby, Make It Plain
Summer Lattimore, Executive Assistant
Patricia McCollum, LSW, Trauma Trainer
Angel Wright, Promotions Director, Radio
Rosemary Oglesby, CEO

Advisory Board

Dorothy Haynes, Director, DJ Haynes & Assoc.
Jaila Nored, Quality Analyst, Council on Aging
Jorge Perez, CEO, YMCA
Kat Steiner, Chief Giving Officer, Meals on Wheels
Tony Aloise, Founder, Life Solutions Network
Mark Osborne, Officer, Summit Country Day
Karen Williams, President, Spark Philanthropy



MEET OUR 2020 BOARD LEADERS

Young Leaders Board

Kenneth Glenn, M. Acc, Consultant
Kaiya Collins, Junior, Bowling Green
Rian Marie Oglesby, Freshman, Bowling Green
Katelyn Price, JD, Legal Professional
Mariah McCollum, Cincinnati Youth Collaborative
Roderick Mills, Practitioner, JC Baker & Associates
Qua'ron Oglesby-Henry, RBC Mascot
Aryah Belser-Dale, Purcell Marian High School

Volunteers with Purpose

Robert Oglesby, Founding Member, 2016
Jaliah Oglesby, Founding Member, 2016
Marshell Belsar
Darice Stuckey-Oglesby
Yolanda Vest
Khrystian Styles
Amanda Donelan
Senovia Byndon
Becky Osborne
Mishawn Styles

MEET OUR 2021 BOARD LEADERS

2021 Leadership Board



Laurie Stevens

Cincinnati Children's Hospital
Board Chair



Cheryl Lackey

City of Cincinnati
Board Treasurer



Rodsha Belser

Kroger Company
Board Secretary



Elaine Bobbey

Evenflo Feeding
Trustee



Catrina Jones, Esq.

Jones & Associates
Trustee



Anne Flottman, Esq.

Magistrate
Trustee



Kenneth Glenn

The Business Hospital
Trustee



Mariah McCollum

Coldwell Banker
Trustee



Aswad Mack, PMP.

Toyota Corporation
Chair: Stem Programming



Roderick Mills

Magnetar
Trustee

ADVISORY BOARD



Ross Meyer

Interact For Health
Advisor



Angel Wright

Radio One
Advisor



Kat Steiner, CFRE

Meals on Wheels
Board Liaison Officer



Jaila Nored

Council On Aging
Advisor



Mark Osborne

Summit Country Day
Chair: Marketing & Funding



Deon Mack

Cincinnati Police Department
Chair: Public Policy Committee



Pat McCollum, LSW

State of Ohio
Chair: Programming &
Education



2020 YEAR IN REVIEW

January

Rosemary Oglesby-Henry, CEO wins a Pillar Award for 2020 Non-profit Executive Director of the Year by Smart Business Magazine.

February

Giving Black Circle awards \$25,000 to Rosemary's Babies. The largest grant received by the organization.

March

Women's History Month CEO/Founder Rosemary Oglesby-Henry was recognized for Rosemary Day by Amy Murray, City Council on February 20, 2020.

May

RBC presented a Family Panel – The Talk in celebration of Teen Pregnancy & Parenthood Awareness Day. Featured panelists Dr. Rosemary Stein, Pediatrician & Parenting Expert. Michael Johnson, CEO of Boys & Girls Club (Dane County), Erika Copeland, CEO of Cincinnati Youth Collaborative. Khrys Styles, Emcee.



June

RBC Presented a Family Panel Show Me How to Love. Deon Mack, Cincinnati Police Dept., Eddie Koen, CEO of Urban League, Ronald Bryant, President.

July

A Night w/Ed Sax Thomas. A jazz performance that virtually had more than 5K viewers tune in.

August

RBC held Trampoline Tap out: Covid Edition. RBC competed alongside CincySmiles Foundation.

October

RBC Fills the Truck for Teen Parent Families to support food and clothing insecurity. Member Spotlight: Leadership Council, 2 board leaders complete BOLD.

November

RBC host the 2020 Legends Showcase featuring the Former Ladies of the Supremes, Makenzie Thomas of The Voice, Premium Blend Music, Charise Rodgers, DJ Vader Mix, and Ed Sax Thomas. 15

December

RBC provided Christmas for 56 Families. **RBC named Non-profit of the Year Best Resource in Pregnancy & Childbirth by Cincy Magazine.**

OUR IMPACT



RBC served **471 families** in 2020
of these families

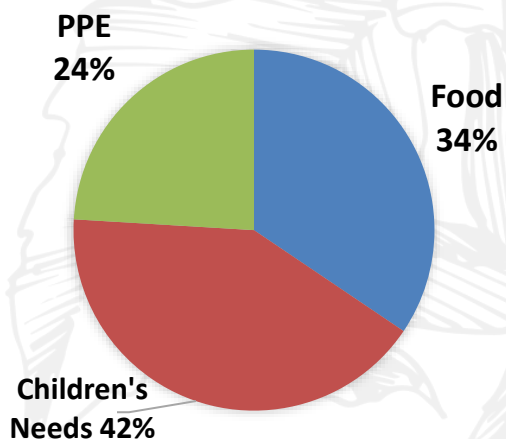
34 parents enrolled in the
Leadership & Legacy Program

The pandemic posed challenges for our babies and our organization. Our program participation doubled. 30% of the year our organization provided limited in-person support. 30% of families requesting services were homeless.

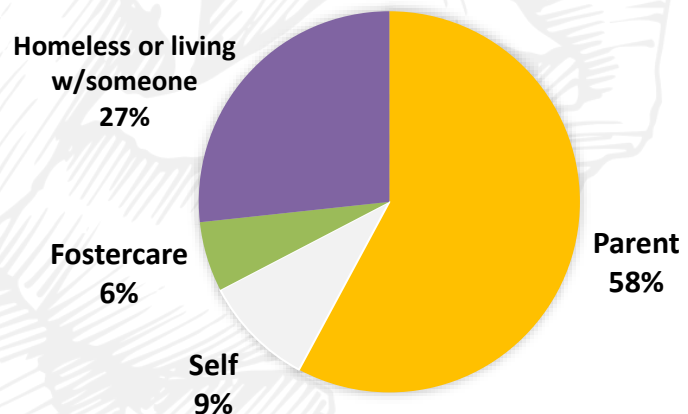
WHAT RBC MEASURES

- 100% of parents/caregivers increased their ability to support their child's development
- 100% of parents had healthy pregnancies
- 100% enrolled in school attended regularly, graduated, or received GED pregnancies and childbirths
- 99.97% reported no intended repeat pregnancies
- 87% of parents reported being in good health
- 50% of program participants had access to mental healthcare
- 0% infant mortalities

REQUEST FOR COVID-19 SUPPORT



2020 TP HOUSING



THANK YOU, DONORS,
In 2020, RBC was awarded
\$423,594 in funding



Foundations

Bi3
By the Hand Foundation
Elsa Sule Foundation
First Financial
GCF Giving Black Circle
Rockefeller Foundation
Toyota Foundation

\$184,274

City of Cincinnati
c/o Greg Landsman City
Councilman & DSD
Advisors
To be disbursed in 2021

\$50,000

Ohio Faith Based
To be disbursed in 2021

Corporate Support

Apro Accounting Services
First Financial
D J Haynes & Associates
Hightower Petroleum
Quicksilver
UC Health
Western Southern
Evenflo Feeding
Woods Hardware
Cincinnati Bengals
Nourished w/Nature

COVID Relief

Delta Gateway Foundation
Greater Cincinnati Foundation
United Way of Greater Cincinnati
Hamilton County COVID-19 Relief
Fund
4MyCity
Sudanos Produce



“To support Black-led nonprofits like Rosemary's Babies Co. (RBC) means supporting capacity building and infrastructure. The organization's ability, innovation and commitment paired with Rosemary's vision, authenticity, compassion and grace has evolved into some of the most impactful programming I have seen over the last year. SPARK Philanthropy has truly been honored to work alongside Rosemary in tackling fundraising and her dynamic board of diverse community leaders to implement their multi-year strategic plan.” ~ Karen Harshaw, Founder & CEO, SPARK Philanthropy

Rosemary's Babies Co. would like to thank Spark Philanthropy in their support toward helping us build our Four-tress by diversifying our funding; as well as creating our strategic, marketing and fundraising plan.



FINANCIAL REPORT & SUMMARY

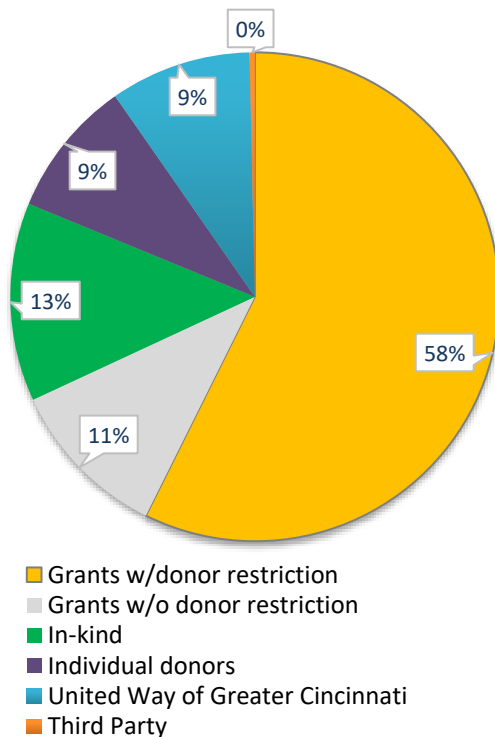
Rosemary's Babies Company (RBC) shows a consistent increase in revenue from 2016-2020.

Since RBC's 2016 launch, the organization has shown a steady increase in revenue.

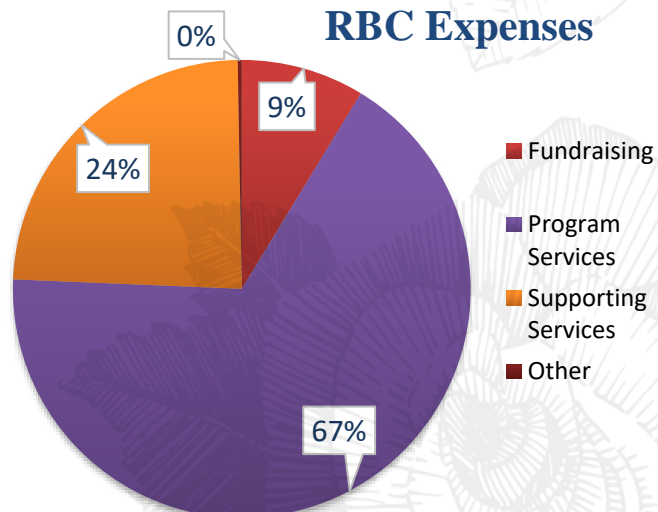
In 2020, revenue increased by 200%.

Based on the 2020, reported revenue 58% of all revenue are grants, 9% is funding from United Way of Greater Cincinnati, and 33% of all other contributions are direct campaigns organized by the non-profit.

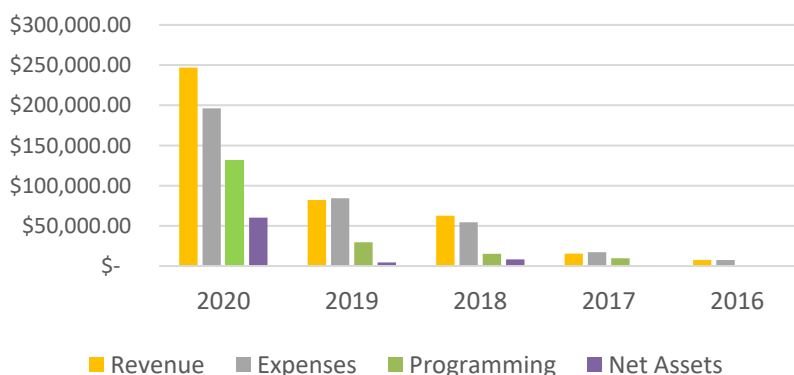
RBC Revenue



RBC Expenses



RBC FINANCIAL BREAKDOWN



YTD Total Revenue: \$414,592

United Way of Greater Cincinnati : \$72,800

67-75% of all revenue supports programming

YTD Total Expenses: \$359,599

YTD Total Programming: \$185,855

	2020	2019	2018	2017	2016
Revenue	\$246,884	\$82,163	\$62,678	\$15,377	\$7,490
Expenses	\$196,286	\$84,238	\$54,377	\$17,308	\$7,390
Programming	\$131,414	\$29,632	\$15,144	\$9,665	\$0
Net Assets	\$60,126	\$4,412	\$8,340	\$188	\$0

THANK YOU FRIENDS OF RBC

Adam Mixon
Adeline Bodart
Admiral Sanders
Adolphus Thomas
Adrienne Powell-Johnson
Ali Gremling
Ali Rosenthal
Allison Pike
Allison Smith
Amber Fannin
Amber Twitty
Ametta Reaves
Amitava Dutta
Amos Goodwin
Amy Barker
Andrew Jones
Andrew Smith
Andy Pike
Angela Lipscomb
Angela Durham
Angela Houston
Anitra Gee
Anna Lyle
Anonymous Donor
Anthony Aloise
Antonio Martin
April Boggs
April Mack-Williams
Apro & Tax Services LLC
Arienne Jackson
Aswad Akil Mack
Barb Frederick
Barry Southers
Bethlehem Negussu
Betty Jones
Beverly Davis
Beverly Bokovitz
Beverly Boyd
Bob Chasteen
Brenda Spicuzza
Brian Wildman
Brice Brice
Brice Mickey
Brittanie Sweet
Bushard
C.A. Lackey
Caitlin Christine
Camika Smith
Camisha Chambers
Carmine Porcaro
Caroline Currie

Carolyn T
Carrie Petts
Cashaun Bolden-Barwick
Cassandra Hooks
Cathleen Williams
Cathy Anna
Chantal
Chara Fisher Jackson
Charnetta Porche
Chatika Powell
Chris Riley
Christie Brown
Christie Kuhns
Christina Campbell
Christina Campbell
Ci Martin
Claire Siegel Stewart
Clarence F.
Clifton Jones
Cornelius Wright
Crystal Marie
Dani Isaacson
Darice Stuckey-Oglesby
Darryl Callens
Dave Gardner
David Harris
Dawn Cunningham
Dawn Mathis
Deborah White
Deronn Mccollum
Diane B. Smith
Donald Tennyson
Donna Lunik
Donna Riley
Dorothy Haynes
Dorothy Haynes
Dr. Rosemary Stein
Drew Jones
Eddie Koen
Edna Gibbs
Edward Thomas
Emily Anne
Emily Knox
Emily Resnik
Erica Jones
Erica's Touch
Ethel Blake
Eugenio Walters
Felicia Thomas
Foster
Garry Iversen

General Freed
Genii Baker
Gloria Henderson
Gloria Oglesby
Gloria Oglesby
Gordon Green
Gregory Haskins
Gwen Dimeo
Hands4hope La
Heather Baldwin
Heather Hall
Hermes
Icy Williams
Illene & Bill Tucker
Jacqueline Yarbrough
Jacquie Tannenbaum
Jaila Nored
Jaimee McClure
James Barter
James Friedman
James Frieman
Jamie Smith
Jarrett Maiben
Jasmine Mitchell
Jennifer Sorensen
Jenny & Jim Berg
Jeobby P Fernandez
Jeremiah Mccurrows
Jewell Sanderson
Jill D Gaines
Jillian Gregory
Jim Brofft
John Dias
John Mcatee
John Scott
John Truex
Jonathan Weitz
Jovonne Walker
Joy Lohrer
Julie Bauke
Julie Cromwell
Julie Zimmerman
Kaela Wuesthoff
Kareem Moffett, Phd
Karen Bankston
Karen Sweeten
Kat Steiner
Kathleen Cail
Kathy Leugers
Kathy Todd

Katy Baron
Kayla Oneal
Kayla Pinckley
Keisha
Kelly Robbe
Kelsey Linder
Kenneth Rosser
Kiaina Phillips
Kiera Thomas
Kimberly Hamilton
Kimberly Huckleby
Kimberly Jackson
Kimberly Tuft
Kristian Baker
Kristiana Beth
Kristin Shrimplin
Laura Hatcher
Lauren Nicholson
Lauri Callier
Laurie Pike
Laurie Stevens
Laurie Stevens
Leah Stevens
Leigh George
Lesley Wardlow
Linda Distefano
Linda Lacharity
Linda Wright
Lisa Goines
Lois Mills
Lori Collett
Lynne Miller
Madeleine Mitchell
Maggie Williams
Malaika Scriven
Malcolm Bocott
Mandy Cobble
Maria W Bates
Mariah Mccollum
Mark Mussman
Mark Osborne
Mark Raider
Marshall Belser
Marvin Gentry
Mary Tignor
Meredith L Comin
Raffael Prophett

Donor list cont'd

Michael Sipple
Michael Moroski
Michael White
Michael Woodcock
Michelle Renee Norflee
Mishawn Styles
Moira Morgan
Monica Boykin
Nancy Chatman
Nancy Spiller
Neilly Fletcher Fletcher
Nick Klingensmith
Nicole Zuefle
Noel Beyer
Northside Supply
Paaras Parker
Pamela Humes
Patricia McMullen
Patrick Davis
Patrick Lehman
Phillip Smith
Quanya Jefferson
Rachel Perry
Rakel Sanchez
Ranelle Huber
Rashawna N. Pastor
Rebecca Birkhead
Reggie Dozier
Rg Beauty Llc
Rhea Johnson
Rhonda Spurling
Robert Oglesby
Robyn Glover

Ron Bryant
Ronald Hartoin
Rose Reid
Rosie Curtin
Sally Snyder
San Kok
Sandra Gallegos
Sandra Sturdivant Carter
Sarah Beeching
Sarah Crannell Rich
Sarah Henry
Sarah Mills
Scherrie Susaye
Scott Priestle
Senovia Byndon
Shannon Crutchfield
Shante Cox
Shaqeia
Shaquanna Metcalf
Sharon Yang
Shawanna Lasley
Sheila And Philip Cohen
Sherri Richardson
Sherry Daniels
Sheurka Mccollum
Sonya Smith
Sonya Turner Dreves
Sonya Weaver
Stacey Jones
Stephanie Murray
Stephen Hightower
Sterlin Styles
Sugar Loft Events
Summer Lattimore
Tamara Rawitt

Tanya Dempsey
Tanya Staggs
Tea Jae
Tennille Webb-Humphries
Therese Garvey
Thomas Frye
Tia Moore
Tiffany Tucker
Timothy Patterson
Tina Campbell
Tina Watson
Toi Jones
Tom Guzm
Tony Lackey
Tonya Figgs
Tonya Steward
Toya Whitaker-Johnson
Tracey Stenson
Tracie Craft
Tracy Weisgerber-Campbell
Trinea Ervin
Vicki Barker
Vickie Chenault
Vioka Ross
Virgie Ray
Wendy Holden
William Brantner
Yolanda Hamza
YolandaVest
You Deserve To Go Travel Solutions
Young
Yvonne Lacharity
Zara Johnson



THANK YOU VOLUNTEERS

In 2020 **62 volunteers** donated **1,500 hours of service** providing administrative support, events, and many other tasks that add to the operational cost of this organization.

Thank you, Total Training Services
10 Teen Parents are now Certified in
CPR/Baby First Aid



Thank you, Real Truth Inc.,
13 Teen Parents are now certified in Youth
Public Safety & Firearms Training



Thank you, Summer Lattimore for
registering parents to vote and educating
our babies about voting.



Thank you, Khrys Styles, for discussing
sexual abuse and domestic violence,
building trust with your babies.



Thank you to everyone who donated to RBC Christmas, Petals Pantry, and the L&L
Program in 2020