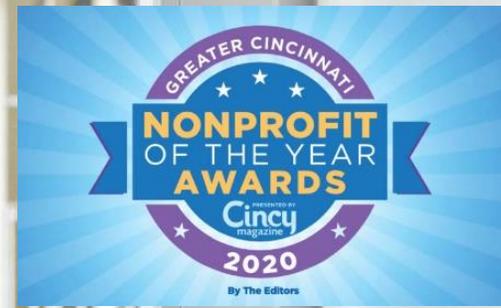




## Rosemary's Babies Company Building Our Four-tress

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](mailto:rosemaryoglesby@gmail.com)





## 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.

## 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.

### 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 CincyMagazine.**

## OUR IMPACT

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

**34 parents enrolled in the  
Leadership & Legacy Program**

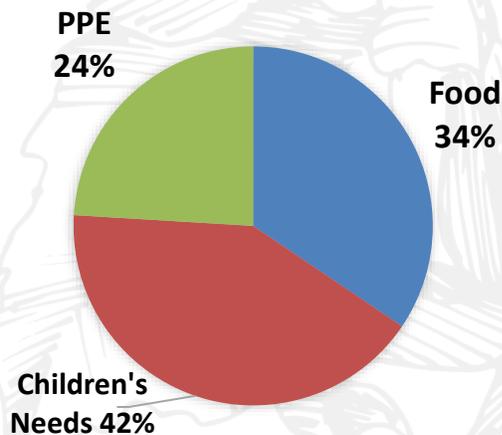


The pandemic posed challenges for our babies and our organization. Our program participation doubled. 30% of the year our organization provided limited in-person support. 30% of families requesting services were homeless.

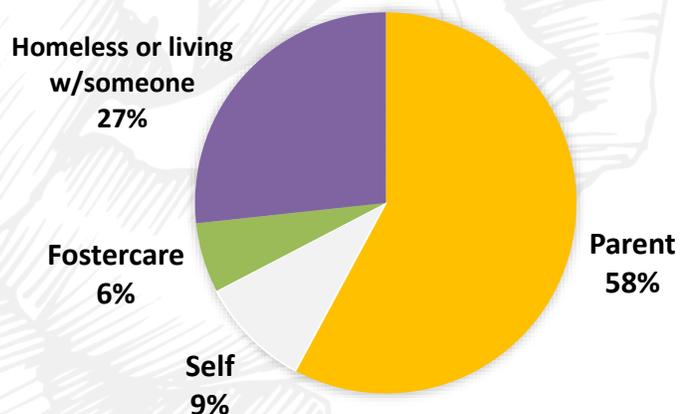
### WHAT RBC MEASURES

- 100% of parents/caregivers increased their ability to support their child's development
- 100% of parents had healthy
- 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  
Sudan's 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

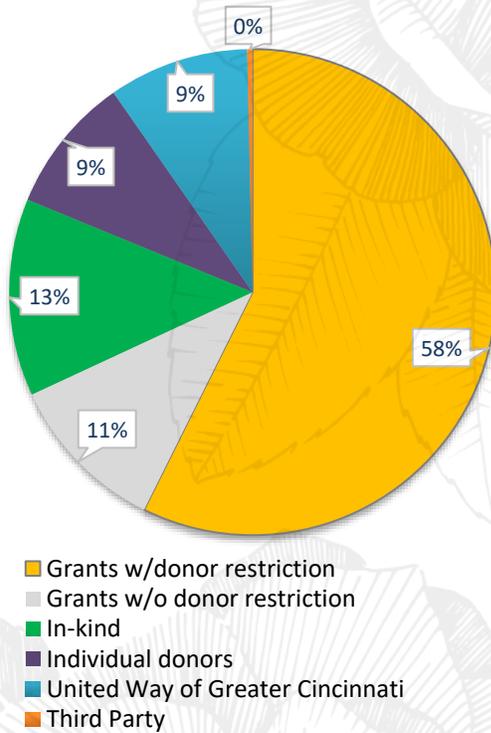
Rosemary's Babies Company (RBC) shows a consistent increase in revenue from 2016-2020.

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

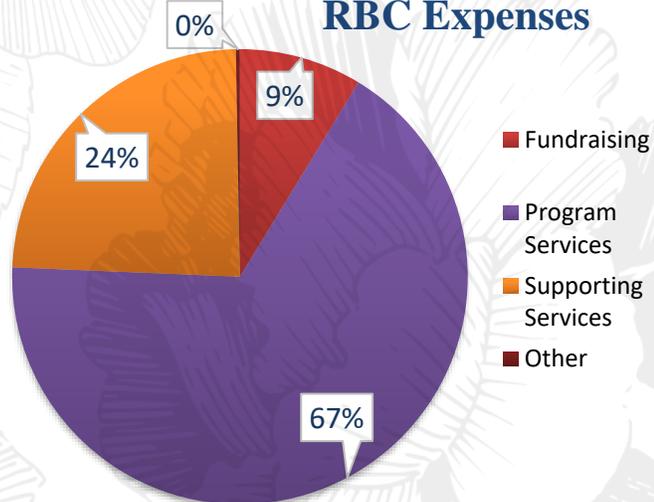
**In 2020, revenue increased by 200%.**

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.

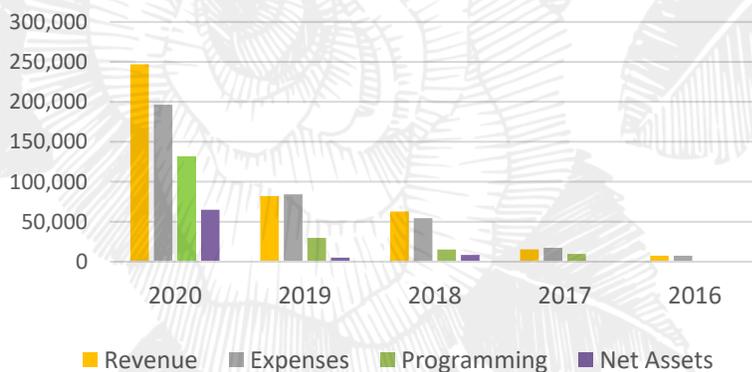
## RBC Revenue



## 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
<b>Revenue</b>	\$246,884	\$82,163	\$62,678	\$15,377	\$7,490
<b>Expenses</b>	\$196,286	\$84,238	\$54,377	\$17,308	\$7,390
<b>Programming</b>	\$131,414	\$29,632	\$15,144	\$9,665	\$0
<b>Net Assets</b>	\$64,856	\$4,981	\$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  
Jaliah Oglesby  
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  
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Kenneth Rosser  
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Kimberly Huckleby  
Kimberly Jackson  
Kimberly Tuft  
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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  
 Raket Sanchez  
 Ranelle Huber  
 Rashawna N. Pastor  
 Rebecca Birchead  
 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  
 Shaqea  
 Shaquanna Metcalf  
 Sharon Yang  
 Shawanna Lasley  
 Sheila And Philip Cohen  
 Sherri Richardson  
 Sherry Daniels  
 Sheurka Mccollum  
 Sonya Smith  
 Sonya Turner Drevs  
 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 Figs  
 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



**We'll get through  
 this together.**

## 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