

Partnership & Funding Proposal

# **HOLLOWAY HOUSE & RESOURCE CENTER**

**A Safe haven for Teen Parent Families**

*In memoriam of Rosa Lee Webster-Figgs*



**Rosemary's Babies Co**

**A Teen Parent & Family Support Organization**  
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Contact: Rosemary Oglesby-Henry, CEO  
Ohio Registered 501c3 | EIN 81-3727709

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# BACKGROUND

## WHO WE ARE

Established in 2016, Rosemary's Babies Company (RBC) provides support for parenting youth, ages 13-19, and their families. By providing family support to three generations - the teen parent, the grandparents, and the child – RBC can change the trajectory for the entire family. **Rosemary's Babies Company mission is to help teen parents master the concepts of self-leadership to break the cycle of poverty and become a productive member of their community.**

## WHO WE SERVE

Currently, RBC serves diverse families of all socio-economic backgrounds, moms and dads, intentionally targeting the most at-risk populations. Of teen parent families contacting our office:

- **35% are homeless** or live with a person who is not their primary guardian.
- 95% or more fall below the 200% poverty level.
- 95% or more are minorities.
- 20% are in foster care.
- More than 50% are experiencing food insecurity or live in a food desert.

**Since 2016, Rosemary's Babies Company has served 400 Families in Greater Cincinnati.**

## OUR UNIQUE EXPERTISE AND APPROACH

RBC uses evidence-based interventions, leadership education, and mentoring to teach teen parents (moms and dads) life skills, problem-solving and resilience during their simultaneous transition from child to parent, and child to adult. RBC assists families in removing barriers, long-term and short-term, so these adolescents can begin work on their life-plan for themselves and their babies. 86% of team members and board members were teen parents themselves.

RBC focuses on the core areas of mental and physical health, including healthy behaviors, education, and money management. Rosemary Babies partners with more than 100 agencies to support our families, including UWGC (Funding/Resources), UC Health (Funding/Health), Tri-health (Labor/Delivery), 4C for Children (Childcare), ODJFS (PRC Funds/Childcare Vouchers), and Children's Law Department (Legal).

**Our services included:**

LEADERSHIP AND LEGACY PROGRAM		
This program is in partnership with United Way of Greater Cincinnati		
24/7 Confidante Care	P.E.T.A.L.S Pantry	Levi The Leadership Lion
RBC stays connected 24/7 to provide virtual support for young parents and families. There is no cost and teens can contact us as often as needed.	Our pantry provides emergency essentials such as car seats for those unable to leave the hospital without one, ride-hails, cribs, and more.	Levi is a social enterprise of RBC that introduces children to STEM, arts, and leadership at the earliest stages of development: 0-12 years.

## PROGRAM OUTCOMES

- **100% of participants did not have a repeat pregnancy.**
- 100% of pregnant participants received adequate prenatal care.
- 100% of program participants received and/or had access to mental healthcare.
- 100% of program participants are introduced to STEM principals.
- 83% of program participants reported having good and/or excellent health by teen parent survey.
- 62% of program participants reported improving healthy behaviors.

# EXECUTIVE SUMMARY

## THE NEED

**Thirty-five percent of teen parents in Greater Cincinnati are homeless. There is currently NO supportive housing options and/or continuation of care programming** that provides a skills-building foundation to help young parents develop self-sufficiency so that they may be successful engaged parents and productive members of their community. These conditions drive the cycle of generational pregnancy, poverty, homelessness, and maltreatment of their children.

- The 2016 teen birth rate in Cincinnati was estimated to be 43.3 births per 1,000 women between 15-19 years old.
- There are more than 3,000 teen births yearly in Hamilton County.
- There are 12,000+ births to teen parents yearly in Ohio, Kentucky & Indiana.
- There is a higher occurrence of pregnancy among homeless youth, 13-15-year-old. They are 14 times more like to have repeat/dual pregnancies.

**Supportive Housing** is a highly integrated system of living arrangements and professional case management services that provides pregnant and/or parenting teens **1. a safe place to live, 2. 24-hour access to caring adults, and 3. connections to community resources that provide share responsibility plans**. This system helps young parents develop necessary skills and secure resources needed to maintain housing throughout adulthood. Supportive housing programs can be more effective when young parents shape and direct their future in partnership with case managers and other key staff.

## COST SAVINGS ANALYSIS

**Reduce dual pregnancies by program participants by 100% by 2023**

- **A reduction in dual pregnancies of 100 teen parents is a cost savings of \$1.6M to the tri-state area.** 50% of teens who have a baby are far more likely to have a second child before adult age (20). Investing in transitional housing and skills-building programming for teen parents would mean fewer teen parents starting their life in poverty and a **reduction in mothers who are on welfare or receiving medical costs for labor & delivery**.

**Increase number of teen parents graduating from high school by 25% by 2023**

- **A reduction in high school dropouts adds a tax revenue of \$260K per teen to the tri-state area. Resulting in a life tax revenue of \$26M, per 100 teens served.** Teen parents that complete high school can secure better paying jobs and are less likely to have subsequent children which leads to a need for welfare benefits.

## THE GOAL

**A managed site for teen parent families that will provide emergency and transitional housing**, continuation of care, parenting classes, workforce development, financial literacy, life skills, case management and address any/all needs related to teen parents in Greater Cincinnati. Using a holistic approach, this *safe space* will provide housing for up to 14 teen parent families.

## THE DEMOGRAPHIC SERVED

**This property will serve teen parents ages 13-19 years of age** of all ethnicities, sexual orientations, socioeconomics, and religious backgrounds. Emergency housing/transitional housing will serve teen parents 16-19 years who are in foster care, homeless, emancipated, or who have been displaced by unforeseen circumstances.

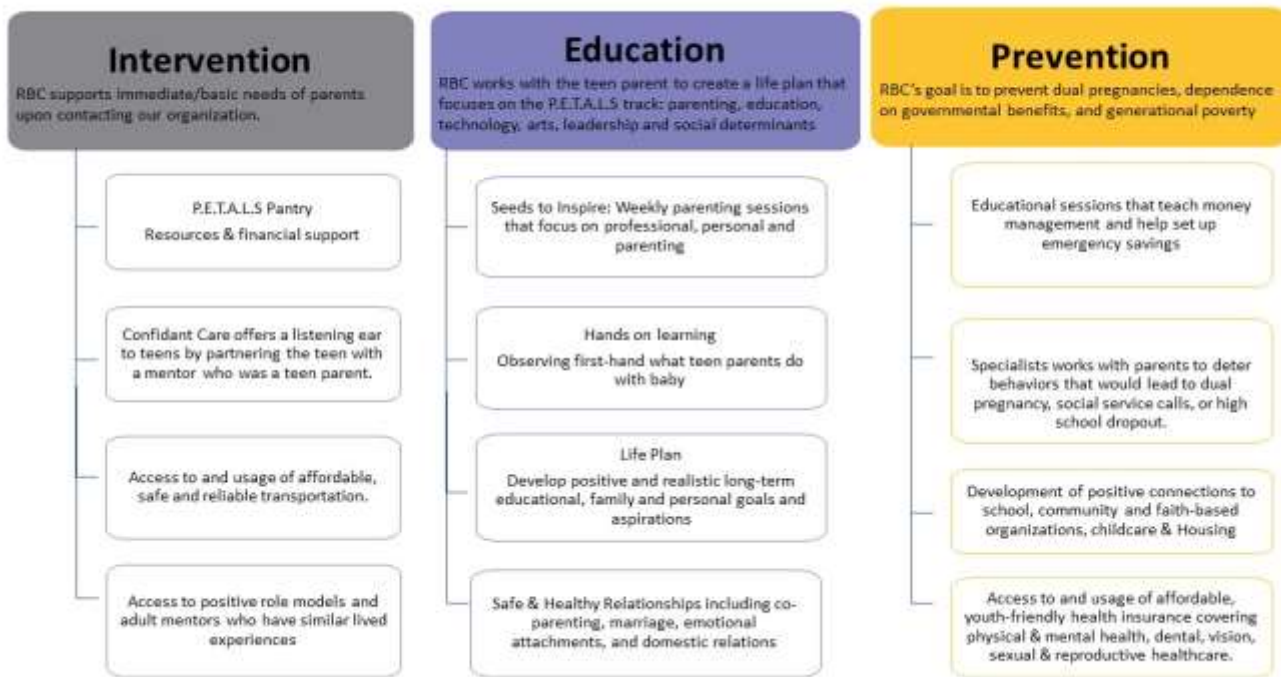
## OUR PROJECT REQUEST

**Rosemary's Babies Company is requesting support in the purchasing and/development of a commercial/multi-use property** in North Avondale located at 3864 Reading Road Cincinnati Ohio 45229. This property is 6,400 sq. feet, 7 bedrooms and 4 bathrooms with backyard, full kitchen, and dining area.

- Renovation Project \$150,000
- Capital Campaign need of \$293,420 (Renovation Project \$150,000 (\$170K) & Program \$116,920)



# SCOPE OF SERVICE



## THE SITE: HOLLOWAY HOUSE

### Facilities

- Residential Property | Multi-use site
- 7 Bedrooms | 4 Bathrooms
- Dining Area
- TV Room/Common Area
- Pantry
- Community Partner Space

### Amenities

- Garden
- Laundry Facility
- Counseling Office
- Outdoor play area
- Meditation Area
- Levi's Learning Lab & STEM Center

## THE NAME



**Holloway House is named for Rosa Lee Webster-Figgs**, grandmother of founder Rosemary Oglesby-Henry. Rosa Lee was a teen mother at 15. In 1942, she left her home in Tennessee for Cincinnati to build a better life for her and her baby. Because she was illiterate, she worked as a maid for most of her life until she received her high school diploma at age 34; she believed education was the one thing a person could not take away from her. Rosa Lee Webster-Figgs, known by the community as, "Mother Figgs" or "Grandma Rose" raised seven (7) children and a host of others in a three-bedroom house on Holloway in Evanston refusing any assistance from the government. For more than 70 years she cared for her

community, fought against injustice and opened her house to children. Her legacy and name live on through her granddaughter, Rose, whose organization does the same for teen parents. Holloway House is named in memoriam of this woman who inspired our core beliefs: truth, education and integrity. Ms. Rosa Lee Webster- Figgs was called to Heaven on June 18, 2020.

# APPENDIX

# RBC & AVONDALE QOL MOVEMENT

**Holloway House & Resource Center** will be an expansion of the programming that RBC has successfully managed in the community since 2016. Of RBC's 400 families, **30% of teen parents live in Avondale, 60% of program participants were children of teen parents, 100% of these families live in single parent households whose income is below \$25,000.**



Based on the Avondale Quality of Life Plan more than 2700 youth are at risk of becoming teen parents, based on the ACES (Adverse Childhood Experiences) assessment and historical evidence that shows a direct correlation between socioeconomic and teen pregnancy including poverty, lack of education, homelessness, and lack of positive mentorship. **Holloway House will be a safe hub for families serving three generations: teen parent, grandparents, and child(ren).**

## SAFETY

*"Despite the multiple resources for children to engage, there is notable concern over youth with nothing to do." QOL Plan.*

- RBC has partnered with R.E.A.L Truth Inc. who will implement programming for youth and their families. This program's focus is safety, self-defense, laws and regulations, and lifestyle changes as it relates to violence.
- RBC is working with the public defender's office, Cincinnati Police, social service agencies and community leaders to educate the community, provide support for families, and mediate disputes within families to alleviate ejections of youth/youth parents from their homes. **A.T.E.** (Alternatives to Ejection) will reduce homelessness and impact mortality of youth and babies by securing a safe space for children to live.

## SHARING SUCCESS

Rosemary's Babies Company focuses on intervention, education, and prevention. RBC's advocacy and collaboration efforts have helped our organization to secure partnerships with **employers who will give opportunities to young families** like The Country Meat Co., Queen City Healthcare, and Cincinnati Works.

RBC program involves financial education, workforce development, training and parenting education, as well as recreational activities for the entire family. Through collaborative efforts RBC will get **young parents employed, improve the health of teen parents and their babies, remove social barriers that keep teen parents from quality healthcare** that keep them from maintaining employment, and worse infant mortality or death.

**RBC partnerships build a network of support that is accessible to families** that includes daycare, education, and home visitations with children up to age 3. These efforts have helped to **contribute to completion of high school/GED, reduction in dual pregnancies, healthier pregnancies due to reduced social barriers and healthier behaviors, and reduction of social services calls related to neglect and child abuse.** Community Partnerships that align with the Quality of Life Movement includes: Hamilton County Health Department, Cincinnati Children's Hospital's Every Child Succeeds, Healthcare Access Now, Cradle Cincinnati Policy Committee, Hamilton County Public Defender's Office, Cincinnati Black Doula Network, Evenflo Breastfeeding; as well as local high schools and charter schools including Woodward High School and Keeping Teen Parents in School (Dohn).

## LIVE HEALTHIER & HAPPIER

This space will transform Avondale in a unique way providing an exclusive program and space that will bring families together; as well as support the notion that Avondale is a safe place to work, live and play. The organizations accessibility will help to encourage better health as we are surrounded by healthcare agencies which we partner, parks, community centers, and churches. **100% of teen parents and their parents report following connecting with our organization the family is healthier and happier.**

# HOLLOWAY HOUSE | ARCHITECH SPECS

## PROJECT CONTRACTORS

Rosemary's Babies Company has secured MBE contractors, architects, and landscapers for this project. RBC has secured a WBE & MBE designer and realtor to support with the purchase and design elements of the 6,400 square foot space that currently has 7 Bedrooms, 5 Bathrooms.







Rosemary's Babies Company is a teen parent and family support organization that has served 400 teen parent families in the tri-state area since 2016. We are seeking to purchase in partnership with The City of Cincinnati, The Port Authority, Hamilton County Land Bank and North Avondale Community to renovate The Rubel House, which has been estimated to have been unoccupied since 2015. This commercial/multi-use property is 6400 sq ft, with 17 rooms including the potential for 7 bedrooms & 4+ bathrooms.

**The following inspections are necessary:**

- Lead inspection
- Home inspection including termite
- Mold remediation & removal
- Structural engineer (will seek information from previous contractor familiar with this project)

**The property will need the following renovations & improvements:**

- Kitchen remodel including commercial appliances
- Updated electrical
- Boiler & water heater replacements
- Glass & window replacements
- Concrete in rear yard
- Doors, finishes and fixtures
- Paint walls & room remodels

**RBC intends to:**

- Contact SSRG for estimated cost
- Historical preservation society to ensure historical elements are maintained with the property
- Re-purpose rather than replace floors
- Re-purpose original fireplace
- Re-purpose molding

## IMPROVEMENTS

In July 2018 – August 2019 SSRG Advantage Group Architect / Engineers were contracted to perform restoration & stabilization to the property.

The SSRG team led the restoration of the stunning front porch. This stately feature includes an impressive rounded corner, but the entire structure had fallen into grave disrepair. SSRG rebuilt the porch with a standing seam metal roof. This required saving the original corbels and recreating the historic timbers. One particularly unique element of the project was the rounded corner. The original structure had used one large timber curved into its radial arc, as opposed to connecting multiple beams together. To match the original quality of this feature, the SSRG team built a steam chamber and steamed a large timber to bend it slowly and carefully into the radius needed.

Other scope of the project included rebuilding chimneys, slate roof repairs, and rebuilding several collapsed floors.

### PROJECTED COSTS

**Renovation Costs** \$150,000

**Land Value** \$63,810

### Historical listing costs

2017: \$0.00 2018: \$0.00 2019:

95,000 May 2020: \$110,000

September 2020: \$190,000

### HISTORICAL LAND PRESERVATION FUNDING

Rosemary's Babies Company are seeking funding, support, grants and a partnership opportunity to renovate this historical commercial property located in North Avondale Ohio.

## MEET ROSEMARY

Rosemary Oglesby-Henry is a bridge-builder, nationally-known Leadership Educator, and the Founder and CEO of Rosemary's Babies Company (RBC), an impact organization (501c3) committed to helping teen parents master the concepts of self-leadership to break the cycle of poverty and become a productive member of their community.



- Pillar Award for 2020 Non-profit Executive Director of the Year - *Smart Business Magazine*
- Ohio Senate Award – 2018
- Education Partner Award: Northern Kentucky NAACP
- An Unsung Heroine Award
- Cincinnati Business Courier: 40under40
- *Forbes*: Leading Women in Business
- The Cradle Cincinnati Policy Committee member
- The Metropolitan Club: Roebling Society member
- Women's Advisory Committee for Cincinnati City Councilman Jeff Pastor
- Contributing writer for the US Ambassadors for Girls & Women in *Forbes Magazine*
- Featured in national magazines: *Fortune*, *Money*, *Movers and Makers*
- AKA. Super-leader, Leader of Leaders and The Rose Who Blossomed through the Concrete

Rosemary has achieved all her educational and career success because of her resilience and fortitude to change the trajectory of her life and her family since becoming a teen parent at the age of 16. Graduating from Withrow High school as a teen parent, she faced the stigma and challenges of a teen parent firsthand, but she also had the determination that single parents need to rise above adversity. Rosemary's personal commitment to her children, strong faith in God, social support and self-motivation kept her focused on her goals.

Despite the obstacles, she successfully managed a home, raised two children with her husband and long-time sweetheart of 23 years and maintained a 17-year career with the United States Postal Service. Throughout her journey to break the cycle of generational pregnancy and poverty within her family, she felt an immense desire to give back.

To be successful in any capacity, Rosemary believes an accredited degree is vital. Ms. Oglesby-Henry, held to her educational goals for more than 15 years to obtain a Master of Science in Organizational Leadership, Bachelor of Arts degree in Liberal Studies, a Business Administration degree and an Associate of Art in Human Resources; RBC was conceptualized during her Master's program at Mount St. Joseph University in 2013.

Rosemary established RBC as her second act, in an effort to educate the community, advocate for rights that render teen parents helpless, and support young parents who feel that having a child during early adolescence means an inescapable life of poverty. The Cincinnati based organization, which serves 200 families per year, works to end generational pregnancy and poverty by supporting families, educating communities, and advocating for policy/law changes that are biased and render teen parent families helpless. Rosemary's Babies is recognized as a best in class resource for teen parents and families.

Favorite Quote: "No one can beat you down lower than you, but no one can lift you up higher than you"

# BOARD OF DIRECTORS

*CEO / Founder*

**Board Chair**

**Chair Elect**

**Secretary**

**Treasurer**

*Rosemary Oglesby-Henry*

Aswad Mack, Operations Executive, Toyota Company

Laurie Stevens, Project Specialist, Cincinnati Children's Hospital

Rodsha Belser, Human Resources, Kroger Company

Cheryl Lackey, Accounting, City of Cincinnati

Summer Lattimore, Independent Virtual Assistant

Patricia McCollum, LSW, Trauma Trainer, State of Ohio

Angel Wright, Promotions Director, Radio One (2021)

## **Advisory Board**

Dorothy Haynes, Executive Director, Haynes & Associates

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, Director of Alumni Giving, Summit Country Day

Karen Williams, President, Spark Philanthropy

## **Young Leaders Board**

**Treasurer**

**Secretary**

Kaiya Collins, Junior, Bowling Green State University

Rian Marie Oglesby, Freshman, Bowling Green State University

Katelyn Price, JD, Legal Professional

Kenneth Glenn, M. Acc, Consultant, JC Baker & Associates

Mariah McCollum, Cincinnati Youth Collaborative

Roderick Mills, Practitioner, JC Baker & Associates

Qua'ron Oglesby-Henry, RBC Mascot

Aryah Belser-Dale, Purcell Marian High School

## **2020 Board Demographics** (10 Executive Board Leaders | 7 Advisory | 8 YL Board)

86% of Board Members are teen parents

90% or more Bachelor Degree or higher

50% or more women

50% or more minorities

20% or more identified as Hispanic

## TESTIMONIALS



### **Ty & Prince Amauri | Program Participant 2019 - present**

*“When I was pregnant, I felt like I didn’t have anybody. When I would call Ms. Rosemary would come and she always answered. I feel like every teen parent should have support like this. I feel blessed to know her. I feel like I am one of her kids.”*

Ty was referred to Rosemary’s Babies from Dohn High School when she was 5 months pregnant. She was 16 years old. The last grade she completed was the 9<sup>th</sup> grade. Her mother had 9 children and ejected her from her home. She was living with her boyfriend’s family, he was 15. Prince Amauri was born early from this young resilient lady walking everywhere during an already high-risk pregnancy. On June 12, 2020 she completes high school, is working part-time and her son is a healthy active baby.



### **Shinia & Quinntez | Program Participant 2018 - present**

*“My daughter was 14 when she had her baby. She would not talk to anybody. This program has helped her to grow. She can talk to people who have experienced what she has been through. I appreciate them.*

Shinia was referred to Rosemary’s Babies by a health navigator. Shiniah was 14, in the 9<sup>th</sup> grade, depressed and struggled with suicidal ideation. She did not understand what it meant to be a Mom, but she knew she wanted to be a good mom. Shiniah is now a Junior. Quinntez is now 2 years old, is potty-trained and speaks very well. Shiniah, because of our program, she is introducing him to STEM and musical arts.

### **Levi’s Summer Leadership Program**

These group of moms participated in RBC’s summer learning program. The moms were gifted baby items, including tablets loaded with educational software for their babies.

*“I learned so much during this program.”*  
Kya (15)

*“I liked being around other girls that were cool and understood what I was going through.”-Tiana (18)*

*“Ms. Rosemary changed my life fa’ real. I was in so much trouble and now I think differently.” –Mikayla (19)*





## CURRENT FACILITIES



### 200 sq ft Office Space

2016 – RBC First Office Remodel



1200 sq Ft Office Rehab/Remodel

Updated office area, Color Change w/ Custom Wall, Lactation Area, Kids Play Area

## COMMUNITY FEEDBACK



*"This org. has been a great resource for the community and young people we support at Villedge. The more we resource, support, and fund organizations who work at the grassroots level like RBC, the more we will see our communities change. Orgs like this do deeper more transformative work than orgs with million-dollar budgets. Why?! Because leaders like Rosemary, who lead from a place of experience and passion you can't pay for or replicate!"* Katie Nzekwu-Mullarky, CEO, Villedge



*"The most committed, loving and competent professionals I have come across working with youth with over a decade of experience."*  
C. Robert Collins, CEO, Lincoln Heights Community Outreach



*"This organization does amazing, amazing work in the community. My wife and I are donors and we appreciate the work they do in the community."*  
Michael Johnson, CEO, Boys & Girls Club of Dane County, Wisconsin



*"This organization is integral with educating the community on teen parent concerns and engagement. I have directed many young parents for support and proudly support this organization and its efforts."*  
Kareem Moffett, PhD, Founder, Hear Us Now: Youth Lead Alliance



*"Students who interned at this organization reported having a profound, and life-changing experience under their supervision."*  
Keith Lanser, Associate Director of Service Learning, Mount St Joseph University

# RECOMMENDATIONS



Elaine Bobbey  
President and Managing Director  
Evenflo Feeding, Inc.

July 10, 2020

This year I have had the privilege of working with Rosemary Oglesby-Henry on a proposal to expand her vision for breaking the cycle of poverty in our community. She has a unique, laser focus on helping teen parents change the trajectory of their lives and their children's lives. The impact changes the fiber of a community, today and far into the future.

Rosemary started her company, Rosemary's Babies Company (RBC), 5 years ago and has served over 500 families during that time, right here in Cincinnati, in our most vulnerable communities. But her work started many years ago when Rosemary became a teen parent herself, repeating the cycle of teen pregnancy in her own family. She had the remarkable grit and determination to raise herself up, maintaining a 17-year career at the USPS and earning several degrees, including a Master's degree from Mount St. Joseph University. Against all odds, Rosemary proved that our children can create a new legacy; she had the same deep determination to help today's generation of teen parents. It is her calling.

The teen parent dilemma is at the root of poverty, homelessness, domestic violence – the problems that we all struggle to address. Rosemary has a real solution. I intend to continue to support her work and highly recommend that you also offer your time, talent or treasure to advance her amazing work. The return on your investment will be priceless.

Sincerely,

A handwritten signature in cursive script that reads "Elaine Bobbey".

Elaine Bobbey





Karen Williams  
Founder and Principal Consultant  
SPARK Philanthropy, LLC  
11670 Van Camp Lane  
Cincinnati, OH 45246

To Whom It May Concern,

I have had the pleasure of knowing Rosemary Oglesby Henry for over 5 years, and I have witnessed up close her remarkable leadership. As Founder of Rosemary's Babies, she is highly committed to the clients served and the high-quality services provided. It has been amazing to see her constant high level of energy, passion for creating high-quality organization, and goodwill towards others. Rosemary has an excellent rapport with everyone she meets. She has built a shared trust among her clients, staff and board members all the while remaining enthusiastic, humble, and honest in her work. Rosemary has excellent communications skills and is naturally articulate which allows her to connect with people of all ages. Rosemary's ambition, drive, dedication, commitment to others, and sense of community goes far beyond her role as Founder and CEO. She is cherished by many, and I am so honored to call her my friend, colleague and mentor for this long. I recommend to any developer, funder and/or city official to support this organization without reservation.

Should you wish to reach out to me and speak to me directly, I can be reached at 513.545.4877 or [sparkphilanthropy@gmail.com](mailto:sparkphilanthropy@gmail.com)

Sincerely,  
Karen Harshaw

To Whom It May Concern:

I am writing this recommendation on behalf of Rosemary's Babies Company and its founder Rosemary Oglesby-Henry.

I have had the privilege to watch this organization flourish since its doors opened in 2016. Rosemary's Babies Company was and still is the only organization in the tri-state area who is addressing the needs of teen parents and their families. Their approach to reducing dual pregnancies and preventing families from starting their lives dependent on the system was so unique they made history by becoming one of the youngest organizations to partner with United Way of Greater Cincinnati.

The founder, Rosemary Oglesby-Henry, has used her lived experience as a teen parent, education and authentic leadership skills to change hundreds of lives in Hamilton County; as well as educate the community by creating policies and initiatives that help teen parent families thrive. Rosemary's Babies Company is a partner of both Cincinnati Public Schools and Cradle Cincinnati Policy Committee.

Rosemary also serves on my Cradle Cincinnati Policy committee that works to reduce infant mortality and remove barriers for pregnant mothers, with a focus on women of color. With the help of Rosemary Oglesby-Henry, these efforts have resulted in the highest reduction in Black infant mortality in Hamilton County this past year.

Rosemary's Babies Company is the location we host our policy committee meetings with city leaders and community organizations, and they have ensured us we can continue our relationship in their new facility which is desperately needed.

Unfortunately, teen parents are not considered when we review the demands for transitional and affordable housing in our city. Rosemary's Babies Company has been the voice in these conversations to address this need, at present a parenting teen has no place to reside. Rosemary's Babies Company is doing the work and their results shows and I support their unique efforts to create a safe space that includes housing for parents.

I respectfully ask you to consider this organization's requests for development and funding.

Respectfully,

Mike Moroski



Mike Moroski / [mikemoroski@gmail.com](mailto:mikemoroski@gmail.com) / 513.218.8111 / 400 Pike St, #806, 45202

Mike Moroski *"The world could just use a few more people like him," Cincinnati CityBeat*

Ross Meyer  
Community Leader  
513.508.7817  
rosspmeyer@gmail.com

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July 1, 2020

**Re: Letter of Support for Rosemary's Babies Co**

To Whom It May Concern:

It is my honor to write this letter in support of Rosemary's Babies Co. I write this letter based on my experience serving in leadership roles in Cincinnati's non-profit sector for the past decade, most recently as the Chief Impact Officer and Interim CEO of United Way of Greater Cincinnati. During my nine years at United Way, I have worked with hundreds of non-profit agencies across our region.


I have known Rosemary's Babies since 2017 when the organization became a United Way Agency Partner. Rosemary's Babies was one of only a few agencies added to United Way's partnership that year, after a highly competitive selection process. We believed Rosemary's Babies offered a much-needed service in our community; indeed, they are the only organization in Cincinnati working to change the lives of teen parents. Their empowerment-based approach is uniquely authentic, as the founder and most of their team and board were teen parents themselves who understand what it takes to remove barriers to success. Over the years, Rosemary's Babies has grown in impact and reach, now changing the lives of hundreds of families in our community.

The real power of Rosemary's Babies comes from its Founder and CEO, Rosemary Oglesby-Henry. I have worked with countless leaders in our community, and Rosemary is exceptional in her ability to build bridges, her fortitude and resilience, and her drive to use her life to change the lives of others. I would welcome any opportunity to partner with her and her organization.

I fully support any endeavor that Rosemary's Babies is pursuing, as I know that it will be born out of an authentic passion to improve the lives of teen parents in our community, with the fortitude to get it done.

Please reach out to me anytime at [rosspmeyer@gmail.com](mailto:rosspmeyer@gmail.com) if I can provide any additional insight.

Sincerely,



Ross Meyer



To Whom It May Concern:

I sincerely submit this recommendation on behalf of Rosemary Oglesby-Henry, Executive Director of Rosemary's Babies Co.

I first met Rosemary at Walnut Hills High School and immediately knew that she was a focused and determined individual that would go out of her way to pursue all goals that she set her sights to. One of the best qualities that I really appreciate of Rosemary is her focus on maintaining positive and beneficial relationships and connections with people. People can get bogged down with their own trials and tribulations with work/family life – Rosemary handles all this and still ensures to connect with me to check in on me.

When I first heard that Rosemary was creating her organization, "Rosemary's Babies", I was very happy and proud. I knew she would be a monumental success with all the new journeys that would ensue. Rosemary's focus, determination, and persistence to stand up for those that need a voice and assistance is a perfect role for her and I see nothing but Rewards and Success in her future. Her organization is beneficial to the community and is based off her life experience as a teen parent herself.

I ask that you support the endeavors of Rosemary's Babies Company as they continue to change the trajectory of teen parent families and future generations.

Sincerely,

**Antony West**

*Assistant Vice President | Credit Risk Segment Analyst*

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	Fifth Third Bank   580 Walnut Street   MD 10GA22   Cincinnati, OH 45202 513.534.4221   fax: 513.534.8334
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July 7, 2020

Rosemary Oglesby-Henry  
Rosemary's Babies Company  
4439 Reading Road Suite 107  
Cincinnati, Ohio 45229

Dear Ms. Oglesby-Henry:

On behalf of Health Care Access Now, I am pleased to support Rosemary's Babies Company proposal to build transitional housing.

HCAN was established to develop & deliver partnerships that among social service, medical, behavioral health providers & health insurance plans that serve Medicaid consumers in Greater Cincinnati. Our service approach is collaborative & leveraging opportunities to either deliver or subcontract with organizations that have capacity to deliver consistent services using a nationally endorsed model for care coordination. Utilizing Certified Community Health Workers, we deliver community-based care coordination to the underserved populations in Hamilton County.

Rosemary's Babies Company has served more than 400 families in Greater Cincinnati. This organization serves the at-risk youth ages 11-19 who are parenting, fall 200% below the poverty level, are homeless or couch hopping and are likely to live a life in poverty. Rosemary's Babies Company unique programming works to prevent these teens from dropping out of high school, alleviate their need for governmental benefits and support their efforts to make an affordable living to care for their family, including having an emergency account.

Health Care Access Now (HCAN) and Rosemary's Babies Company have collaborated to serve our community by working to connect our shared patients/clients to resources and services that address the barriers to health.

Sincerely,

Sarah Mills, MPA  
Chief Executive Officer  
Health Care Access Now

July 7, 2020

To Whom It May Concern:

This letter is in support of Rosemary's Babies, a United Way-funded Agency led by Rosemary Oglesby-Henry. United Way of Greater Cincinnati began to fund Rosemary's Babies during my term as President & CEO of United Way.

United Way funds Rosemary's Babies Leadership & Legacy Program for Teen Parents, an educational intervention program that helps teen parents master the concepts of self-leadership to leave legacies. The program was developed to improve the lives and outcomes of teen mothers, fathers and their children, as well as address the needs of teen parents that are not being addressed by current programs. The program is designed to help young parents succeed in both the short- and long-term, developing transferable leadership skills to bestow to their children. The program helps remove bondage, including generational poverty, that is passed down through generations in an effort to turn obstacles into opportunities.

The program is targeted and has produced strong outcomes in its early years, particularly focused on reducing risky behaviors, improving health and increasing access to healthcare. The program has recently started tracking increases in income and has achieved limited but promising results.

In my connections with CEO Oglesby-Henry, I have found her to be a capable, passionate and caring leader, willing to listen and learn and not afraid to take risks to help her teen parents improve their lives. I understand that Rosemary's Babies would like to create transitional housing for teen parents. I hope you will give Rosemary, and Rosemary's Babies, every consideration as she pursues this current dream for her teen parents.

Sincerely,

Robert C. Reifsnyder Retired  
President & CEO  
United Way of Greater Cincinnati  
Senior Consultant  
United Way Worldwide

# FINANCIALS

# CAPITAL CAMPAIGN

REVENUE	AMOUNT
RBC Contribution	\$35,000.00
Individual Gifts	\$20,000.00
In-Kind (Donations & Services)	\$25,000.00
Corporate Philanthropy	\$10,000.00
Loans/Investment Income	\$75,000.00
Foundation Grants	\$100,000.00
City Funds	\$50,000.00
<b>Total Revenue</b>	<b>\$315,000.00</b>

EXPENSES	AMOUNT
Renovations	\$150,000.00
Building purchase	\$xxxxxx.xxx
Maintenance reserves	\$10,000.00
Campaign cost	\$5,000.00
Furniture and décor	\$11,000.00
Program and operating	\$116,920.00
<b>TOTAL EXPENSES</b>	<b>\$176,500.00</b>
<b>Expenses + program + operations</b>	<b>\$293,420.00</b>

## NOTES

**The following project is projected to be complete in 12-18 months.**

There will be three phases of the project based on 12 - 18-month timeline; these phases incorporate funding goals.

RBC currently has a 30% reserved towards the \$315,000 project cost.

RBC has created a strong capital and marketing plan that will result in RBC reaching the development and renovation cost of \$192,500.

**Rosemary's Babies Company has the support of the following organizations and community leaders to ensure we reach a successful implementation of this project.**

Avondale Development Corporation  
City of Cincinnati  
Dinsmore & Shohl  
Evenflo Breastfeeding  
United Way of Greater Cincinnati

Darrick Dansby, Coldwell Banker  
Dr. Karen Bankston,  
Reginald Harris, Community Builders  
Shannon Crutchfield, Coldwell Banker  
Stephanie Byrd, Redcross



# HOLLOWAY HOUSE BUDGET

## REVENUE

Restricted Grants
Un-restricted Grants
Individual Donors
Federal Funds
State funds
In-Kind (Donations)
In-Kind (Services)
Corporate Philanthropy
Charitable Organizations
Appeals
<b>Total Revenue</b>

## EXPENSES

Mortgage & Insurance	5000
Taxes (Yearly)	4000
Utilities	6000
Insurance	1000
Website   Internet   Phone	3000
Equipment, Supplies, Printing	200
Postage	150
Maintenance & Repairs	4800
Credit & Liabilities	10000
Furniture	5000
<b>Total Administrative</b>	<b>38150</b>

## PROGRAMMING

<b>Programming costs</b>	
<i>Program Support</i>	70200
<i>Activities / Curriculum</i>	15000
<i>Continuation of Care</i>	25000
<i>Activities</i>	3600
<i>Trauma Care</i>	3120
<b>Total Programming Expense</b>	<b>116920</b>
<b>Total Expenses</b>	<b>155070</b>

## ACKNOWLEDGMENTS

Rosemary's Babies would like to acknowledge those who reviewed this proposal and considered supporting this project. We appreciate your time and available to respond to additional questions. Please contact Rosemary Oglesby-Henry at (513) 813-8336 or [rosemarysbabies.cincy@gmail.com](mailto:rosemarysbabies.cincy@gmail.com).



**ROSEMARY'SBABIES**

"Helping Teens to Help Themselves"