

# 2024 BIRTHLINE IMPACT REPORT

## Growing Need in San Diego County

86,000 children live in poverty... enough to fill Petco Park twice

1 in 4 children has parents without secure employment

1 in 3 children is experiencing food insecurity

## Birthline's Impact

80% of clients' immediate needs met at their **first appointment**

1,700 children ages 0-6 were directly supported

750 parents received referrals to **over 175** different community partners

## In 2024, Birthline helped over 750 parents to:

Keep their children safe.



**Birthline provided:**

30 Pack-N-Play beds for safe sleeping.

15 emergency car seats for safe transportation.

450 clients with emergency food & formula.

Defray the cost of raising their family.



**Birthline provided:**

165,000 diapers/ pull-ups

\$56,000 in newborn essentials

\$200,000 in clothing

Not fall into the cycle of poverty.



**Birthline provided:**

Frequent touchpoints rather than one-time appointments.

Guidance and resources for parents, ensuring stability for the whole family unit.

## Who We Served

- Over 2,450 clients and children from across San Diego County.
- Clients are welcome without regard to race, religion, gender, ethnicity, age or immigration status.
- Communities with highest number of clients: El Cajon, SDSU College Area, Lakeside, Logan Heights/ Barrio Logan, and City Heights.

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## Beyond the Basics – Expanded Programs

This year we continued to expand our client programming with events and campaigns that not only met needs but also uplifted our clients with fun and festivity.

### Wrap, Care & Share

Lenten Campaign



#### Highlights:

Collaboration with Sackcloth & Ashes  
Provided winter blankets to 110 moms in need.

### Love Another Mother

Mothers' Day Event



#### Highlights:

70 first-time moms were celebrated with a buffet lunch and showered with kindness and gifts.

### Holidazzle

Christmas Holiday Event



#### Highlights:

Activities and fun for the entire family.  
Over 75 families came to “shop” for gifts.

## Financials

### Revenue

Public Support & Private Grants ...	\$315,831
In-kind Donations .....	\$250,000
Fundraising Dinner .....	\$48,674

**Total Annual Revenue..... \$ 614,505**

### Expenses

Program Services.....	\$523,630
Admin & Operations.....	\$78,345
Annual Fundraising Expenses.....	\$38,050

**Total Annual Expenses.....\$ 640,025**

With higher cost of rent and a full time staff, we are running a shortfall of \$2,127 per month.

**With YOUR help we can close the gap!**

## How You Can Help

- Come for a site tour and stay connected.
- Support us financially! Become a monthly donor ~ 25 new monthly donors at \$100 each would cover our financial gap each month. Donate online at: [www.birthlineofsandiego.org](http://www.birthlineofsandiego.org)
- Volunteer on a committee or on the Board of Directors.
- Consider a larger gift from a tax efficient Required Minimum Distribution from your IRA.
- Plan for an Estate Gift or donation of appreciated assets. Contact Andrea at: [Andrea.Yumol@birthlineofsd.org](mailto:Andrea.Yumol@birthlineofsd.org)
- If your employer has a matching gift program, let us know.
- Tag us and share on social media: Facebook, Instagram and LinkedIn