



Serving families in need from conception to kindergarten.

THE BEST GIFT IS HOPE

Without us...

Halfway through my pregnancy my partner abandoned me and left me with nothing.

Who would they turn to?

My husband is wheelchair-bound. I have to take care of him and my baby. We can't find work so I don't know how we can make ends meet.



What would they do?

After my baby was born, depression got the best of me. I didn't want to get out of bed.

Where would they go?

I was living on the street, caring for my little brother and my newborn. I thought we might die there.

HOPE BEGINS WITH YOU

Andrea's Corner



Dear Friends and Supporters, As we reflect on the incredible journey of Birthline over the past 45 years, we are filled with gratitude for the many lives we have touched together.

Our anniversary celebration reminded us of the resilience and compassion of our community. However, as we look to the future, we face pressing challenges.

Our Holidazzle Christmas event is fast approaching, and we aim to bring joy to 100 families this year, up from 75 last year. This annual event has become a cherished tradition, providing toys, clothing, and a memorable experience for those we serve. Yet, in light of the economic uncertainty we're facing, we have seen a significant drop in donations. The need is greater than ever, and our commitment to providing essential support remains steadfast.

With new costs associated with maintaining a full-time staff and our new site, we must ask ourselves: If not us, who? If not now, when? Your support is crucial in ensuring that we can continue our mission and adapt to the growing needs of our families. We invite you to join us in this urgent call to action. Together, we can uplift those who depend on our services and help them navigate these challenging times.

Thank you for your continued support. Let's make a difference together!

Blessings this Christmas season,
Andrea Estrada Yumol
Executive Director

When someone chooses to come to Birthline for help, they might just be experiencing one of their worst days.

Your partnership in our mission enables us to help create futures full of opportunity and HOPE.

A Story of Strength, Loss, and Hope

Lucia first came to Birthline in 2015, struggling to make ends meet while caring for her disabled newborn son and 5-year-old niece. She needed just a little help -- diapers and formula -- to bridge the gap.

With Birthline's support, Lucia regained stability. She found work as a Case Manager at the McAlister Institute Kiva residential facility. There, she assisted women transitioning from incarceration to sobriety programs, many of whom faced immense challenges. Drawing on her personal experience with Birthline, Lucia began referring women in need and ultimately helped forge a partnership between the two organizations.

This spring, Lucia welcomed a beautiful baby girl into her family. But just two months later, tragedy struck -- her partner was killed in a car accident the day after Mother's Day. Heartbroken and overwhelmed by bills, she turned to the one place she knew she could count on: Birthline.

"Birthline has such a special place in my heart," Lucia shares. "I've seen firsthand the help they provide, not just for me but for so many others. Other resource centers barely offer enough to make it worth going. Birthline is different. They're generous not only with material resources but also with care and guidance." Lucia's story is a testament to that care. It was Ita, her Birthline client manager, who noticed her baby girl struggling to sit up at seven months and encouraged her to seek an evaluation. Thanks to early intervention, her daughter is now thriving with physical therapy, improving week by week. "Huge thanks to everyone who supports Birthline," she says enthusiastically. "It's a phenomenal resource, not only for me but for my clients as well."



Community Support

We are grateful to the myriad of community groups and individuals who devoted their time throughout the year to sort and organize baby clothes and other items for the Birthline Boutique. Additionally, our relocation to a new office required many hands to load, unpack, and set up our space. Thanks to the dedicated hands of many, including religious organizations, service clubs, and youth groups. Their ongoing commitment helps spare our funds and ensures that our office is in great shape to receive clients and community members alike. We are always looking for committed volunteers. To receive our monthly volunteer email newsletter, contact: Adilene.Sadiq@birthlineofsd.org



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.

2024 BIRTHLINE IMPACT REPORT

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 Revenue..... \$ 614,505

Expenses

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

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

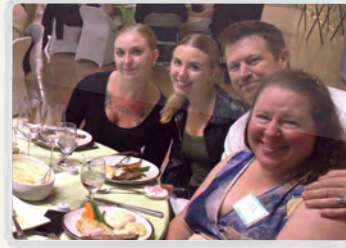
With higher cost of rent and a full time staff, we are running a shortfall of \$2,127 per month.
With YOUR help we can close the gap!

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
- 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
- If your employer has a matching gift program, let us know.
- Tag us and share on social media: Facebook, Instagram and LinkedIn

HONORING OUR PAST & BUILDING OUR FUTURE

Grateful Hearts Dinner - A Night of Giving & Gratitude



On September 28, Birthline supporters gathered at Our Mother of Confidence Church for a lively evening marking 45 years of service to pregnant women and vulnerable young families in San Diego County. The night kicked off with an outdoor reception featuring gourmet appetizers, an open bar tended by the Knights of Columbus, and live saxophone music by Reine Birdsell, with card tricks from BJ Kammerer adding a touch of magic.

Guests then enjoyed a three-course dinner prepared by Michel Malecot, owner of The French Gourmet, and honored three Birthline champions: Jeanne Hansen (Lifetime of Service), Robert Greenwell (Volunteer Excellence), and Mary Ann Fentress (Legacy Award).

The energy peaked with a live auction, where guests bid on exclusive packages like a private dinner for 12 and a week-long staycation at the Grand Pacific Palisades. Laughter filled the room as the “Dueling Deacons” (Dominic Guzzardo and Jeremy Freeman) entertained, and auctioneer Pierre Charmasson skillfully wrapped up the evening. Thanks to everyone who joined us - your support is crucial to Birthline’s ongoing mission.



Thanks Again to our Event Sponsors!



Mary Gillcrist Bones
Pierre Charmasson
The Freeman Family

The Furnari Family
Dominic & Suzanne
Guzzardo

Barbara Menard
Len Santiago
Greg Evans

Bill & Maureen Sterk
Paul & Michelle
Twardowski



Knights of
Columbus



THE FRENCH GOURMET
Catering • Restaurant • Bakery • Wine Boutique



Volunteer Superstar ★ Deacon Dominic Guzzardo ★

Volunteerism is a multi-generational family affair for Birthline Board member and Spiritual Director Dominic Guzzardo. A proud San Diego native and father of two, Deacon Dom first became involved with Birthline over 20 years ago when his mother-in-law, Mary Ann Fentress, took over as Director from Birthline’s original founder. Initially Deacon Dom and wife Suzanne donated clothes and toys as their young sons outgrew them. Later, their older son Jared built his Eagle Scout project for Birthline – a lightweight, portable display that his grandmother used for presentations to community groups and churches.

A graduate of San Diego State, Dominic felt called to the Deaconate upon realizing he was happiest when helping others. He was ordained in July 2021 and, a year later, became Birthline’s Spiritual Advisor. When asked why he has stayed involved, Deacon Dom shared, “I’ve always been very pro-life, but felt I needed to back it up with action, not just words. Since joining the Board, I’ve seen the phenomenal impact Birthline makes in so many lives. We don’t just help women when they bring a new life to the world; we journey alongside them throughout those critical first years. It makes such a difference.”

Outside of Birthline, Deacon Dom keeps very busy. If not crisscrossing the county for his work in spirits sales, he can be found serving at Saint Gregory the Great Catholic Church. If you attended our Grateful Hearts Dinner, you also saw him as one of “The Dueling Deacons” providing plenty of laughs during the live auction.

Deacon Dom, your dedication and many talents inspire us all. Thanks for your continuous support over the years!

COMMUNITY INVOLVEMENT

First Annual Trunk-or-Treat



Our first-ever Halloween event for client families on Saturday, October 26 was a hit! Over 65 little ones and their families enjoyed an afternoon filled with kid-friendly activities, treats, and Halloween magic. Thanks to our incredible volunteers who went all out decorating their cars, our parking lot transformed into a festive “fun patch,” delighting children and parents alike. A huge thank you to everyone who helped make this not-so-spooky celebration memorable!



Partnership with Assistance League

We're thrilled to announce a new partnership between Birthline and the Assistance League of Greater San Diego! This incredible organization enriches lives across the greater San Diego area through hands-on, community-centered programs, and has recently chosen Birthline as a partner to provide essential items for babies and young children. Together, we'll supply much-needed diapers, wipes, food, clothing, shoes, and personal care items to families in need.



This partnership is a wonderful boost for Birthline's mission, allowing us to continue supporting our community of families with vital resources.

Create the Future You WANT with DAFs

“Mainstream investing is moving money based on the future you predict. Impact investing is moving money based on the future you want.”

-- Ted Levinson

What is the future you want to create?

Right now we're going through an unprecedented reset. Impact investing will be a catalyst for rebuilding a kinder, more equitable world. One impact investment tool that will help us create that future are donor-advised funds (DAFs). DAFs have the potential to bridge the gap between philanthropists and impact investors and make impact investing accessible and easier for more people. Impact investing is the next big thing in philanthropy. It's a social justice movement.

Will YOU join the movement?

SAVE THE DATE

December 2024

Tuesday 12/03 = **Giving Tuesday** - Encourage your friends to give to Birthline.

Friday 12/13 = **Holidazzle**, our final event of the year, is not to be missed!

January 2025

Saturday 1/18 = **San Diego Walk for Life**

VOLUNTEERS NEEDED

Holidazzle

FAMILY CHRISTMAS CELEBRATION

FRIDAY, DECEMBER 13



For details: Adilene.Sadiq@birthlineofsd.org