Santa Maria Community Services
Board of Directors 2011

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Santa Maria Community Services provides Greater Price Hill residents with educational tools and resources to build strong families, promote health residents and foster neighborhood revitalization. For more than 115 years Santa Maria has helped families help themselves.
Each year, Santa Maria Community Services makes a difference in the lives of thousands of people, and in 2011, Santa Maria extended new services to our greater Price Hill community by opening the Price Hill Financial Opportunity Center. The Financial Opportunity Center (FOC) empowers individuals to become excellent money-managers and build self-sufficient households. In addition to opening the FOC, Santa Maria welcomed the Good Samaritan Free Health Center of Price Hill into our East Price Hill Center. This new service provides primary health care at no cost to uninsured adults in Price Hill. The changes in Santa Maria in 2011 expanded our services to the community, while our existing programs continued their commitment to helping families help themselves.

Santa Maria’s programs are funded and supported by generous investors—individuals, organizations, and volunteers who make Santa Maria’s work possible. This Performance Summary shares information about our programs, our clients, our financials, our friends, and our board of directors.

Thank you for your support throughout this past year. You play an irreplaceable role in making a difference in the lives of Santa Maria’s clients.

Sincerely,

Sr. Agnes Coveney, OSU
Chair, Board of Directors

H.A. Musser Jr.
President and CEO

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Our Mission
Santa Maria empowers Greater Price Hill Families as they achieve sustainable health, housing, and family life.

Our Vision
Santa Maria is a catalyst to improve the well-being of Greater Price Hill families.

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**Fundraisers**

**2011 Italian Dinner**

Donations
Anonymous
Joyce Asfour
Ruth Bockenstette
Martha Brophy
Mary Ann Catanaro
Harold Crabtree
Kristina Claire Farmer
Barbara Hammersmith
Mary Rose and Thomas Hart
James and Diane Jones
Florence Kaufman
John Locaputo
Richard Middendorf
Eunice Murphy
Denis O’Shaughnessy
Thomas and Cecelia Orgo
Lawrence and Judith Paff
Ruth Schott
Thomas and Genevieve Sedler
Janet Weber

**2011 Bienestar Recognition Luncheon**

Major Sponsor
Ethicon Endo-Surgery, Inc.

**Table Sponsors**
Cincinnati Hamilton County Community Action Agency
Sisters of Charity of Cincinnati
The Family Medical Group
TriHealth

**Donations**
Alice Henkel
Britt Justice
Patricia Hart Linesch
Ann and Glenn Miller
Mary Ronan
Mark Witte

**2011 Price Hill Pacer 5K Walk/Run**

Title Sponsor
Macys, Inc.

Platinum Sponsor
Elder High School
Rudemiller Family Medicine
SC Ministry Foundation
The Heart Institute Cincinnati Children’s Hospital

**Gold Sponsor**
Anonymous
Hart Pharmacy
Warsaw Federal Savings & Loan

**Silver Sponsor**
Cincinnati Sports Medicine
GallagherSKS
Great American Financial Resources, Inc.
Max Hofmeyer and Sons Plumbing
The Model Group

**Donations**
Anonymous
Tom and Maureen Coz
Carl Kissing
Margaret Klein
Guy and Del Langenbrunner
Ted and Jan Mitchel
David Raasch
Karen Salehli
Skyline Chili, Inc.

**2011 Birthday Brunch**

Major Sponsor
PNC Bank

Table Sponsors
Anonymous
Atrium Medical Center Foundation
Sheila M. Conway
Claire Driehaus
Elder High School
Robert and Joan Friedmann
Ted and Jan Mitchel
The Otten Family
Joseph and Joann Rumpler
SC Ministry Foundation
Sisters of Charity of Cincinnati
Marilyn Ward Wildermuth

**Donations**
Anonymous
Rosemary Auer
Dave and Pam Becker
Buffalo Wild Wings
Albert Cash
J. Paul and Martha Conway
Kevin and Lucianne Crowley
Mary Davis
Patricia Frolicher
Charles and Mary Hais
Barbara Hammersmith
Judy Harmony
Mary Henkel and Patrick Larkin

Craig and Erin Hockenberry
Hoeing Realtors
Tom and Laurie Hulaubek
Arthur and Betty Hunsicker
James and Diane Jones
George and Rita Klapper
Sandra Korthagen
Norman Lewis
Tom and Marsha Maner
Sr. Arlene McGowan, SFP
Richard Middendorf
Frank and Ginny O’Neill
Mary Cathey Oliberding
Edwin and Carole Rigaud, Jr.
Richard and Marianne Roedersheimer
Anthony and Janice Schaefer
Southern Ohio Legal Services
Edgar Willig
Worthmore Food Products

**Donations**
In Honor of Thomas Otten’s 50th Anniversary at Elder High School
Lauren and Joseph Beckner
Sheila Conway
Clare Driehaus
Dan Driehaus
Donald and Cyndy Driehaus
Bart and Laura Friedmann
Paul and Ann Friedmann
Richard and Kathleen Friedmann
Douglas and Michelle Guenther
Mimi Hart and Brian Gerth
Susan Johnson
Janice Kennedy
Joseph Kiesler
Thomas and Virginia Louis
Maureen Maxfield
William and Mary Elizabeth Moran
Christine O’Dea
Elizabeth Otten
Mary Ploehs
Scott and Sarah Priestle
Donald and Claire Roweakamp
Joseph and Joann Rumpler
Ken Smith and Chris Henry
Brandy, a mother of five children, was concerned about preparing her daughter Gracie and her son William for Kindergarten. Her husband was building his own business, and resources to pay for preschool were scarce. Despite these setbacks, Brandy still wanted to provide her children with a structured way to prepare for kindergarten. In 2009, Brandy met Regine Gordon, a Parent Advocate at Santa Maria. After a conversation with Regine, Brandy realized that the Promoting Our Preschoolers (POP) program was a perfect fit for her situation. Brandy signed up Gracie and William for POP and Regine visited them twice a month. They learned their ABCs through games, their motor and creative skills improved through arts and crafts, and they learned to share and take turns. William’s progress was remarkable through his time in the POP program – from being in the 40th percentile at enrollment to the 90th percentile on his exit from POP. Regine praises Brandy for taking the lessons one step further, being creative at practicing the skills after the visits and making sure the kids took advantage of this wonderful opportunity. When asked what she wants for her children, Brandy said, “I want them to be happy. I hope they are able to do in their lives what they love, and I hope they are successful”.

In 2011, Promoting Our Preschoolers served 461 clients, including the children enrolled and other family members actively engaging in the program. 93% of the children were socially/emotionally prepared for kindergarten, and 90% were cognitively/linguistically prepared.

**Early Childhood Development/Parenting**

In 2011, Promoting Our Preschoolers served 461 clients, including the children enrolled and other family members actively engaging in the program. 93% of the children were socially/emotionally prepared for kindergarten, and 90% were cognitively/linguistically prepared.

**Affordable Housing**

Beverly left an abusive relationship and moved into a shelter, along with her children. After nine months, her family was finally on the top of the Housing Choice Voucher list, but Beverly was still concerned about finding housing that would meet her family’s needs, and paying the deposit. Beverly’s children were participating in the Santa Maria Youth Program, and the Youth Program Director referred Beverly to our Affordable Housing Program to help her navigate these difficult times and make sure that the housing instability would not affect her children’s attendance in school. Beverly met with the Housing Access Specialist, and although it took several months, was able to secure a trusted landlord and a great apartment. In order to secure help with the security deposit through Santa Maria, Beverly attended a Tenant Education Class, and Santa Maria paid for half of her deposit. Working with the Affordable Housing Program, Beverly set up a payment plan to finish paying the deposit over six months. Beverly and the Housing Access Specialist also established a monthly budget that works for the family. Now that her family has safe, affordable housing, Beverly can focus on gaining employment.

In 2011, the Affordable Housing Program helped 150 families acquire housing stability. 105 clients were able to maintain their budgets (paid their bills on time) within six months.
Ms. Terry decided to visit the Price Hill Free Health Center after observing the Santa Maria building sign while she was out running errands. She wished to visit a doctor because she was experiencing frequent chest pains and regular joint pain, and was relieved to find out that a doctor would see her without health insurance. Ms. Terry had a busy work schedule. She enrolled in Santa Maria’s Wellness Program and was able to schedule a doctor’s appointment quickly. With the help of Santa Maria’s Community Health Worker, she has been able to keep her diabetes and hypertension under control, and control her chest and joint pain. She says, “I know it had to be my guardian angel watching over me and looking out for me in my hour of need. Every staff member is God’s angel in my eyes and heart.”

In 2011 482 of 580 clients in the Wellness program with medical conditions received preventive care and/or treatment with a health care provider within six months of participation in the program.

Youth Development

Mel, a 13-year-old girl, lost her father at a very young age. She was raised by her mother, who, like her uncles, was tough and the sort of person that did not want to be messed with. Mel was raised to believe that she shouldn’t “take any guff” from anyone. This attitude easily lured her into conflicts and fights with peers. When her mother’s public indiscretions caused embarrassment to the family, Mel found herself increasingly taunted by peers, especially in school, and she responded with more involvement in conflict.

Mel was eventually persuaded to participate in Santa Maria’s Youth Development Program because she had a friend in the group, and she had heard that the group goes on nice field trips. Mel’s aggressive behavior began to change after her attendance, because the group worked on peaceful conflict resolution strategies. Mel now has tools and strategies to use when she is confronted by peers, and she always tries to talk things out first. Mel’s mother has now started to support Mel’s efforts, and has started to examine her own aggressive tendencies.

In 2011, 14 out of 15 (95%) youth who participated in the program could identify six steps of healthy conflict resolution, and five ways of resisting involvement in negative behaviors.
Children (0-17) 37%
Young Adults (18-35) 37%
Adults (36-54) 21%
Adults (55 and older) 12%

Age

Gender

Ethnicity

- White/Caucasian 53%
- African American 42%
- Multicultural 3%
- Other 1%

Santa Maria served 744 Hispanics in 2011

In 2011, Santa Maria served 3,567 economically disadvantaged clients
### Income

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Amount</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Way of Greater Cincinnati</td>
<td>$801,024</td>
<td>31.11%</td>
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<tr>
<td>Government Agencies</td>
<td>$786,946</td>
<td>30.56%</td>
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<tr>
<td>Contributions</td>
<td>$887,525</td>
<td>34.47%</td>
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<tr>
<td>Program Service Fees</td>
<td>$34,215</td>
<td>1.33%</td>
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<tr>
<td>Special Events (net of Expenses)</td>
<td>$38,005</td>
<td>1.48%</td>
</tr>
<tr>
<td>Investments and Miscellaneous Income</td>
<td>$27,054</td>
<td>1.05%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2,574,769</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

### Expenses

- **Fundraising and Development**: $176,719 (7%)
- **Management and Administration**: $255,662 (10%)
- **Meals-On-Wheels Program**: $118,778 (5%)
- **Wellness Program**: $224,970 (9%)
- **International Welcome Center**: $2,861 (2%)
- **Capital Expense and Depreciation**: $212,443 (8%)
- **Housing and Financial Opportunity Center**: $437,604 (17%)
- **Youth Development**: $184,054 (7%)
- **Parenting/Child Development Program**: $903,351 (35%)

### Net Assets at the End of the Year

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Unrestricted</td>
<td>663,278</td>
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<tr>
<td>Temporarily Restricted</td>
<td>293,525</td>
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<tr>
<td>Board Restricted</td>
<td>238,235</td>
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<tr>
<td>Permanently Restricted</td>
<td>7,000</td>
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</tbody>
</table>

### Our Focus and Our Programs

#### Our Focus
- Children and Youth through high school have the foundation, resources and encouragement to succeed in school
- People have affordable, quality housing, financial education, and access to employment services
- People access health education and screenings and connect to appropriate resources to maintain health and well being

#### Our Programs

- **Wellness**
- **Meals-on-Wheels**
- **Early Childhood Development/Parenting**
  - Every Child Succeeds
  - Promoting Our Preschoolers
  - Family Child Care Provider Training and Support
- **Price Hill Financial Opportunity Center**
  - Employment Coaching
  - Financial Education
  - Income Supports
- **Affordable Housing**
- **Youth Development**
- **International Welcome Center**
  - English language classes/Life Skills