



Where Parents Find Their Village™

Annual Impact Report FY2013
January 2, 2013 – December 31, 2013



Letter from the Founder:

April 30, 2014

Dear Ohana clients, team members, and supporters,

This past year was a watershed one for Ohana, chiefly because it was the first! Ohana launched as a company on January 2, 2013. That was the day our website went live and I registered Ohana as one of the first 11 Benefit Corporations in the state of Illinois.

I chose to form Ohana as a Benefit Corporation because I believe that all businesses should serve their communities as not-for-profits do, yet I did not want to be dependent on grants for Ohana's funding, as a non-profit organization would be. Registering as a Benefit Corporation aligns with my values by requiring us to serve a broad range of stakeholders, including our customers, employees, the community, shareholders, and the environment. Yet it also enables us to run independently and not be reliant on philanthropy.

Ohana's first client signed up on February 27, 2013, for doula services. The first childbirth class was scheduled to begin March 5, 2013. A week from that date, there were zero participants signed up, so we pushed the start date back by a week to March 12, 2013. With determination and marketing creativity, we connected with 5 couples who wanted to sign up for that first class and it began on March 12, 2013. Slowly, we gathered momentum.

Today, our classes are filling up completely over a month in advance. During some periods, we have run two classes simultaneously to keep up with the demand. In 2013, Ohana doulas attended 20 births. In the first four months of 2014, we have attended nearly that many and have full calendars for the next few months.

Over the course of the year, we have also added new services and programs to our offerings. Our first Mom & Baby Group ran from October to December 2013. We are currently running our third Mom & Baby Group, and we started our first Dad & Baby Group at the end of April. We also added Sleep and Potty Training Coaching in early 2014, and launched the Ohana Alumni Club that was initiated by three moms who participated in our first Mom & Baby Group and other services.

At the beginning, the team consisted of me, Giselle De la Rosa and Peggy Healy. As demand for our services grew, I put out job postings and added more members to the team, until we reached the current team size of 15. I could not be more delighted by the strength of our team. Every member is both a stellar person and excels at his or her respective role or roles. I feel thankful to be able to work with each and every one of them. I would also like to specifically thank Caroline Taromino for her leadership in preparing this report.

Quite simply, there would be no Ohana without our wonderful clients. Our clients are an incredible group of people. They are individuals who take their birth experience and the beginning of parenthood seriously, and who dedicate time and energy to educating themselves about their choices and to putting in place the kind of support that will help them have the best possible experience and outcomes for themselves and their babies. I am awed by the strength, courage, and love for each other and for their new children that they display in our childbirth classes, during their births, and in the weeks and months as new parents. To them, I say a most heartfelt thank you for the great privilege they afford me and other members of the Ohana team to accompany and support them during their journey.

One of our commitments as a company is to serve clients across the income spectrum. In 2013, 50% of the clients in our childbirth classes and three quarters of our doula clients qualified for a reduced rate on our sliding scale and 25% of our doula clients received a further reduced "scholarship" rate. More detail is below.

Among our responsibilities as a Benefit Corporation is writing and posting this annual report on our activities and the impact we have made over the course of the year. I hope that you find this report informative and that it helps you to understand the passion we bring to our work and the ways in which we believe we live out our mission to improve pregnancy, birth, and the postpartum period for families in our community.

As midwife Ina May Gaskin said, "Birth matters", and so does parenthood. Here's to another year of growth at Ohana, helping families have the best possible experiences of both.

Sincerely,
Jocelyn Alt, Founder & CEO

Mission Statement

Ohana's vision is a world in which every parent has a community of support that empowers, nourishes, and inspires them to enjoy pregnancy and parenthood to the fullest and to become the kind of mother or father they strive to be. Ohana offers a variety of resources for expecting and new parents that include: childbirth education classes, doula services, maternity concierge services, mom and baby groups, and dad and baby groups.

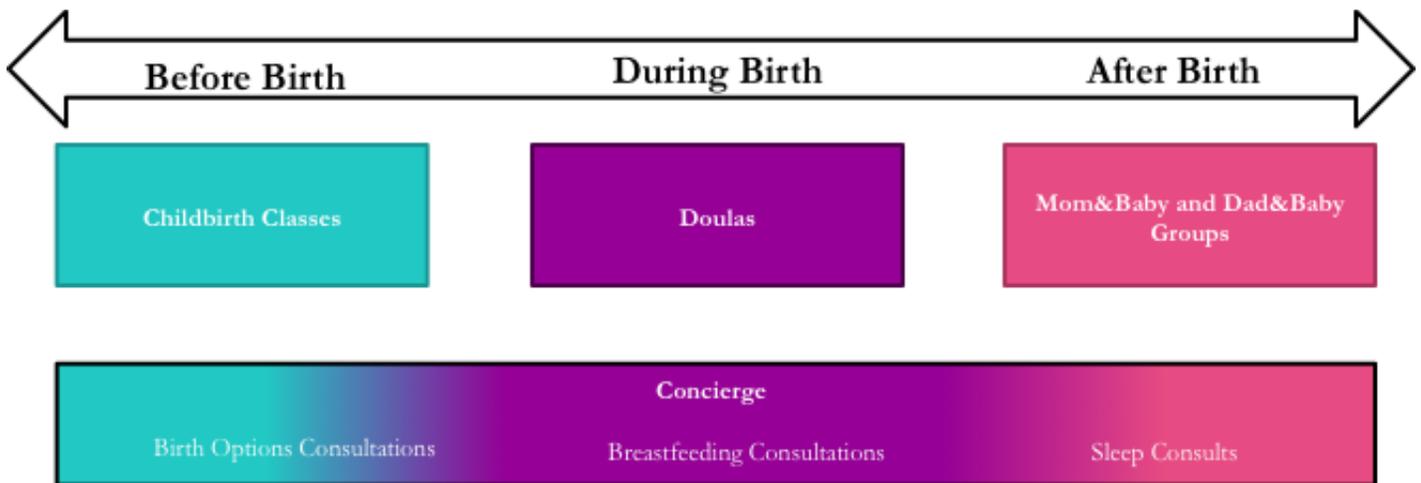
At the core of each of these services is Ohana's set of core values and beliefs:

- We honor your journey as your own, providing information without judgment and believing in each parent's innate intuition to raise their children.
- We consider it a sacred obligation to guard your privacy.
- We treat every interaction as an opportunity to delight.

Ohana maintains a commitment to the community it serves by offering all services on sliding scale so that no parent is turned away due to financial circumstances. It is our goal that every parent have the opportunity to find their village at Ohana during each stage of the parenting journey.

The Ohana Village Model

Ohana was founded by Jocelyn Alt in order to fill a variety of gaps she had observed in existing pre- and post- natal services. Direct feedback from new parents describing a lack of resources and continuity of support during this often challenging and stressful time led Jocelyn Alt to conceive of the Ohana Village Model, diagramed below:



Ohana thus provides a one-stop-shop where expecting and new parents can find education and support as they prepare for and welcome their baby. Ohana's comprehensive approach ensures continuity of care for parents before, during and after birth. This continuity of care and services allows for strong relationships to be made between the Ohana team and clients, and, importantly, among moms and dads in the community.

Description of Services:

Ohana offers the following services to parents in the Chicagoland area:

Doula Services

Ohana doulas are childbirth professionals who provide personalized informational, physical, and emotional support during each step of pregnancy and birth. Ohana currently has 9 doulas on its team, all of whom have received training and certification from Doulas Of North America (DONA) or The Organization of Labor Assistants for Birth Options and Resources (ToLabor). Each Ohana doula has taken a pledge to serve each family bearing in mind the following core values:

Vis-à-vis our customers:

- We honor our clients' journey as their own, providing information without judgment and believing in each parent's innate intuition to raise their children
- We consider it a sacred obligation to guard our clients' privacy
- We treat every interaction as an opportunity to delight

Vis-à-vis medical practitioners:

- We see our role as collaborators with medical practitioners, including doctors, midwives and nurses
- We do not speak for our clients to medical practitioners, but rather support them in speaking for themselves
- We each adhere strictly to our respective scope of practice and encourage our clients to consult their medical providers regarding clinical decisions

Vis-à-vis each other:

- Honesty is the bedrock
- We are an Ohana
- We go above and beyond

Ohana doulas are available to clients 24 hours a day 7 days a week, via email, phone and text, to ensure every parent has a birth partner who can provide information and emotional support whenever necessary. We understand and appreciate how confusing pregnancy and the birth process can be, and how often expecting parents leave doctor's appointments feeling overwhelmed with questions. As a result, we prioritize our client's peace of mind, and welcome any opportunity to provide guidance or

Our Ohana Doula Package is comprehensive and thoughtful, providing all clients with the following:

- Comprehensive prenatal meeting to discuss in depth your pregnancy history, birth preferences, and other information that will help us to provide the best support to you.
- Unlimited 24/7 phone and email consultation during your pregnancy from the time you hire us.
- Attendance at your labor and delivery, including emotional, physical, and informational support and attendance in your home if desired.
- A postpartum visit to help with breastfeeding, birth recovery, sleep issues, feeding, other questions.
- Unlimited 24/7 phone and email consultation after birth until your baby is 3 months old.

simply chat.

Childbirth Education Classes:

The purpose of the Ohana Childbirth and Parent Prep classes is to provide parents with the necessary information and tools to make the decisions that are right for them throughout the birth process. Ohana does not believe in prescribing one method of birthing, but instead in providing comprehensive birth education that draws from a variety of methods, all based on a solid foundation of research and evidence-based information. Our birth education classes are taught by trained birth professionals who facilitate each 6-week session covering the following topics:

- Physical, emotional, and logistical preparation for labor
- How to know when to go to the hospital (or to call your midwife if you are delivering at home)
- What to expect at each stage of labor and delivery
- Natural approaches for pain management including positions, breathing, relaxation, and massage
- Medical approaches for pain management, including epidurals and systemic drugs
- Explanation of medical interventions and procedures, including inductions, Cesarean sections, forceps and vacuum deliveries, etc.
- Breastfeeding
- Basic newborn care

Ohana childbirth classes are meant to provide families with a sense of community as they prepare to welcome their newborn. In order to enhance the feeling of community, we limit the classes to 8 couples per session. It is our aim to create an intimate and safe space where information and open communication can take place. Our birth education classes are meant to be fun, interactive, and informative for new parents as they decide how they want to welcome the newest member of their family.

Mom and Baby Groups

“What Mothers Are Saying” by Childbirth Connection:

- 43% of mothers still felt stressed six months after their babies were born
- 34% were still experiencing sleep loss
- 81% of women stated that their return to work was too early

As part of Ohana’s commitment to providing continuity of care, we believe that services and support should not end once the baby arrives. Research has shown that social support is an essential protective factor to a mother’s overall emotional and psychological well being post partum. Results from a national survey entitled “What Mothers are Saying” illuminates the daily challenges mothers face when raising a newborn. Mothers reported their confidence was consistently being undermined, and their

ability to trust their instincts constantly put to the test.

In order to address these concerns and help moms navigate their new roles, Ohana’s Mom and Baby Groups seek to provide a supportive peer environment to help navigate the array of challenges and questions that arise with the new role of motherhood. Our groups are facilitated by a trained individual to provide an atmosphere where moms can learn information, gain insights, and share resources. Facilitators lead women in discussing the following topics:

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- Sharing birth stories
 - Self identity
 - The emotions and myths of motherhood
 - Relationships with partners and others
 - Feeding and sleeping
 - Deciding whether or not to return to work
 - Childcare decisions

We strive for all attendees of Ohana Mom & Baby groups to walk away with a better understanding of who they are as a mother, and having made lasting connections with other women and resources in the community.

Dad and Baby Groups:

Ohana Dad & Baby Groups are the newest addition to our postpartum services. At Ohana, we know first-hand from our clients that dads face their own unique concerns and challenges during the postpartum period. Just as with mothers, social support is an essential aspect of navigating this new time. Ohana’s Dad & Baby Groups seek to bring dads together to discuss this new time in their life, and gain support from other dads experiencing similar challenges. Ohana Dad & Baby groups are facilitated by fellow fathers with expertise in group facilitation and stepping into the new role of fatherhood. Topics covered in these groups include:

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- Playing and connecting with your child emotionally
 - Self identity
 - Understanding your new relationship with your partner
 - Navigating your relationship with friends and family members as a new dad
 - Your new infant and sleeping

Team Members

Ohana originally started with Jocelyn, one other doula, Giselle De La Rosa, and Mom & Baby Group Leader Peggy Healy. The Ohana team now includes a total of fifteen people: nine doulas, two of whom are also childbirth educators and two of whom are also mom & baby group leaders; two childbirth educators; one parenting coach / mom & baby group facilitator; one leader of the mom & baby group program; and two dad & baby group facilitators. Please note this list below includes all the current team members, as of the publication of this report. Members who have an * by their name joined in 2014.

Meet our Team:

Jocelyn Alt

Founder / Doula / Childbirth Educator

Jocelyn is a certified doula and childbirth educator with over 7 years of experience working with expecting and new parents. Jocelyn trained as a doula with The Organization of Labor Assistants and Birth Option Resources and has also studied with leading midwife Ina May Gaskin. Prior to founding Ohana, Jocelyn worked in a volunteer capacity as a doula alongside a career in health care policy and strategy. She was a Senior Health Policy Advisor in Congress during the development of health care reform and wrote sections of the new law. She ran the volunteer doula program at the Washington, DC Birth Center for three years and currently serves on the Board of Chicago Volunteer Doulas. In 2012, Jocelyn decided to pursue her passion for supporting expecting and new parents full time by creating Ohana.

Jocelyn holds a BA from Yale University and is currently pursuing an MBA at the Kellogg School of Management. In addition to working with women and their partners during pregnancy and the new parenthood stages, Jocelyn enjoys hiking, salsa dancing, and hosting dinner parties. She lives in Evanston, IL with her husband, Drew Alt.

Languages spoken: English, Spanish, French

Giselle De la Rosa

Doula

Giselle has worked as health educator with community health centers and crisis pregnancy centers in the Chicagoland area and with a women's organization in a favela outside Rio de Janeiro, Brazil. She's a strong believer in the transformative power of support and education in helping ALL families get off to a healthy start regardless of age, structure, parenting philosophies or financial means. She trained as a doula with Doulas of North America (DONA) and has fallen in love with birth support. Giselle holds a BA from the University of Illinois at Chicago and plans on attending medical school. A native of Colombia, she has lived in six countries and enjoys learning about new cultures. Her other passions include dancing, reading and eating delicious pastries. Giselle lives in the North Center neighborhood of Chicago.

Languages spoken: English, Spanish, Portuguese

Caroline Taromino

Doula

Caroline's passion for working with pregnant women stems from her background in clinical psychology, where she researched the transformational process of pregnancy and motherhood. Caroline worked with pregnant women in New York City's Bronx neighborhood and was inspired to train to become a doula with DONA in 2012. Caroline strives to empower every woman before, during, and after the birth process, and believes in the transcendent power that every woman can achieve with a supportive birth experience.

Caroline is a registered yoga teacher; she's especially interested in using visualization, meditation, and breathing techniques as aids throughout the labor process. Caroline holds a BA in psychology from the University of Chicago, and an MA in clinical psychology from Columbia University. Caroline lives in Hyde Park, and loves practicing yoga, cooking and spending time with her two cats.

Languages spoken: English, Spanish

Nicki Worden
Doula / Massage Therapist

Nicki is a DONA-trained doula and is blessed and honored to be supporting women and their families to have the birth experience they desire. She considers her passion for supporting, educating, and empowering women and families a calling which was born out of the unique birthing experiences of her own three children. Nicki's birth stories include personal experience of Cesarean-section, VBAC (Vaginal Birth After Cesarean), and natural birth. Each of these experiences impacted her life differently and she understands firsthand the importance of having a knowledgeable and supportive presence throughout the birth process.

In addition to being a doula, Nicki is a Licensed Massage Therapist and while working in the chiropractic field for the last 9 years has developed and cultivated an understanding of holistic care and has specialized in prenatal massage for the last 4 years. Nicki makes her home in Plainfield, IL with her husband, Corey, and their three children, Sage, Skylyn, and Sedona.

Grace Lombardo *
Doula

Grace's passion for doula work runs in her family; her mother has been a practicing birth doula for over 15 years. Grace's doula journey began after the birth of her first son, Luca, in 2008. Within the following two years, Grace became a certified birth doula with DONA International and welcomed her second child, Cecilia. In 2011, Grace started her own doula practice and became known as the Diamond Doula as she had previously spent more than a decade in management for Tiffany & Co. and Harry Winston.

Grace's doula philosophy is one of empowerment, advocacy and compassion. She believes that every woman deserves the birth she desires and is humbled to join families on this journey. It is an honor each and every time she is invited to a baby's very first 'birth' day party.

Grace and her husband Joe live in Northbrook and recently welcomed their third child, Enzo, in late 2013. Watch for Grace cruising around the North Shore in her 'Doula-Mobile', with license plate DOULA II.

Languages Spoken: English, Italian

Lauren Durr *
Doula

Lauren's journey to become a doula began when her mother gave birth to her at her childhood home. The story of her own entrance into the world sparked a curiosity in the birthing process and a deep love for helping others create their unique birthing experience. Lauren was drawn to babies at a young age, knowing she wanted to do birth work before starting a family of her own. She now has two young daughters whose births were very different, but equally life changing experiences. Lauren views birth as a rite of passage, something sacred.

Lauren is also a yoga teacher and holds a degree in recreation. She lives in Highland Park, and spends her free time on the beach and in the garden with her family.

Joanne Fortuna *
Childbirth Education Teacher

Joanne is a Childbirth Educator, Doula, & Placenta Encapsulation Specialist. She is also the mother of two creative girls, ages 10 and 5. It is through her own birth experiences that she learned how important it is to have the right support people while birthing. She believes that every person deserves evidence-based care and is committed to helping families gather all information necessary to make informed decisions, and feel supported and empowered throughout the process. When she is not attending births or teaching classes, she enjoys spending time with family, homeschooling her daughters, and expanding her birth knowledge through classes and trainings.

Sarah Weisz *
Childbirth Education Teacher

Sarah is a second generation childbirth educator, who grew up visiting her mother's Lamaze class and watching birth videos. She worked in the field of education for over a decade, teaching middle school, running programs for teachers, leading youth service-learning initiatives, and writing grants. She holds a BA in sociology from Harvard University and an MA in education from Teachers College at Columbia University. Sarah grew up in Evanston, and now lives in Lincoln Square with her husband and two young children, born in 2009 and 2011. She loves to sew, bake, and watch British detective shows.

Sang Yup Lee *
Dad & Baby Group Leader

Sang is an attorney and the father of a son born in 2012. He and his wife share the dream of being good parents and spouses and both pursuing their careers. As much joy as his son brought to his life, Sang wished that he had a peer support group of fellow dads during the first year of his son's life, but there was nothing like Ohana available in his community. In 2014, he joined Ohana in appreciation of the vision of this group and his sense of empathy and camaraderie for the dads whom the Dad & Baby Groups serve.

Sang received a BA in Psychology from the University of Notre Dame and a JD from the University of Notre Dame School of Law. He has worked for several legal services agencies and interned for the Honorable Judge Mary Yu with the Superior Court of Washington state. Besides working as a Dad & Baby Group Facilitator, he currently works as Of Counsel for Progressive Law Group LLC on class action consumer and employment law cases, and as an Affiliated Attorney with The Law Office of Kelli Dudley on fair housing cases. When he is not working or spending time with his son, you may see him out blues dancing or swing dancing with his wife.

Languages Spoken: English, Korean

Andy Ross, LPC *
Dad & Baby Group Leader

Andy is a husband and father who loves parenting and considers it the most challenging yet rewarding adventure he has undertaken. Andy is also a Licensed Professional Counselor and holds a Masters of Pastoral Counseling from Loyola University. Andy grew up in the bush of Kenya among the Maasai people, which shaped his views on the importance of family bonds, intergenerational community, including children in our natural rhythms, and the wonder of nature. Andy loves to learn and teach practical insights from psychology, brain research, and traditional wisdom that can help us create more joyful homes. For example, he has come to believe that one of our most fundamental needs as children (and adults) is for people to express that they are “glad to be with us.” When he is not working or washing dishes, Andy loves to wrestle with his toddler, do handyman things, try to play the guitar, play soccer, and get into the outdoors.

Peggy Healy, LCSW, IBCLC
Mom & Baby Group Leader

Peggy is a Licensed Clinical Social Worker (LCSW) and Internationally Board Certified Lactation Consultant (IBCLC). Peggy began working with moms and babies as a postpartum doula over a decade ago. She continues to pursue this passion in her work as a perinatal social worker at Evanston Hospital where she works with high-risk obstetric patients and their families, and facilitates the teen prenatal education group. In her role as a lactation consultant, Peggy has worked for the past few years with Cyndi Guzman and The Art of Breastfeeding, visiting women and their babies in their homes to provide breastfeeding support. In addition, Peggy has a private therapy practice, specializing in supporting women with perinatal mood issues. Peggy is the proud mother of five teen and adult children and the grandmother of one.

Shawna Mertens *
Mom & Baby Group Leader

Shawna strongly believes that community support is essential in getting families off to a great start. She has experienced the importance of community in her life after the births of her children, and as she continues to raise them alongside friends and family. Her passion for supporting new families stems from her own experiences as a parent, and from witnessing the experiences of others. Shawna has been a Mom’s Group leader since the birth of her first child, and has loved sharing the journey of motherhood with her fellow group members.

Shawna is also a professional photographer, and has a degree in professional photography from Columbia College Chicago. She lives in Chicago with her husband, Tim, and their two children, Levi and Adeline. Shawna loves anything food-related, especially great coffee!

Brenda Shover *
Parenting Coach / Mom & Baby Group Leader

Brenda has over 20 years of experience working with infants, young children and their families. She holds an Illinois State Board of Education certification in Early Childhood Education (birth – age 8) and an endorsement in Special Education from National Louis University. For 12 years, she was the director of a preschool. She then decided to focus more on individual support and received her certification as a life coach through Life Purpose Institute of San Diego, CA, specializing in work with parents of young children.

Brenda’s passion is to partner with parents and empower them in all aspects of raising their families, encompassing the whole person and respecting the individuality of all. She is the mother of four adult children,

two daughters and two stepsons, and is a proud grandma of four: three boys and a princess. Brenda lives in the western suburbs of Chicago with her loving husband and elderly, but still spunky English Springer Spaniel, Maddie.

Stacey Hoekwater *
Doula

Stacey completed her training as a doula with Doulas of North America (DONA). She served as a volunteer doula with teen mothers and families at two large hospitals in the greater Boston area before beginning to work with private clients as well. Her philosophy behind birth is that every woman (and couple) deserves to feel supported and empowered as they enter the new chapter in their life: parenthood. Stacey is a registered yoga instructor who draws from the practice of movement and breath to aid in helping women harness their internal strength during labor. She holds a B.S. in Sociology from Northeastern University, and an M.S. in Communications from Simmons College. In addition to her work with Ohana, Stacey enjoys DIY projects, exploring the city, biking and watching her toddler soak up the world. Stacey lives in Andersonville with her wonderful husband Josh and son Koen.

Martine Caverl (currently on leave)
Doula

Martine is a nurse as well as a doula, and worked in a Labor & Delivery unit prior to joining Ohana. Martine believes that every family deserves a positive birth experience, and views doula work as an extension of the community work on social and economic justice issues she has been involved in for years. While in nursing school, Martine helped to coordinate the Birth Companions Program, which provides free, multilingual doula support in the Baltimore metropolitan area. She trained as a doula through Doulas of North America (DONA), and holds a B. A. in Anthropology from New York University, and a B. S. in Nursing from the Johns Hopkins School of Nursing. In addition to her work with Ohana, Martine currently serves as a nurse at a community health clinic. Martine enjoys exploring new cities, and is also nurturing an interest in hiking, camping, and foraging. She lives on Chicago's West Side.

Advisory Group

Ohana benefits from an advisory group comprised of professionals who specialize in birth work and business entrepreneurship. As a member of the advisory group, each individual meets with Founder & CEO Jocelyn Alt on a periodic basis to offer their expertise in specific areas. Serving on the advisory group during 2013 were the following members:

Julie Harrison
Certified Nurse Midwife

Julie is a Certified Nurse Midwife with 35 years of experience providing health care to women. She was the Director of Midwife Service at Saints Mary & Elizabeth Medical Center for 12 years. Julie retired from midwifery in 2012, and now continues to be involved in the field through her role on the Ohana Advisory Group and other activities. Julie is the mother of two grown children.

Paul Leamon
Entrepreneur

Paul is a serial entrepreneur with a passion for shaping innovative ideas into successful, high growth enterprises through his company Venturenetix. His most recent success, Wellfount, is a venture capital backed, healthcare services company that has grown from seed concept in 2006 to employing over 100 staff across 9 states of operation today. His previous experience also includes almost 10 years of work in healthcare/business services consulting and investment banking with Booz Allen Hamilton and Wachovia Securities (now Wells Fargo Securities). He holds a BS in Public Affairs from Indiana University and an MBA from Northwestern University Kellogg Graduate School of Management.

Sue Gottschall

Child Development Specialist / Doula / Childbirth Educator / Lactation Consultant

Sue has worked in child development for over 40 years, and holds a masters degree in this field from the University of Chicago. She is a birth and postpartum certified doula, a founding member and past Director of Chicago Volunteer Doulas, a certified lactation consultant, and a childbirth educator. Her goal is to empower all parents, especially mothers, as they begin their journey into parenthood and all the joys and challenges that it brings. Sue is the mother of four grown children and six grandchildren who continue to delight her as they change and grow.

[Sue Gotschall was an Advisor from January 2013 to April 2014.]

Jaime Iosue Moran

Healthcare strategist and product development executive

Jamie has experience in the health insurance and pharmaceutical industries. Before working in healthcare, Jaime spent five years advising technology companies in raising capital and completing acquisitions, both as an independent consultant and as an Associate in Credit Suisse First Boston's Technology Investment Banking group. Jaime has an MBA, Arjay Miller Scholar, from Stanford Graduate School of Business, an M.Sc. in Chemical Research as a Fulbright Scholar at University College London, and a B.A. in Chemistry and Mathematics from College of the Holy Cross.

[Jaime Moran was an Advisor from September 2012 to July 2013.]

The Ohana Doula Partnership Model



In keeping with the Ohana doula core values, we seek to go above and beyond for each and every one of our clients. As a part of this pledge, Ohana created a doula partnership model to ensure that a doula would be available for a client's birth at all times. One of the most difficult aspects of doula work is ensuring that one individual is available at all times to answer any questions, be available to chat by phone, and always be ready to attend a birth. For doulas who work independently, in the case of multiple simultaneous births or other issues that prevent a doula from attending a birth, there is a chance that a

back-up doula may attend a birth whom a client has never met. In contrast, the Ohana partnership model has a built-in back-up system so that every client meets and agrees to bring two doulas into their lives. These doulas attend the initial interview, co-facilitate the prenatal appointment and share an on call calendar beginning two weeks before and after the estimated due date. In this way, our clients can rest assured that a doula they know and have chosen will be able to accompany them to the hospital and be of support when the day arrives. This partnership model is a unique characteristic of Ohana that highlights the level of commitment and reliability we believe every family deserves.

Outcomes

Research has shown that doulas improve not only client experiences at births, but also medical outcomes. We track data about our clients' birth outcomes, so that we can collate these data points to reveal the level of impact our services are having on the types of births that we attend. We track the following birth outcomes for our doula clients:

- Type of birth, vaginal or cesarean
- Epidural administered, yes or no
- Pitocin administered, yes or no
- Other Narcotics Administered, yes or no
- Extraction tools: Forceps or Vacuum
- Length of delivery
- Comfort measures used in labor

Clients: How many families we have served

In 2013, Ohana served 39 families or 78 adult individuals. Of these 39 families, 17 took the childbirth classes, 20 used doula services, 3 participated in the Mom & Baby Groups, and 4 took private childbirth classes.

Overlap of services was as follows: 6 couples participated in both childbirth classes and doula services; 1 mother participated in doula services and the Mom & Baby Group; 1 mother participated in childbirth classes and the Mom & Baby Group; and 1 mother participated in childbirth classes, doula services, and the Mom & Baby Group.

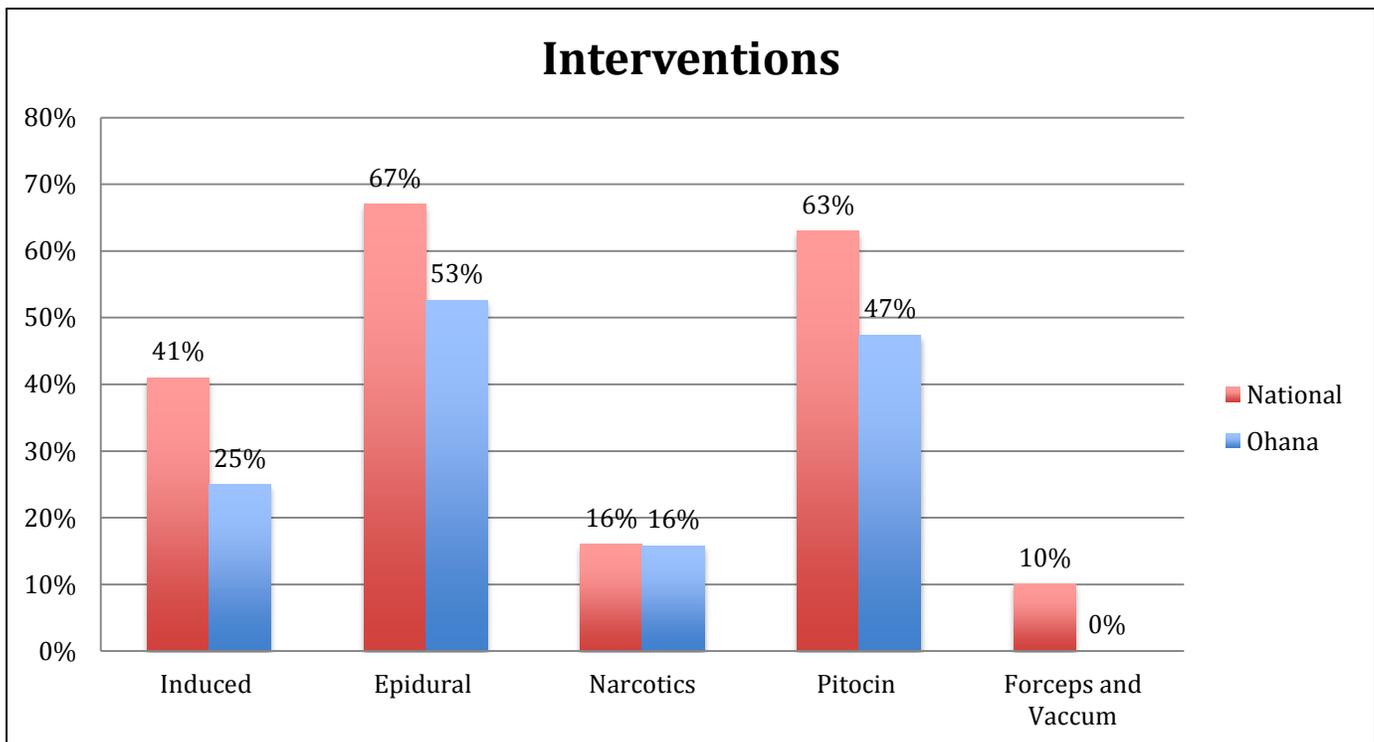
Ohana received a total of 122 discrete inquiries in 2013, of which 60 were ultimately won. Note that 60 is higher than the number served (39) because 21 of the clients who first inquired in 2013 were not actually served until 2014.

How many customers we have served on a sliding scale

Part of Ohana’s mission is to serve clients across the income spectrum. Ohana lives out this mission by offering a sliding scale fee structure to its clients. Out of a total of 16 couples served in the childbirth classes, 50% paid a reduced fee based on the sliding scale. Out of 20 doula clients served in 2013 (ie: their births took place in 2013), 50% paid a reduced rate on the sliding scale and another 25% of clients received a further reduced “scholarship” rate.

Birth Outcomes

The following graph shows the rate of interventions at births attended by Ohana doulas compared to the national average:



As displayed in the graph, the rate of interventions was equivalent or lower in births attended by Ohana doulas as compared to the national averages for interventions. In the births attended by Ohana doulas, 53% of women utilized an epidural for pain relief as compared to 67% nationwide. In addition, 16% of women received narcotics during the birthing process, equivalent to the national average. 47% received Pitocin as compared to 63% nationwide. No Ohana doula clients had extraction tools used, such as forceps or vacuum.

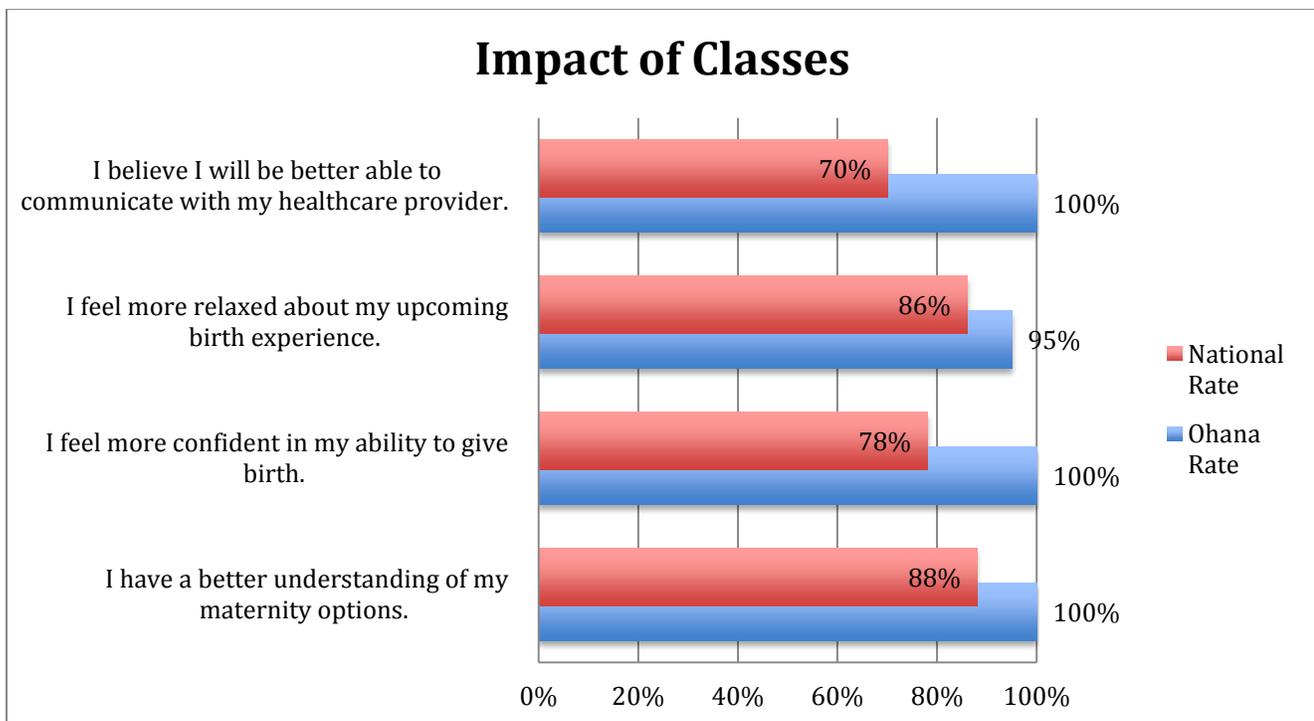
The Cesarean rate of births attended by Ohana doulas, at 30%, was similar to the national average. In studies, the rates of Cesarean sections in births attended by doulas tend to be lower than the national average. It may be that that small sample size of only 20 births, among them 6 Cesarean deliveries, resulted in skewed numbers for 2013 for the Ohana practice. It will be interesting to see if the numbers change with a larger sample size in 2014.

Childbirth Classes

Satisfaction with content learned

As part of Ohana commitment to continuous improvement, we ask that all participants of our childbirth education classes provide feedback after each 6-week session. In looking at 2013, we examined the following questions to determine level of satisfaction with content learned as a result of the course. The following table demonstrates what questions we investigated and our outcomes for 2013. The first table shows questions we asked participants regarding their overall satisfaction and willingness to recommend our class to others. The bar graph below display questions that Ohana adopted from the Listening to Mothers Survey, (2006) to gauge the impact that our classes have on parents perception about their upcoming birth as compared to national numbers.

Question	Average Score
1) On a scale of 1 to 5 (1 being the worst, 5 being the best) how would rate the childbirth education class series	4.75 Out of 5
2) On a scale of 1 to 10 how likely are you to recommend this course to other:	9.5 Out of 10



Training and continuing education for doulas

Ohana believes that continuous learning and exposure to information is essential to ensuring our clients are receiving top of the line services. Therefore, we make it a priority to provide educational workshops for our doulas. We take pride in knowing that our doulas are up-to-date on the latest medical research

regarding birth practices. We hold quarterly workshops on a variety of birth related topics. In 2013 Ohana held the following workshops for Ohana doulas, as well other doulas in the Chicago community.

Cesarean Birth Workshop

This workshop was led by Sue Gottschall, childbirth educator and doula and Ohana Advisory Group member. Sue offered her insights on the procedures and regulations surrounding cesarean births in today's medical environment. This workshop's aim was to inform doulas on how to best provide comfort and support to women who have to face cesarean births. Through her first account knowledge and skill set, Sue, provided tips and procedural knowledge on how to best approach and handle a cesarean birth as a doula.

Massage Techniques and Oils Workshop

This workshop was a hands on training opportunity aimed at highlighting key massage techniques to utilize during the birth process and making one's own massage oil. Nicki Worden, an Ohana doula and a licensed massage therapist, led the workshop and provided her expertise on how to best use massage to bring relief to labor pain. Kate Jakubas of local natural products company Meliora K showed doulas in attendance learned how to make their own natural massage oil.

Dedication to Research and Research Initiatives

At the core of all Ohana services is research based practices, and information backed by scientific evidence. All content provided at Childbirth Education Classes, Mom and Baby Groups, Dad and Baby Groups, posted on our public Facebook page, and featured in monthly newsletters is supported by the most current and robust research. Our strategy regarding content generation is to keep up to date with the newest research released by peer reviewed academic articles in scholarly journals. We do not simply repeat findings relayed through media outlets as fact. Instead, every piece of information we present is carefully researched to ensure that it holds up to the highest academic integrity.

Because of Ohana's commitment and desire to align ourselves with research and best scientific practice, we were excited when we were approached by the Asher Center for the Study and Treatment of Depressive Disorders at Northwestern University Feinberg School of Medicine, in February of 2014. Dr. Crystal Clark contacted Ohana and invited Jocelyn and an Ohana doula, Caroline Taromino, to share with the center's faculty information about the services that Ohana provides to families and the research supporting our approach. We were honored to be able to share our work with clinicians who serve mothers and fathers who are encountering difficulties during this sensitive time. We learned at our presentation that the The Asher Center and Ohana share a lot of common values and goals in serving women and families. Ohana looks forward to continued conversation with the Asher Center and looks forward to developing this research partnership with them in 2014 and beyond.

Ohana Press:

Ohana's work was featured in a number of media outlets during 2013. Below are summaries and links to the various stories in the press about Ohana in the past year:

- In January 2013, Ohana was featured on Make It Better, a website dedicated to helping women of Northshore Illinois, find resources, advice, and information pertaining to all realms of life.
<http://makeitbetter.net/magazine/fresh/4966-fresh-ohana>

- In February 2013, a story on Ohana ran in Natural Awakenings Chicago, an online magazine dedicated to healthy and sustainable living (mind, body and spirit). <http://www.nachicagonorth.com/CHI/February-2013/Ohana-Provides-Services-for-Expectant-Families/>
- In January 2014, as Ohana turned one year old, the company was featured in an article in the Chicago Sun-Times. <http://evanston.suntimes.com/news/business/babybiz-EVA-01162014:article>
- Ohana was asked to contribute a guest blog post for NPN Chicago on how to best support partners during the labor process. Read our blog post here: <http://www.npnparents.org/posts/800,the-doula-dishes-four-tips-for-supporting-your-partner-in-labor>

Outreach

The following table describes how clients heard about Ohana before they reached out to us for services in 2013. Our most common form of outreach has steadily remained Internet searching, where clients have a chance to visit our website, OhanaParents.com. The second most common way in which clients hear about us is through midwives at hospitals throughout the city and suburbs, with whom we have met or worked during past births.

How They Heard About Us	Percentage
Internet Search	23.68%
Midwife	13.16%
Yoga Teacher	13.16%
Unknown	11.40%
Personal Connection to Ohana Staff	8.77%
DoulaMatch	8.77%
Another Doula	7.02%
Yelp	2.63%
Doctor	2.63%
BirthLink	2.63%
Chicago Volunteer Doulas	2.63%
Friend	1.75%
Ohana Client	0.88%
Another Childbirth Education Teacher	0.88%
Grand Total	100%

The Future: New in 2014

2013 has been an exciting time for Ohana, in which we experienced growth and exciting new developments in the services we offer. Looking ahead into the future, Ohana will continue to strive to bring exceptional services to families in the Chicagoland area. As part of our commitment to excellence, we are constantly looking for ways to meet the varying needs of families to ensure that we are creating the most holistic and inclusive “ohana” for all. We are excited to be initiating the following services for families and new parents at the start of 2014:

Sleep Coaching

Rooted in the Ohana philosophy that there is not one right way to parent, our sleep coaches work a little bit differently than other sleep trainers. Ohana sleep coaches are qualified to assist parents in implementing the full spectrum of sleep approaches. The role of the sleep coach is to help you figure out a sleep plan that feels right for your family, whether it's primarily co-sleeping, gentle training, or crying it out. We understand that what works for one family may not be a good fit for others. Together, we will design a system tailored to your needs and values that will clearly outline how help your child develop sleep habits that leave everyone rested and refreshed. Sleep coaches meet with parents in order to get an understanding of what the needs of the situation truly are, and then create a plan of action based to set you and your family up for success!

Potty Training

Potty training is a charged topic, which can often leave parents confused when it comes to deciding what road to go down. At Ohana, we know there are so many methods and approaches to transitioning from diapers to "big kid" underwear; it can be overwhelming even for an experienced parent. Our potty training coaches are up-to-date on the most recent research on toilet training and here to help you develop a plan that is right for your family. In our coaching, we will discuss the most current research with you and develop a tailor-made plan that will work with your lifestyle and is designed with your little one's best interest at heart.

Ohana Alumni Club

Ohana has been extremely fortunate to come to know so many amazing families within our first year of operation. We are so thankful to have met every single family and are honored to have been welcomed into their lives, in such an amazing and precious time. Three moms who had participated in our childbirth education classes, doula services, and Mom and Baby groups wanted to continue their relationship with Ohana. Kathleen Belew, Tara Lamkin, and Jamie De Young wanted a way to continue to be connected to the moms and families they met through our services. As a result, they formed the Ohana Alumni Club, which is a venue in which past Ohana clients can continue to gather and connect with one another for long lasting friendships and continuous support from other parents. The Alumni club will offer monthly workshops to parents on a variety of topics related to raising children that are of interest to families in the Chicagoland area. We are so pleased to have this as part of our services starting in 2014, and we are excited to continue to be a presence in the lives of our clients, and helping them find their village even after they end services with us!

Resources Page on Ohana Website

Our birth educators and doulas report that many families have similar questions and requests for information regarding pregnancy, labor, and breastfeeding. As one of Ohana's core values, we strive to provide our clients with information based in facts and research, and we wanted to make that information available at all times. We are currently in the final stages of developing a resource page, which will provide resources and information based on trimester, so clients can have access suggestions and tips to many common questions and concerns online. Our resources page will be continuously added to over time, but it currently contains:

- Checklists by trimester to help moms and dads plan for the baby, in an organized and cohesive way
- Tips and suggestions on diet and nutrition by trimester
- Research-based fact sheets on common pregnancy and birth interventions
- Suggestions for exercising and modifications during pregnancy
- Recipes for quick and nutritious meals for busy moms to be

Benefit Certification

Most for-profit companies are required to prioritize generating profit for owners above all other interests when making decisions. As a registered benefit corporation, Ohana has selected instead to be required to consider the interests of a broader range of stakeholders listed below in adherence with 805 ILCS 40/Art. 4.01 subsection (a):

In discharging the duties of their respective positions, the board of directors, committees of the board, and individual directors of a benefit corporation in considering the best interests of the benefit corporation:

(1) Shall consider the effects of any action upon:

*(A) **the shareholders** of the benefit corporation;*

*(B) **the employees** and work force of the benefit corporation, its subsidiaries, and its suppliers;*

*(C) **the interests of customers** as beneficiaries of the general public benefit or specific public benefit purposes of the benefit corporation;*

*(D) **community and societal considerations**, including those of each community in which offices or facilities of the benefit corporation, its subsidiaries or its suppliers are located;*

*(E) **the local and global environment**;*

*(F) **the short-term and long-term interests of the benefit corporation**, including benefits that may accrue to the benefit corporation from its long-term plans and the possibility that these interests may be best served by the continued independence of the benefit corporation; and*

*(G) **the ability of the benefit corporation to accomplish its general public benefit purpose and any specific public benefit purpose.***

Ohana is also required to appoint a Benefit Director that oversees these responsibilities. The Benefit Director may be the CEO or another employee of the company.

Below are the disclosures and certifications as required by Illinois State Law of adherence to the company's public benefit:

Ohana Parents, Inc. has performed an assessment of social impact through the B Lab Impact Assessment. The company selected this assessment because of its broad application across a variety of business areas and its acceptance as a gold standard among socially conscious businesses.

To publically record the requirements of 805 ILCS 40/Art. 5.01 subsection (a) (3), the Ohana Parents Inc. Benefit Director is Jocelyn Alt.

To publically record the requirements of 805 ILCS 40/Art. 5.01 subsection (a) (4) and (5), the Benefit Director Jocelyn Alt receives no additional compensation for holding the position of Benefit Director of Ohana Parents, Inc., and she owns more than 5% of Ohana Parents, Inc.

To publically record the requirements of 805 ILCS 40/Art. 5.01 subsection (a) (7); there is no connection of any kind between B Lab and Ohana Parents Inc. that would affect the credibility of the use of the B Impact Assessment as a third party standard.

To publically record the requirements of 805 ILCS 40/Art. 5.01 subsection (a) (6); Jocelyn Alt provides the following certification:

It is my opinion that Ohana Parents, Inc. has acted in accordance with its general public benefit purpose under the Illinois Benefit Corporation Act and that the directors and officers of Ohana Parents, Inc. have complied with their duties under Sections 4.01(a) and 4.10(a) of the Act, respectively.

Jocelyn Alt
Founder and Benefit Director
2956 Central Street
Evanston, IL 60201

Any additional requirements of reporting duties under the Illinois Benefit Corporation Act were covered elsewhere in this report. The Illinois Benefit Corporation Act law can be read in its entirety at the [Illinois General Assembly website](#).

This annual report was prepared principally by Caroline Taromino, an Ohana team member.