

SANTA MARIA COMMUNITY SERVICES



**HELPING FAMILIES
HELP THEMSELVES**
SINCE 1897

2005 PERFORMANCE SUMMARY

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Santa Maria Community Services



Dear Friends,

Santa Maria's best work comes from building strong relationships with others for the benefit of the people we serve. Our best results happen when we've given diligent attention to building effective partnerships. Thanks to the great work of our staff and volunteers, we have formed a strong network of community leaders and caring professionals who work side-by-side to strengthen our community. This Annual Report highlights some of those partnerships of the past year.

Partnerships aren't just one part of our work; they represent how we work. Whether it's a simple informal arrangement with another agency to enhance services for specific families and children, a formal agreement to share space or staff resources, an intentional agreement to be held jointly accountable for the results of our work, or a broad-based community collaborative working to improve neighborhood safety or housing conditions—good, solid partnerships are the way we get things done.

This is not a recent phenomenon for Santa Maria Community Services. Over the past 108 years as a neighborhood-based community services agency, we have always worked closely with neighborhood leaders, local churches and schools, and other community institutions to plan our work and achieve results. Today, whether we're working with parents to strengthen their parenting, providing meals to shut-in older adults, offering after-school tutoring to grade school children, or implementing strategies to improve housing conditions in Price Hill, all of our efforts are most successful when we work in partnership with others, combining our strengths and expertise with others to achieve amazing results.

We give thanks for you and for your role as a partner and supporter of Santa Maria Community Services and the results we accomplish—together. Thank you!

Sincerely,



Kellie Muthert, Chairperson
Board of Trustees



H.A. Musser, Jr.
President & CEO

If we are together nothing is impossible.

If we are divided all will fail.

Winston Churchill

The Sisters of Charity and Santa Maria

For its first 75 years, Santa Maria was closely associated with the Sisters of Charity of Cincinnati. The Sisters founded the institution in 1897 and relinquished its sponsorship in 1972. Even after 1972, several Sisters of Charity were employed at Santa Maria in various capacities. For instance, Sister Ludmilla Hartman was a Senior Citizen Worker from 1959 to 1982; and Sister Jane Shappelle served as Executive Director for 14 years, from 1973 to 1986. Currently Sister Kathryn Ann Connelly serves on the Board of Trustees of Santa Maria.

In the beginning, the idea of founding an institution to assist Italian immigrants began with Archbishop William Henry Elder. He was concerned for the spiritual and physical welfare of the Italian people who were pouring into the Cincinnati Basin just as the twentieth century was beginning. He turned to the Sisters of Charity for help.

Mother Mary Blanche Davis and her Council wisely chose two well-qualified Sisters to take on the project. The Segale sisters, Italian immigrants themselves, had just returned from 25 years in their order's Western missions where their innovations and daring had helped to establish schools in Colorado and New Mexico. The two sisters set to work immediately opening a small school for Italian children: Santa Maria Italian Educational and Industrial Home was established in 1897 and was housed at 632 West Eighth Street. Soon after, the sisters were conducting after-school activities, designed to help students adjust to American language and customs. Evening classes for adults soon began, too. In 1912 the agency was re-named Santa Maria Institute. In addition to its work in education, the Institute expanded its services to handle Juvenile Court cases, probation work, housing for homeless women and girls; and a program of visitation to the sick, the imprisoned, and the poor.

While the Sisters directed and guided these ventures, they were not without help. "The Willing Workers," capable and generous volunteers, whether in teaching classes or in organizing benefit Bazaars, set precedents for countless volunteers to follow. An undated issue of, "The Helper," an Institute publication, lauded the Sisters for "giving the laity the opportunity to cooperate in all Departments."

The work of the Santa Maria Institute grew and thrived through two world wars. Programs were added, modified, or discontinued as the times required. Several relocations and additional centers were necessitated by changing neighborhoods and population shifts. In the 1940's, for example, people from Appalachia began to arrive, seeking wartime jobs. A half century later, Hispanics/Latinos immigrated to the Lower Price Hill area. Language classes were revived, but now in Spanish.

The Sisters of Charity through the years gradually gave over their authority to the laity. In 1922, all Sisters of Charity had relinquished positions on the Institute's Board of Trustees. From 1970—1972, through the efforts of the Sisters of Charity and Santa Maria's Board of Directors, complete control was vested in the Board of Directors as the organization separated formal ties with the Sisters of Charity. At that time (1973) the name was changed to Santa Maria Community Services, Inc.

Since 1986, Santa Maria's executive leadership and Board of Trustees have carried through and built upon the goals and themes of a century ago. They have expanded their programs and have joined their efforts with those of neighborhood organizations. They have laid plans for a future filled with hope, not only for the organization itself but for each individual being served by it.



*1947... an increase of services to persons who
migrated from Appalachia*

OUR MISSION

*To empower members of the communities we serve,
through knowledge and encouragement,
to embrace and enhance their ability
to change the conditions
that limit their opportunities.*



OUR VISION

Santa Maria builds community capacity, creating strong neighborhoods where:

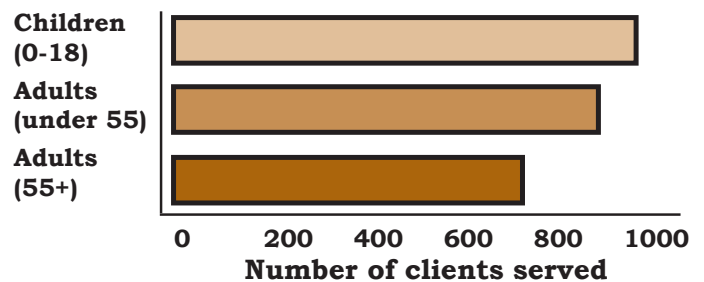
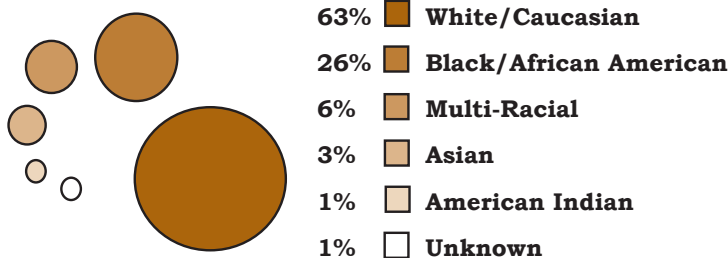
- Families are thriving,
- People share a mutual respect for and take care of each other regardless of racial, ethnic or cultural backgrounds,
- Schools and businesses are vibrant, and
- There are clean, safe, nurturing places for all



OUR FOCUS

- Parenting/Child Development
- Community Development
- Health and Wellness

WHO WE SERVE...



**An amazing
565 Volunteers
gave 20,642
hours of service
to Santa Maria
in 2005!**

Program Services for:	Clients
Parenting (both adults and children)	249
Health and Wellness	1,460
Community Development	1,678
Total number of clients served	3,387

**Clients
with
income
below
\$20,000**

69%

PARENTING

Every Child Succeeds

Santa Maria is among fifteen agencies partnering with **Every Child Succeeds (ECS)**. ECS provides home visitations to at-risk, first-time mothers and their children in Southwest Ohio and Northern Kentucky. ECS strives to enhance child development and improve self sufficiency of families, strengthen parent-child relationships, link families with primary care services and promote an optimal environment for learning and emotional growth. *"Santa Maria is a strategic partner filling critical needs in the neighborhood and community"*, says **Margaret Clark, ECS Program Director**. In addition, Santa Maria has invaluable expertise and a history of working with the Hispanic/Latino population – the agency has Spanish speaking home visitors on staff. Santa Maria's other important asset is its expertise in serving families with children with developmental delays and disabilities. Santa Maria readily provides leadership and shares its experience in working with these two very important target populations. The partnership between Santa Maria and ECS is strengthened on the executive level as well. Santa Maria's President and CEO, H.A. Musser serves on the Board of Every Child Succeeds.



Desire Nelson with her son Demone at Celebrating Parents event at Santa Maria

Cincinnati Public Schools

"What I do with Santa Maria's Sedamsville Center is very fulfilling." -says **Sharon Black, Early Childhood Education Specialist with Cincinnati Public Schools (CPS)**. Partnership between Cincinnati Public Schools and Santa Maria began in 2004 when the CPS funded Sharon's position with Santa Maria. Sharon conducts Stay and Play sessions for groups of mothers and preschool age children on Thursday afternoons at SM's Sedamsville Office. This is a parenting group, where parents from Sedamsville learn various skills, such as stress and anger management, positive discipline, time out. They also receive instruction on appropriate nutrition principles. Sharon also provides individualized monthly home visits, utilizing the Parents as Teachers (PAT) Born to Learn Curriculum. PAT is a program designed to enhance child development and school achievement through parent education accessible to all families. Sharon helps parents learn about the developmental aspects of bringing up their children. This partnership developed from a friendship between Sharon and Regine Gordon, Community Organizer/Parenting Worker at Santa Maria. Sharon comments that partnering with Regine is easy, since they both are striving toward the same goal of empowering the families of Sedamsville.



Regine Gordon, Santa Maria (left), Sharon Black, Cincinnati Public Schools (right) conduct Stay and Play session at Sedamsville Center with Sarah Pennington and her children Stella, Nadia, and Azure

COMMUNITY

Legal Aid

Gary Pieples and Stephanie Moes, attorneys with Legal Aid, could make more money and have more prestigious jobs but instead they chose to try and make a difference. Gary asks, *“where else can you change a person’s world on a daily basis?”* Santa Maria, in this partnership, is the grassroots community connector for reaching non- traditional clients with legal services. Santa Maria keeps communication going between legal representatives and clients. One such example is the need for legal representation for tenants living in distressed buildings when landlords are in the process of foreclosure and utilities are going to be turned off. For example, Legal Aid contacted Santa Maria when a large apartment complex near 8th and Elberon was abandoned by the landlord. Santa Maria helped to relocate tenants who wished to move while Legal Aid pursued the landlord and obtained a property manager when tenants of 15+ years expressed a desire to remain. Legal Aid pursues landlords to make repairs in compliance with building codes on behalf of intimidated tenants. Santa Maria brings tenants together creating a tenant association while Legal Aid provides the strategizing component. Now tenants are present at Housing Court, letting the judge know what they want, writing letters to city officials, attending public hearings and speaking out. A resident recently commented that for the first time in a long time he feels the *“city really cares about them and is listening!”*



Gary Pieples and Stephanie Moes of Legal Aid at the “A Community Response to Property Foreclosures” Forum

Housing Opportunities Made Equal

Housing Opportunities Made Equal (HOME) has existed since 1968 with the mission of eliminating illegal housing discrimination and building stable, integrated communities. HOME is currently partnering with Santa Maria in Price Hill, using its housing expertise and established networks in the Hispanic community to achieve shared outcomes. The two organizations are working together to strengthen the bond between residents and the police, grow a tenant organization, bring tenants into civic action along with homeowners, and help Hispanic residents become engaged and connected in the life of the community. According to **Elizabeth Brown, Director of HOME**, connections are being made that help unify and stabilize the diverse Price Hill community. When incidents arise, rather than rumors and an adversarial response against “them,” relationships have been established that allow community resources to work on resolving problems and together build a stronger community.



Price Hill Will

Kay Clifton is President of the Board of Price Hill Will, a young non-profit organization leading comprehensive community development efforts in Price Hill. Clifton sees Santa Maria’s ability to collaborate on two levels: managerial/strategic and grassroots. Under a creative agreement between the Boards of Santa Maria and Price Hill Will (PHW), H.A. Musser, Santa Maria’s President and CEO has served as executive director of PHW. In addition, there is a contract for financial management between Santa Maria and PHW to outsource Santa Maria’s financial management expertise. PHW is getting much

DEVELOPMENT

more from this contract than they could have afforded, being a newly established non-profit organization. Clifton also mentioned that there is a lot of compatibility on community development strategies, especially in housing development issues. Both agencies agree on three major strategies for housing development in Price Hill: 1) keep people from moving out, 2) encourage middle-class young professionals to move to Price Hill, 3) support renters (mostly working class) to becoming home owners. Santa Maria is helpful in identifying the residents who may be ready to consider a change from renting to owning.

Another Santa Maria partnership in which Clifton is active is the Drug Coalition – a multi-agency collaboration in Lower Price Hill. Clifton reports Santa Maria's staff members in Lower Price Hill have been extremely sensitive and skillful in helping residents understand that community resources are now aimed not at direct service, but at empowering people themselves to change their lives.

"Santa Maria's transition from a traditionally client oriented agency to a neighborhood support organization which empowers people is tremendous and in line with current societal needs," concludes Clifton.

Price Hill Community Recreation Center

The partnership between **Santa Maria and Price Hill Community Recreation Center (PHCRC)** began in early 2005 when some of Santa Maria funding for youth services was cut. The result was a reduction in youth services staff. Santa Maria approached PHCRC with the idea of combining Santa Maria's financial resources with staff resources of PHCRC and servicing the youth of both organizations. As a result groups of young people from Price Hill went for 10 consecutive weeks on field trips to such places as King's Island, Coney Island, Hamilton County Fair, Indianapolis Children's Museum, and Wonder Park at Forest Fair Mall. *"Thanks to the financial resources provided by Santa Maria the children were able to play games and have food at these outings,"* says

Tonaruse Witherspoon, Community Center Director at PHCRC.

Santa Maria also helped purchase about 40 PHCRC memberships for young people from the Price Hill area, which in turn provided them free participation in baseball, football, and basketball camps.

Sandy Lemons, Service Area Coordinator, comments that Santa Maria staff gets involved in this partnership in any way they can. Oftentimes Stephanie Larkins, Community Organizer on Santa Maria's staff, volunteers with the groups, and so do other Santa Maria volunteers. Before the partnership formed, the two organizations worked with two different audiences, and *"now they work pretty much with the same crowd."* Paradoxically the funding cuts have made these two organizations, in a sense, stronger. PHCRC's visibility has increased due to Santa Maria holding *Back to School*, *Hispanic Health* fairs and *Women's Health* fairs at the Center.

"I call Santa Maria to get extra support. Santa Maria always extends itself to help. I always feel comfortable calling the agency, and I know I can always have a back up out there," says Lemons.



HEALTH AND WELLNESS

Crossroad Health Center



Brook Gumm and one of her Hispanic patients at the Crossroad Health Center.

“We have been delighted with the partnership with Santa Maria! We have partnered arm in arm with Santa Maria in serving low income people. We are the medical piece and Santa Maria is the outreach piece. Santa Maria lets people know where affordable health care can be accessed, and we are one of those providers,” explains **Brook Gumm, RN, MSN, CPNP, Pediatric Nurse Practitioner** with **Crossroad Health Center**. Crossroad participates in Santa Maria’s annual health fairs, has taught a class in English and Spanish to new mothers in the Every Child Succeeds program and has obtained funding for a Hispanic health outreach worker at Santa Maria. According to Gumm, Santa Maria’s staff understands the health system in general and communicates that understanding to community members. Ten years ago Crossroad Health Center saw its first Hispanic patient and now has over 400 Hispanic patients and employs five bilingual staff.



Maria Lang, Program Facilitator, Academy of Multilingual Immersion Studies

AMIS

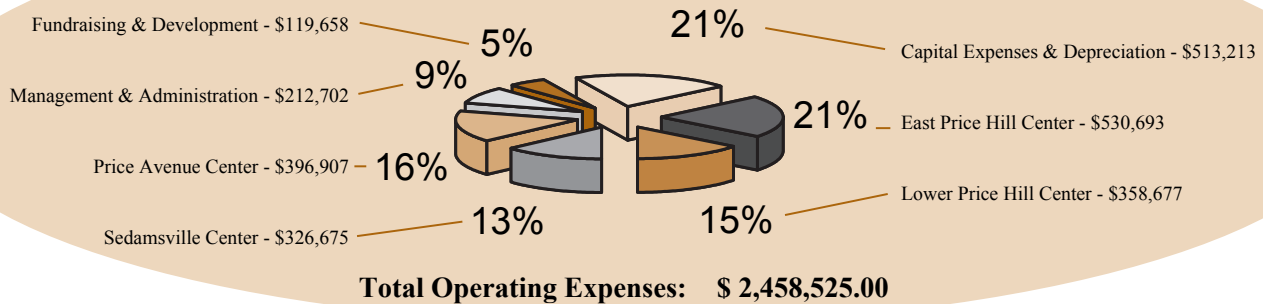
“Santa Maria is very reachable and easy to connect with. There are other relationships with other organizations, but Santa Maria! ...we connect. We have been enriched by the partnership, and we share the same goals and objectives.” These are the words of **Maria Lang** with **Academy of Multicultural Immersion Studies (AMIS)**. Their emphasis is to learn English fast, but keep Spanish. *“AMIS focuses on the children and Santa Maria focuses on the parents.”* Santa Maria refers children to AMIS, and AMIS recruits from East Price Hill through Santa Maria’s health fairs. On Saturdays, classes are offered to parents on literacy, health, accessing libraries, and housing and legal concerns. AMIS and Santa Maria work together in offering these instructional classes. In addition, AMIS gives performances at the Price Hill library, and Santa Maria organizes an English as a Second Language picnic providing food, a disc jockey, soccer and health screens. *“If I call and need something, Santa Maria is there!”* says Lang.

FINANCIALS

Income

Funding Source	Amount	% of total
United Way of Greater Cincinnati	\$ 948,603.00	41.53%
Government agencies	\$ 769,619.34	33.70%
Contributions	\$ 464,323.66	20.33%
Program Service Fees	\$ 72,955.00	3.19%
Special Events (net of expenses)	\$ 19,812.00	0.87%
Investments and Miscellaneous Income	\$ 8,753.00	0.38%
TOTAL	\$ 2,284,066.00	100.00%

Operating Expenses



Programs by Centers*

SEDAMSVILLE CENTER

- Senior Programming
- Child Development Programs
- Youth Programming
- Parenting Programs
- Housing Programs

LOWER PRICE HILL CENTER

- Jordan Health Program
- Community Safety Programs
- Support Services for Terri Manor residents

EAST PRICE HILL CENTER

- Bienestar Program
- Youth Programming
- Housing Programs

PRICE AVENUE CENTER

- Meals on Wheels

Net Assets at the End of Year

Unrestricted	\$ 966,680.00
Temporarily Restricted	\$ 138,833.00
Permanently Restricted	\$ 7,000.00
Total Net Assets	\$ 1,112,513.00

2005

* During 2005 various Santa Maria programs moved from one center to another. Therefore, center expenses might not reflect the expenses by programs.

2005

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Karen Wright
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Masterson

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Bernie and Mary Gail Gott

Celestine Ahrens
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Joseph and Catherine Backs
Bill and Kathy Castellini

Norma Berringer
Carroll Berringer

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Camilla Kramer

Christmas
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R. Douglas and Virginia Wright
H. A. Musser, Jr.
R. Douglas and Virginia Wright

In Honor of Appointment to Vice-Mayor Position
Vice Mayor Tarbell
Ms. Florence Kaufman

81st Birthday
Fritz Shadley
Jerome and Joan Epping

75th Birthday
Marion Fanning
Guy and Del Langenbrunner
Ann Richter

Birthday
Mrs. Adele Boschert
Mr. and Mrs. Richard Niklas

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Jim Ginocchio

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Jim Ginocchio

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50th Wedding Anniversary
Peggy and Joe Cionni
Bob and Joan Friedmann

50th Wedding Anniversary
James and Marian Dulle
Bob and Joan Friedmann
Tom and Joan Heidemann
Larry and Arlene Smith

50th Wedding Anniversary
Jerry and Pat Nymberg
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Guy and Delma
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Bob Friedmann
Mr. and Mrs. James Dulle

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Bob and Joan Friedmann

Kenneth Marucci
Martha Steele

In Honor Of:
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Mr. and Mrs. Mark Friedmann
Ann and Paul Friedmann & Family
Robert and Laura Friedmann

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In Honor of the Bethesda North Department of Care Coordination
E. Gail Settle



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Cincinnati Police Federal Credit Union
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Alzheimer's Assoc., Greater Cincinnati Chapter
Dr. Gregory Stewart

Children's Programming
Edward and Barbara Acheson
Wilbert and Martha Ferguson

Jordan Health Program
Ann and Mike Burke
Good Samaritan Hospital
Medical and Dental Staff
Sr. Arlene McGowan, SFP

Mommy and Me
Kiwanis Club of Riverview-Delhi Hills

Sedamsville Center Programming
OLPH Grade School Class
Reunion Committee

Sedamsville Seniors Program
Sedamsville Seniors

Staff Appreciation
Steve Burns
Mark Davis
Matt Davis
Ted Mitchel
Trenna Sowder

United Way Volunteer Day
Project For Santa Maria
Federated Department Stores, Inc.

2005 Salsa and Sizzle On Saturday

Dinner Sponsorship (\$500)
The Kroger Co.

Table Sponsorships

Steve and Jennifer Burns
Sisters of Charity of Cincinnati
Frost Brown Todd, LLC

Donations

Anonymous
Mrs. Elsie Beekley
Francisco and Sarah Damas
Carol Espelage
Robert and Mary Fitzpatrick
G & G Langenbrunner
Sr. Arlene McGowan, FSP
Robert Murphy, Jr.
Larry and Judy Paff
Christopher Profit
Elsa Zum Brook

2005 Birthday Brunch

Event Sponsor
Federated Department Stores, Inc.

Table Sponsors

Anonymous
Marie Kramer
G & G Langenbrunner, Inc.
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Donations

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Donald and Judith Mellott
Betty Moscovice
Urban and Barbara Neville
Jeanne Rolfes
Bill and Mary Ellen Williams
Edgar and Alice Willig

STAFF

Number of Years at Santa Maria

Less than 1 year
1-2 years
3-4 years
5-9 years
10-19 years
20+ years

Total

Number of Staff

3
3
2
12
8
3

31



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