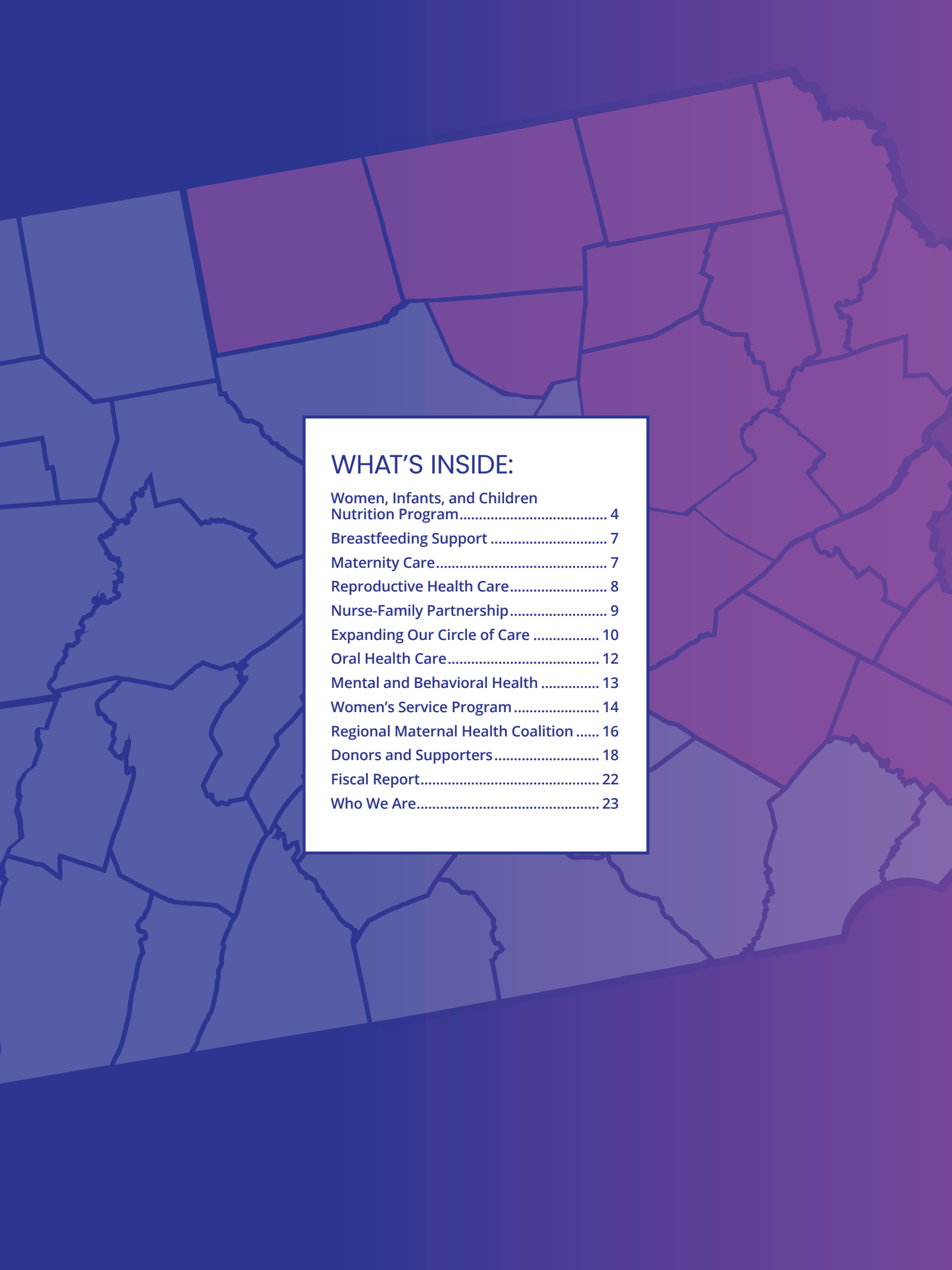




ANNUAL REPORT



**Maternal & Family
Health Services**



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Dear friends,

While 2025 was fraught with unknowns, it was also marked by momentum, action, and outcomes.

From a significant increase in maternity patients and new WIC nutrition clients to the integration of our mental health service line and continued coalition-building efforts, our work reflects the evolving, interconnected needs of the individuals, families, and communities we serve.

MFHS remains committed to strengthening Northeastern Pennsylvania's "circle of care."

Even amid exciting growth — including new locations and expanded service lines — we remain committed to listening and learning before acting. We want to understand gaps and opportunities unique to specific regions. And we want to partner with like-minded organizations when possible, as opposed to reinventing a solution that may already exist.

I often say that our true competition is not with one another but with maternal and infant mortality.

Last year, our team participated in 200+ community events while continuing to grow the Northeast Regional Maternal Health Coalition, a collaborative network of healthcare providers, public health leaders, social workers, and community advocates committed to improving maternal health outcomes and advancing health equity.

The urgency of addressing such critical public health challenges — and our collective ability to make meaningful change — has further aligned our team and community partners. The connection and collaboration within this Coalition is driving momentum. We are confident in our goals and ready to get to work.

It is an honor to reflect on the team, supporters, donors, and partners who continue to believe in our mission.

Thank you for standing with us again this year.

Your support means more than you know.

With gratitude,

Maria Montoro Edwards, PhD
President & CEO

Maria Montoro Edwards, PhD was highlighted by City and State PA this year as one of its 50 Over 50, recognizing senior leaders cementing their legacies in politics, policy and beyond.



Women, Infants, and Children (WIC) Nutrition Program

The WIC program improves the lives of families by promoting good nutrition from the start. Connection and access to nutrition counseling, wraparound services, behavioral health screenings, and breastfeeding support fosters healthier pregnancies, improves birth outcomes, growth, and development, and reduces childhood obesity.

Participants can access a variety of healthy foods, including fruits and vegetables, dairy products,

whole grains, canned fish, eggs, kosher products, and vegan options at nearly 400 retail stores and local farmers' markets. In the 2024-25 fiscal year, redemption of WIC benefits infused \$63.7M in annual gross sales into local businesses and regional economies — an \$11M increase over the prior period.

27%

of Pennsylvania's total WIC participants are served by MFHS. This year, we dutifully responded to 76,963 unduplicated WIC enrollees across 32 MFHS locations in 17 counties.



“This office is always busy! Moving into a larger space has allowed us to adapt to the increasing need for WIC; however, it feels like we could always use more space. The people at the heart of this work are dedicated to serving the growing families in this community — families who appreciate, value, and rely on this program to support their family. You don't find dedication and commitment like this everywhere. This team and this office are special.”

— Katie Hettinger, Office Coordinator,
MFHS Reading (Berks County)



Again this year, we partnered with local farmers to offer fresh fruits and vegetables on-site at our WIC centers. We also hosted nearly a dozen supplementary pop-up markets to help offset funding reductions to the Farmer's Market Nutrition Program. Through support from Scranton Area Community Foundation, United Way of Wyoming Valley, and Wayne County Community Foundation, we were able to distribute \$12,000 in produce.



“Being a participant in the WIC program and serving as a Program Assistant has given me a unique perspective on the challenges faced by families during difficult times. I witness firsthand the anxiety of individuals concerned about losing their benefits, a sentiment I share. This common ground fosters meaningful conversations among us. Even working mothers strive to balance their finances, often finding that after covering essential expenses like rent, utilities, and internet, little remains for groceries. The WIC program plays a crucial role in ensuring that we have access to healthy food options, and I am truly grateful for the support it provides to families like mine.”

— Guadalupe Alvarez, MFHS WIC Program Assistant and Participant, Wilkes-Barre (Luzerne County)

Women, Infants, and Children (WIC) Nutrition Program *continued*

Nearly 80 caregivers and toddlers joined our Little Hands, Big Flavors class with hands-on cooking demos with story time, bonding, healthy cooking tips, and games. We distributed cookware to participants, including a Pyrex baking dish set, mixing bowl set, and multi-function peeler set.

Each month, our call center handled an average of 7,475 calls and 1,059 online applications. We helped an average of 48,907 women, infants and children receive WIC benefits each month, with program usage peaking at 50,158 in May.



Breastfeeding Support

WIC champions breastfeeding as the optimal choice for infant nutrition — nurturing not just babies, but the confidence and well-being of new moms.

Our well-trained and dedicated WIC nutrition staff and breastfeeding peer counselors are empowering families from the very beginning. They encourage and support breastfeeding throughout pregnancy and infancy, including providing education and addressing barriers. Our team walks alongside new moms as mentors — offering knowledge and insights and promoting breastfeeding daily. And it's working.

Of the new mothers enrolled in MFHS WIC, 68.5% chose to fully or partially breastfeed for an average of 17.6 weeks (up from 16.92 weeks in 2024). Forty-six percent and 54% of infants were exclusively or partially breastfed, respectively, a testament to the power of one-on-one mentorship and accessible lactation support.

In August, MFHS received the USDA Food and Nutrition Service (FNS) 2025 WIC Breastfeeding Award of Excellence – Gold Level Award. This national recognition marked our team's dedication to supporting breastfeeding families through outstanding education, peer counseling, and care.



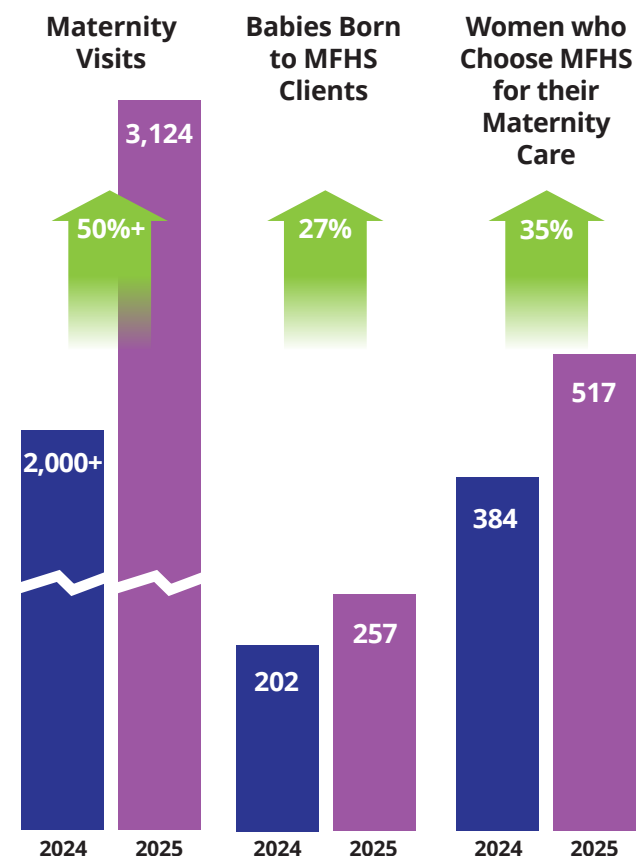
Maternity Care

MFHS is a trusted resource for pregnant women, their babies, and families as they build a bright start together. From affordable routine check-ups to accessible behavioral health counseling, we help moms and babies stay healthy before, during, and after pregnancy.

Maternity care is offered at our Circle of Care location in Scranton, and many of the women we see face barriers to care. Approximately 90% of our clients' pregnancies are considered high risk.*

We are proud of our longstanding partnership with Moses Taylor Hospital Family Birthing Suites in Scranton and of our continued participation in the Healthy Beginnings Plus program, ensuring that eligible women can access robust prenatal and postpartum care.

Along with providing maternity care, our team is passionate about educating parents-to-be and helping equip them with the costly baby gear they will need once the baby arrives. Through private donations, specialized grants, and a multi-year commitment from the Hawk Family Foundation, we continue to distribute no-cost car seats, diaper bags, safe sleep items, and more to participants in our Oh Baby! Program.



* High risk indicators include medical or psychosocial factors, certain health conditions, nutrition challenges, socioeconomic factors, behavioral health concerns, or substance misuse.

Reproductive Health Care

Life Planning • Education • Testing Preventive Exams • Treatment

Through Title X of the Public Health Service Act, the MFHS team and our clinical partners in 15 Pennsylvania counties provide education, confidential care, preventive screening and testing, contraception, and family planning guidance to clients of all ages. We provide a respectful, inclusive atmosphere where anyone can receive the quality reproductive health care they deserve.

Routine and as-needed care helps our clients, their family members, and partners stay healthier for the long term. In 2025, we provided free breast and cervical cancer screening and diagnostic testing for 135 women through the Breast and Cervical Cancer Early Detection Program at three MFHS locations. We also provide and promote regular gynecological care and pelvic exams.

MFHS provides education, guidance, and care to our clients who want to expand their family and plan for a healthy pregnancy. This year, more than 16,000 women, men, and teens received reproductive health services and counseling about their contraceptive options, family and life planning, and safer sex practices.

In response to identified needs and community readiness, we expanded our reproductive health service line into East Stroudsburg (Monroe County) to offer:

- Gynecological and Reproductive Care
- Birth Control Counseling and Education
- STI Testing and Treatment
- Breast and Cervical Cancer Screenings
- Pregnancy Testing

Along with counseling, we administered nearly 13,500 reproductive health screenings to include pregnancy tests, HIV, Gonorrhea, and Chlamydia tests, as well as human papillomavirus (HPV) vaccinations. MFHS also provided responsive, confidential medical care and treatment to individuals diagnosed with STIs.

The generosity of Moses Taylor Foundation has helped lay the groundwork to expand in this region. We are aiming to begin offering maternity care later next year.



“Our new location reflects our commitment to creating a welcoming, comprehensive resource for the families we serve. By bringing WIC services together with reproductive health and soon, additional resources, we’re building a stronger, more connected support system. This co-located model allows us to support families in a way that is truly accessible, community centered and responsive to their needs.”

— Lauren Stracey,
WIC District Manager,
East Stroudsburg
(Monroe County)



Nurse-Family Partnership

The Nurse-Family Partnership (NFP) program empowers mothers to develop parenting skills and knowledge through the guidance and support of specially trained registered nurses. With funding from the Pennsylvania Office of Child Development and Early Learning and the Children's Trust Fund, nurses are paired with at-risk moms-to-be to offer health, planning, and goal-setting education across the first two years of the child's life. This evidence-based program prepares new parents for their role and encourages economic self-sufficiency. When a mother creates a solid foundation with her NFP nurse, her children are less likely to experience abuse, neglect, language delays, intellectual challenges, or behavioral issues.

MFHS offers the NFP program in Luzerne, Lackawanna, Susquehanna, and Wayne Counties, as well as in parts of Pike and Carbon Counties. This year, 451 mothers received home health education support through 5,844 in-person and virtual visits.

Of the 140 babies born into the program this year, 95% were full term, and 94% weighed more than 5.5 pounds. Five Certified Lactation Counselors on the NFP team provided in-person, at-home visits to support mothers with breastfeeding, and 84% of NFP babies received breast milk.

Our eight state-certified Child- Passenger Safety Technicians (CPSTs) continue to educate parents about the correct selection and installation of car seats. Our CPSTs attend home visits and community events to share this knowledge.

This year, we welcomed a Spanish-speaking interpreter to the NFP team. Breaking down the language barrier for our clients who only speak Spanish has transformed our ability to effectively provide the NFP program to Hispanic families.

For the past 18 years, the Kathryn Dickerson Scholarship has helped moms in the NFP program pursue education in healthcare fields (including nursing and dental), social work, civil engineering, real estate, and more. We awarded eight scholarships this year.



“Receiving the Kathryn Dickerson Scholarship has provided me with crucial financial support, allowing me to focus more on my studies and personal growth. It has also motivated me to work harder toward my academic and career goals. Overall, the scholarship has been a significant stepping stone in pursuing my dreams.”

— Brenna F., 2025 Kathryn Dickerson Scholarship Recipient



MFHS was proud to recognize four NFP nurses and their 20+ years of service in May. Registered Nurses Lynn Lauri, Lynne Mylet, Brenda Grunza, and Deborah Rutkowski were also highlighted on a National Service Office webinar titled “The Power of Nurses: A Legacy of Care in Nurse Family Partnership.”

Expanding Our Circle of Care

Integrated, wraparound care empowers individuals and families to access medical, dental, mental health, nutrition, and social supports all under one roof. The first maternity medical home in the Commonwealth — our Circle of Care location in Lackawanna County — is thriving. Replicating the model in other areas of need remains a key MFHS priority.

MFHS was selected as one of only 80 organizations to receive funding through Action for Women's Health. As part of a \$250M global open call, the selection process prioritized support for organizations working to improve women's mental and physical health. Women's health is chronically underfunded and under-researched, and resources are not consistently reaching women who need them. This grant has already helped us expand our "circle of care" philosophy into selected locations.

In the fall, we expanded access to reproductive healthcare, birth control, STI and pregnancy testing, breast and cervical cancer screenings, WIC nutrition services, and behavioral healthcare in our unified East Stroudsburg, Monroe County, location. We are fully immersed in our entire 17-county service area and attended 200+ community events this year.



Scan to learn more about our vision.



Building a 'circle of care' is a core MFHS philosophy — an intentional, client-centered approach to making healthcare accessible and manageable. It means surrounding each person with an interconnected network of services to address not only their immediate needs in that moment, but the broader factors that influence health and well-being. This philosophy drives us to show up consistently at community events, ensure seamless referrals to trusted partners, and create a warm, welcoming, and nonjudgmental environment for all.



From caring for others at MFHS to being cared for here, too, Jessica Wood, CRNP, FNP-BC, has had the full 'circle of care' experience. As an MFHS maternity care provider and patient during her recent pregnancy, she offers the compassion, continuity, and quality of care that should define a positive prenatal care experience.



Marc Rabin, MD, Medical Director, was recognized as a City and State PA Trailblazer in Healthcare in July 2025. He shared, "The most meaningful part of my job as Medical Director is the gratification I get from participating face to face with the patients and colleagues, working as a team to help them through their pregnancy, as well as helping patients with gynecologic issues obtain a good outcome."



Celebrating MFHS and Dedicated Partners at Our Annual Community Luncheon

Our annual luncheon in October brought us together with colleagues, partners, and clients to reinforce our community-connectedness and mission-centered work. This year, MFHS recognized the Pennsylvania Women's Health Caucus with the Outstanding Public Service Award for its continued commitment to improving women's health in the Commonwealth. Members of the Caucus joined MFHS leadership for a panel discussion to explore pre- and post-natal health challenges and highlight actionable solutions.

One of our clients shared her perspective and experience, reinforcing the personal impact that accessible, quality care can have on both mom and baby.

Dr. Maria Montoro Edwards — along with incoming MFHS board chair, Lake Gemzik — recognized outgoing chair, Christine Jensen, with a token of appreciation. Leadership from the Indigo Spoon Foundation was presented with the 2025 Outstanding Community Partner Award.



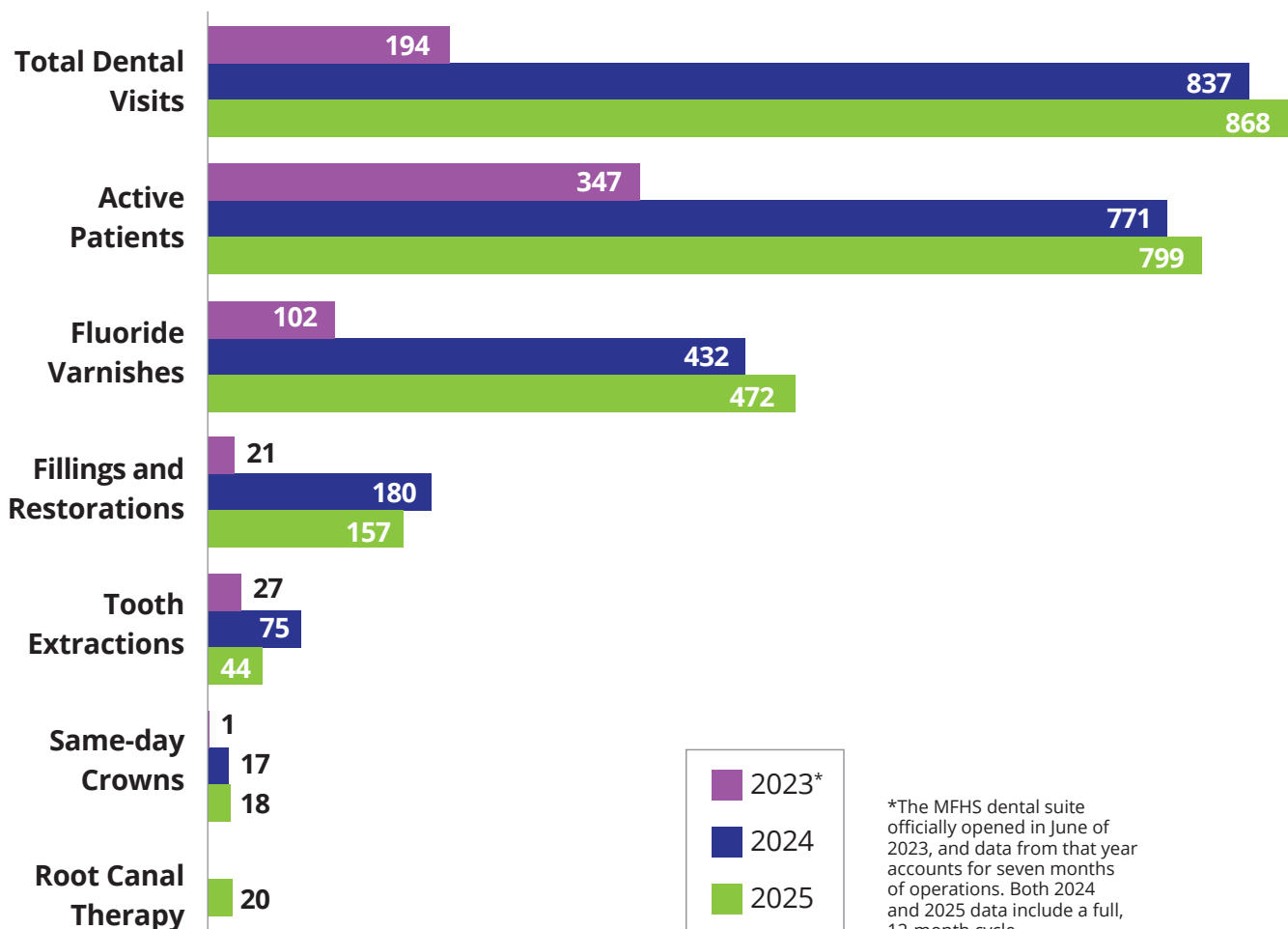
Oral Health Care

The oral health suite in Lackawanna County is busier than ever, and we welcomed 267 new patients this year. The drastic increase in visits since opening in mid-2023 truly demonstrates the importance of this service line. MFHS remains focused on offering affordable, high-quality dental services — including cleanings, exams, digital x-rays, fillings, fluoride treatment, intra-oral photos, sealants, root canals, and same-day, on-site crowns — for our clients and their children.

Proper dental care is especially important during pregnancy. Hormonal changes can increase the risk of issues affecting both mom and baby. Our oral health team prioritizes accommodating pregnant and postpartum mothers, and we cared for 53 moms-to-be this year. Our oral health team schedules dental visits on the same days as routine prenatal and preventive care appointments. Convenience makes a difference for our clients, many of whom must overcome transportation challenges to attend visits for themselves and their little ones.



Establishing and maintaining good oral hygiene during pregnancy solidifies the foundation for mom and baby's lifelong dental habits. We also encourage our clients to schedule their child's first dental visit on the same day as their own. This approach helps maintain a consistent six-month cadence for preventive appointments and promotes access to care. Children who visit a dentist early and get comfortable with oral health care at a younger age are significantly more likely to maintain healthy habits into adulthood.





Mental and Behavioral Health

Mental health is especially important for women and mothers as they care for both themselves and their families. This year, our team of social workers and therapists completed 904 visits and nearly doubled the number of unique patients served in 2024. To ensure efficiency and quality as we grow, the team has embraced new electronic medical record technology and tools specific to behavioral health services.

Excitingly, our social workers became credentialed with insurance companies this year. Credentialing is a traditionally complex — but essential — step in ensuring long-term sustainability of health-related service lines. This achievement enables our behavioral health department to grow as we expand services beyond the Circle of Care location in Lackawanna County.

We are eager to begin offering mental and behavioral health care at the new East Stroudsburg (Monroe County) location in 2026.

As an active participant in the Healthy MOMS community collaborative, our team provided pregnancy and recovery support services to 83 patients with substance use disorder.

This year, we supported continuing education for two social workers who help clients manage and address substance use during the perinatal period. Nicole Collins and Yurii Harden became credentialed Perinatal Mental Health Counselors through Postpartum Support International in September 2025.

Nicole also completed training as a Certified Perinatal Doula and is prepared to provide emotional, physical, and informational support related to reproductive health and family services.



Women's Service Program

In July 2023, the Commonwealth of Pennsylvania selected MFHS to engage in its Women's Service Program, designed to expand access and accessibility to women's health services across the state. This robust, whole-person approach to women's health focuses on increasing access and education — a natural alignment with our mission and vision.

We are proud to provide the prenatal, postpartum, and reproductive health education and care women deserve.

Patient navigators are key to our centralized — yet personalized — approach. Whether a client needs to schedule a same-day medical appointment, access healthy food for their family, or just isn't sure where to begin, our patient navigators house a unique wealth of information behind their friendly smiles. MFHS patient navigators, including Rhode Theodore, have helped thousands of women successfully navigate complex health care and community networks.

We distributed menstrual supplies and educational materials to more than 5,000 individuals through events and partnerships with local schools and agencies, and provided reproductive health services and counseling to 1,998 women. This year, we deployed Good2Go Reproductive Health Kiosks to make necessities and supplies easily available at no cost. **More than 2,500 items — including diapers, wipes, emergency contraception, pregnancy tests, safer sex kits, condoms, and menstrual products — were made available at no cost and with no questions asked.** Kiosks can be found at MFHS locations and on college campuses.

The following organizations have partnered with MFHS to support the Women's Service Program: City of Bethlehem Health Bureau, NEPA Community Health Care, Planned Parenthood Keystone, Rural Health Corporation, and Wayne Memorial Community Health Centers.



Scan or visit
mfhs.org/kiosk to find
Good2Go Reproductive
Health Kiosk locations.



The peer support made possible through the Women's Service Program can be a game-changer for a postpartum mother.

Through parenting classes, support groups, and honest conversations, the MFHS team continues to encourage women to ask questions, learn, follow their intuition, and connect with others.

We started a Mornings with Moms class for community-building and peer learning. The group is open to moms with babies up to 24 months old.

We also expanded our online video resource library, which covers topics such as birth control, menstrual health, lactation, breastfeeding, reproductive health, and more.

The Women's Service Program continues to help Pennsylvania women gain knowledge, confidence, and access to care as they take control of their health. We are eager to continue and expand upon this work into 2026.

“My favorite part of being a care navigator is interacting with a really diverse group of people. I speak to people of all different ages, ethnic backgrounds, and walks of life. Being multilingual has helped me build stronger relationships with clients.

When someone needs services but has trouble speaking English, it can make getting the help they need a dreadful task. Then they realize I can communicate with them in their native tongue, and you can see a sense of relief wash over them. It is a great feeling to be able to provide that comfort.”

— Rhode Theodore,
Care Navigator,
East Stroudsburg
(Monroe County)

224

parents and caregivers participated in our Bump to Baby & Beyond parenting classes — a sharp uptick from the 92 who attended last year.

Northeast Regional Maternal Health Coalition

We formally launched the Northeast Regional Maternal Health Coalition (RMHC) in 2024 — a bold, much-needed initiative to reduce pregnancy-related deaths, improve maternal health outcomes, promote health equity, address health disparities, and create systemic change across a 14-county service area.

The RMHC's five priority areas include:

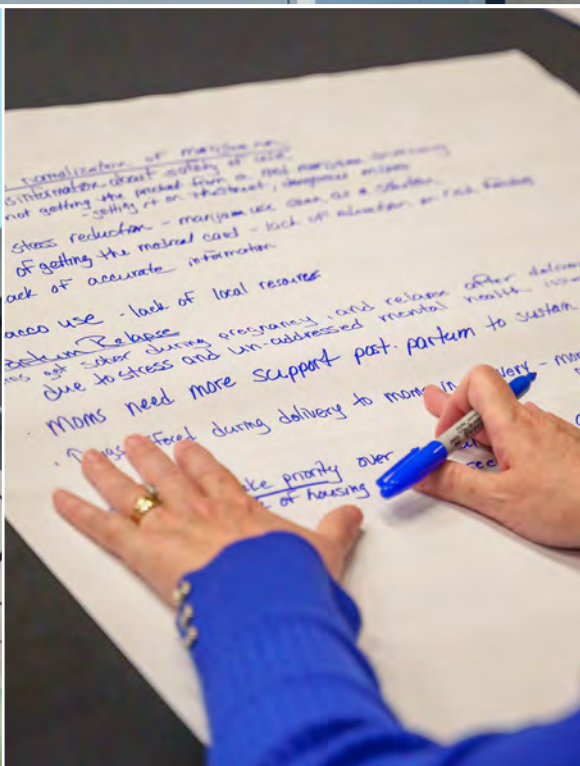
- **Access to High-Quality Care**
- **Behavioral Health and Substance Use Disorder**
- **Social Determinants of Health**
- **Rural Maternity Care Deserts**
- **Expanding and Diversifying the Maternal Workforce**

In partnership with The Institute, RMHC leadership selected a diverse group of coalition members to collaborate, share insights, and identify actionable solutions. Participants are using community engagement principles to evaluate and implement the 2024 Pennsylvania Maternal Mortality Review Committee recommendations and the Centers for Disease Control and Prevention's State Strategies for Preventing Pregnancy-Related Deaths.

Initial research illustrates the need for responsive, individualized care and the impacts of behavioral health on maternal mortality. The RMHC centers on leveraging not only research but a variety of community-focused perspectives, experiences, and insights to elevate its work and relevance.

MFHS hosted the RMHC's inaugural in-person seminar in June of 2025 to formally launch the initiative. More than 100 invested participants — including healthcare professionals, advocates, policymakers, educators, and community leaders — from northeastern and central Pennsylvania attended. The next RMHC session will be held in the summer of 2026.





Panelists: Claudia Streets Cramer, Dr. Amanda Flicker, Dr. Annie Masterson, Dr. Imanni Sheppard, Dr. Maria Montoro Edwards

CLOSING REMARKS AND NEXT STEPS 3:30PM

Dr. Maria Montoro Edwards



Scan or visit
mfhs.org/rmhc
for more
information about
this initiative.

Donors and Supporters

While the majority of our operational funding comes from grants, generous donations from individuals and partners allow us to respond quickly to the immediate, basic needs of clients right in front of us. Using unrestricted funds, we have distributed gas cards, diapers, maternity clothing, and menstrual products to 100,000+ people in our community. We are exceptionally grateful to our supporters and deeply appreciate their steadfast belief in the MFHS team and mission.

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Monroe County Bar Foundation
Moses Taylor Foundation
Saint Luke's University Health Network
Scranton Area Community Foundation
Sordoni Family Foundation
The Harry and Jeanette Weinberg Foundation
United Way of Wayne County
Wawa Foundation
Wayne County Community Foundation

Nominated by the AllOne Foundation, MFHS was named a 2025 Highmark Bright Blue Futures Star Award winner for the first time this year. This award acknowledges exceptional nonprofit organizations moving the needle on health equity across Pennsylvania, Delaware, western and northeastern New York, and West Virginia.



According to the Institute for Research on Poverty, diapers can cost up to \$1,000 per year. MFHS helps ease this financial burden through our Diaper Pantry, which provides new moms with diapers and wipes. We are grateful to the Monroe County Bar Foundation for its \$5,000 grant award supporting this effort.



\$7,000

was raised through the annual NEPA Gives initiative through personal contributions from 54 individual donors and support from community foundations.



Donors and Supporters *continued*



In the spring, we hosted a Legacy of Love, presented by Building Blocks Learning Center, to celebrate all mothers. We were honored to include a heartfelt tribute to the life and impact of Kathy Dickerson and present her family with a special letter from Governor Josh Shapiro recognizing her legacy. Generous donors and sponsors made this event possible.



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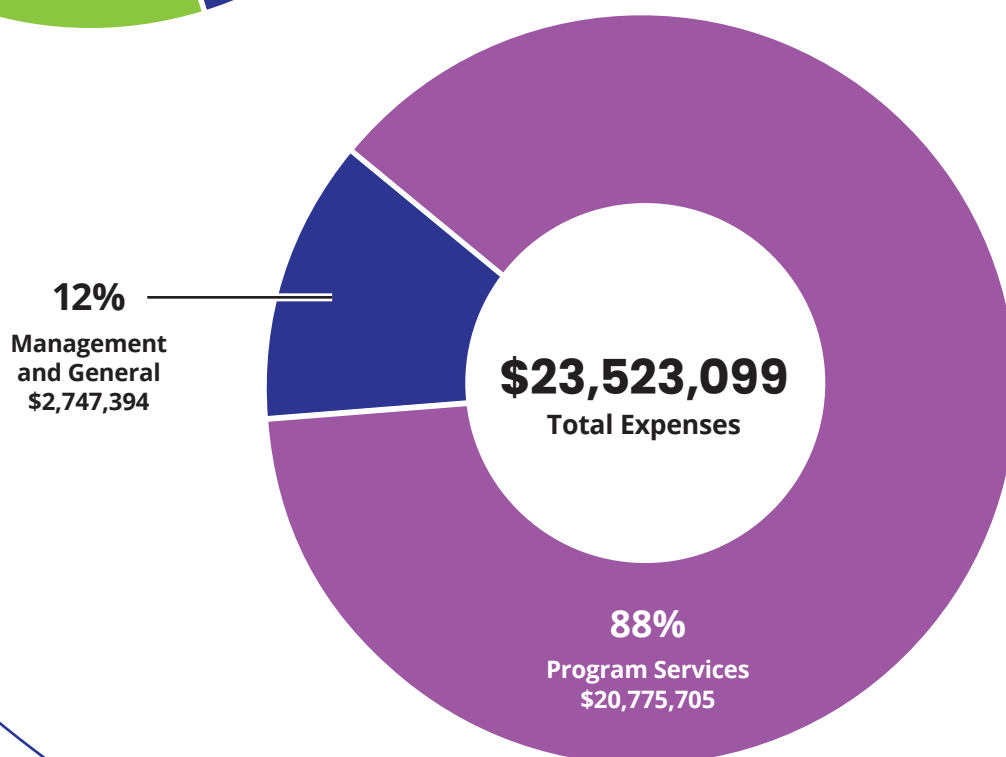
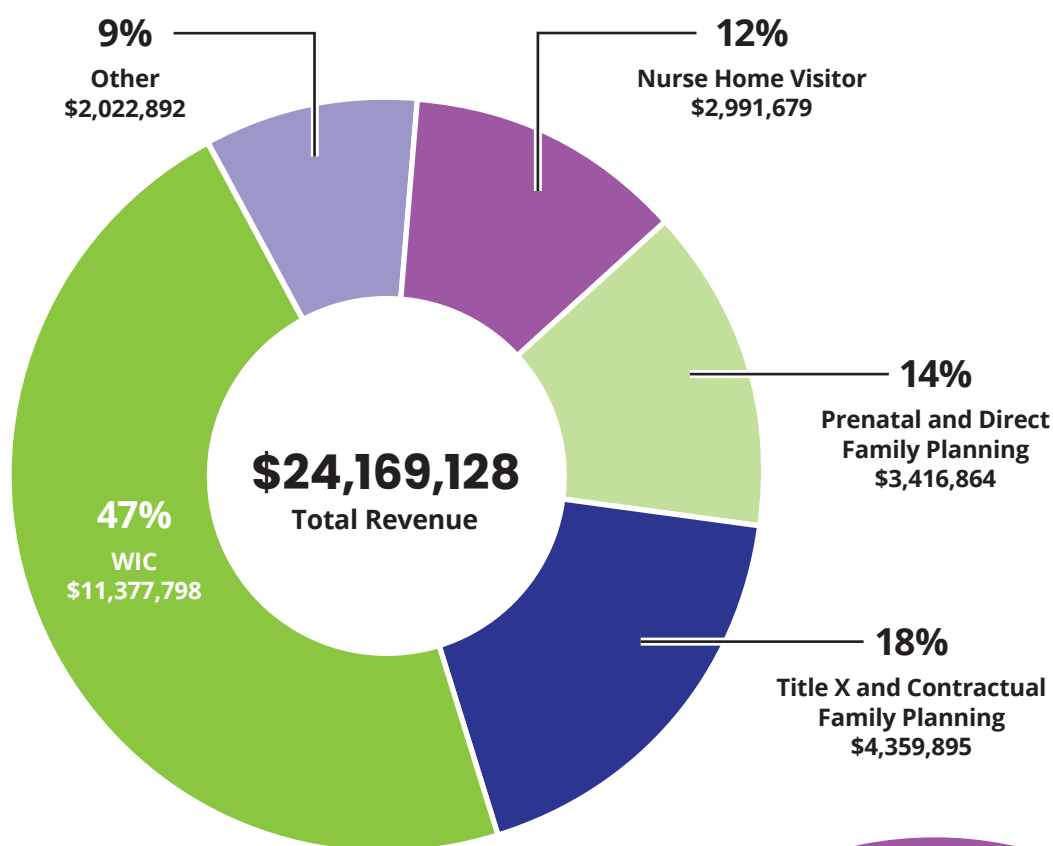
If you would like to learn more about what's
next for MFHS, please follow us on social media.



This list includes gifts and support received between 1/1/2025
and 12/31/2025. MFHS wishes to ensure that every donation is
acknowledged correctly. If your name is omitted or listed incorrectly,
please accept our apologies and contact us at 800-367-6347 ext. 1041
so we can correct the error.

Fiscal Report

Our annual fiscal report highlights a year of responsive service and growth, sound financial stewardship, and continued focus on our mission. Donor contributions, grants, and community partnerships supported our programs and helped us reach those in need. Transparent and responsible financial management remains central to our work, ensuring every dollar influences lasting change.



*2024-25 fiscal year

Our Mission

WE are an innovative health and human service organization dedicated to meeting the needs of the community through information, education, and quality **CARE**.

Core Values

With our core values as our guide, MFHS is fully committed to being an organization that embraces diversity, equality, and inclusion, both in our workforce and communities.

- C** Commitment to quality in our work and to respect the dignity for the individuals we serve.
A Accountability for our actions and interactions with others.
R Respect for all individuals, regardless of their range of human differences, both in our workforce and throughout the communities we serve.
E Excellence in performance and service.

Executive Leadership

Maria Montoro Edwards, PhD, *President and CEO*
Shannon Hayward, *Chief Operating Officer*
Margaret Manley, *Chief Financial Officer*
Amy Roberts, *Chief People Officer*

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Teresa Lacey, BSN, RN, CPHQ
Estella Parker Killian
Kara Poremba
Rebecca Prociak
George Rable
Garry Taroli, Esquire

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Maternal & Family Health Services

15 Public Square, Suite 600

Wilkes-Barre, PA 18701

1-800-367-6347 | marketing@mfhs.org | mfhs.org