



Impact Report

2026

REACHUP

Table of Contents

- 1** A Message from the President & CEO
- 2** Our Journey
- 3** Who We Are
- 4** Our Leadership
- 5-8** A Snapshot of Our Work
- 9** Making Headlines
- 10** Financial Overview
- 11** Acknowledgements



A Message from the President & CEO

As we reflect on Fiscal Year 2025–2026, I am proud of the progress REACHUP has made in advancing the health and well-being of mothers, infants, children, and families throughout our community.

Every day, our work is guided by one critical goal: reducing preventable maternal and infant deaths to zero. Through education, outreach, care coordination, fatherhood engagement, and strong community partnerships, we continue addressing the barriers that impact healthy outcomes for mothers before, during, and after birth.

While meaningful progress has been made, we recognize there is still important work ahead to ensure every family has access to the care, support, and resources they need to thrive.

This year also marked the completion of Year Two of our five-year strategic plan. This roadmap is strengthening our organization and positioning REACHUP for long-term growth, expanded services, and deeper impact across the communities we serve. As we continue implementing this vision, we are building the capacity to reach more families and strengthen the partnerships that make this work possible.

We also remain committed to engaging fathers and caregivers as active participants in healthy family outcomes, recognizing that strong family support contributes to healthier pregnancies, healthier children, and stronger communities.

None of this work would be possible without the dedication of our staff, executive leadership team, Board of Directors, community partners, volunteers, and supporters. Your commitment to and belief in our mission continues to inspire and sustain our efforts.

As we look ahead, REACHUP remains focused on building healthier communities where every mother has access to quality care, every child has the opportunity for a healthy beginning, and every family is treated with dignity and compassion.

Thank you for standing with us in this important work. Together, we are creating healthier futures for generations to come.



Nicola Bailey, MS, MPA
President/CEO
REACHUP, Inc.

Our Journey

REACHUP, Inc. was born from a community call to action after alarming data revealed an extremely high infant mortality rate in Hillsborough County, Florida. In response, community summits convened leaders from USF Health, the Healthy Start Coalition, and other key stakeholders, who collectively endorsed the creation of a nonprofit organization focused on reducing infant mortality and improving maternal and infant health outcomes.

Led by Estrelita "Lo" Berry, with Dr. Deborah Austin and Vanessa Rowland-Mishkit as key partners, the team worked tirelessly to establish the partnerships, develop innovative programs, and build the organizational infrastructure that would become the cornerstone of REACHUP, Inc.

Officially incorporated in 2006, the organization quickly established strong collaborations with the University of South Florida College of Public Health, the Children's Board of Hillsborough County, the Lawton Chiles Center, and numerous community partners.

REACHUP soon gained regional and national recognition as a leader in maternal and infant health. Through initiatives such as the Male Involvement Network and the launch of the Affirming Fatherhood Conference in 2011,

REACHUP also became a leading advocate for fatherhood engagement and the important role men play in strengthening families and improving outcomes for mothers and babies.

Following nearly two decades of leadership and growth under its founding team, Nicola Bailey became the second President and CEO of REACHUP, Inc. in 2023.

Today, the organization continues to expand its impact while remaining committed to its mission of driving preventable maternal and infant deaths to zero. As part of this continued growth, REACHUP relocated its main office to a new, centrally located space, positioning the organization to better serve clients and strengthen partnerships across Tampa Bay.



Who We Are

Our Mission

REACHUP is a leading organization in establishing and implementing practices which result in zero preventable infant and maternal deaths.

Our Vision

A world where preventable infant and maternal death rates are driven to zero.

Our Values

Respect

... for the individual

Integrity

... in all we do

Excellence

... at every level

Accountability

... for our actions
(at all times)

Collaboration

... to get the most done
(with what we have)

Transparency

... for greater understanding



Our Programs and Services

Motherhood

- Healthy Start
- Nurse-Family Partnership
- GROWTH Doulas
- MamaCareRising
- Pregnancy Medical Home

Fatherhood

- Male Involvement Network
 - 24:7 Dad
 - TEAM Dad
 - Affirming Fatherhood Conference

Familyhood

- GROWTH Stress Management
- Car Seat Safety Checks

Our Leadership



Executive Leadership Team (ELT)

- ★ **President/CEO:** Nicola Bailey
- ★ **Advancement Director:** Jeff Rock
- ★ **Operations QA/QI Director:** Hope Tackett
- ★ **Clinical Director:** Deanna Wathington

Board of Directors

- ★ **Chair:** Marcia McKingley-Lewis
- ★ **Treasurer:** Jeff Goolsby, CPA, CGMA
- ★ **Secretary:** Taisha J. Ortiz
- ★ **Board Members:**
 - ✦ Pauline McNeil Rivers, PhD
 - ✦ Alberta McKinney
 - ✦ Naazneen Pal
 - ✦ Elana Greenway Faniel
 - ✦ Esau Waters

A Snapshot of Our Work

974

Infants born supported
by our programs

389

Men engaged with
our fatherhood
programs



5,343

Total clients served
in fiscal year 2026



13,935

Home visits made to families
in Hillsborough County

1,165

Mothers engaged via
our OB/GYN partner
offices

6,793

Connections with
community
members

Car Seat Safety Checks



What began as a one-week event in September 2025 quickly grew into a lasting service. Following overwhelming community response, REACHUP now offers free, bilingual car seat safety appointments every other Thursday. In just eight months, our four certified technicians have already served 53 families with hands-on support.



GROWTH Stress Management

‘Free Your Mind’ empowers caregivers of children ages 0–18 with practical stress management tools. Through engaging group sessions, in English and Spanish, participants learn how stress affects their health and how to overcome it. This fiscal year, 110 individuals completed the program, building healthier, more resilient lives.

Transforming Lives Through Home Visits

These highlights reflect a selection of our maternal home visiting programs and the ways we've supported families this fiscal year.

Doulas in Action

What began with just two doulas has grown into a dedicated team of fourteen, expanding our ability to walk alongside families throughout pregnancy and beyond. Today, REACHUP's community doula support families through two programs: **GROWTH Doulas** and **MamaCareRising**.

GROWTH Doulas is one of our most in-demand programs, providing education and support throughout pregnancy to promote healthy births, strong parent-infant bonding, and breastfeeding success. This program is entirely led by doulas, with services available in both English and Spanish. In May, the team celebrated a milestone with the **first mother and baby** in the program to receive **nine months** of postpartum doula care, highlighting the ongoing support and trust built between families and their doulas.

MamaCareRising, developed in partnership with the University of South Florida and Tampa General Hospital, is a newer program that offers prenatal, birth, and postpartum support through a combination of in-person care and telehealth services. In addition to doulas, including two birth doulas and one postpartum doula, the program is supported by maternal health specialists, bringing a collaborative approach to care.

Training and mentorship are central to this work. REACHUP community doulas participate in ongoing professional development through in-house training and conferences, while also helping prepare the next generation of doulas through our **Doula Training and Resource Center**. Our most recent training during fiscal year 2025-2026 took place in May 2026.



Every Baby Deserves a Healthy Start

Healthy Start is a free home visiting program for pregnant women and families with children under age three, focused on improving birth outcomes, reducing health risks, and supporting healthy child development.

During fiscal year 2025-2026, our Federal Healthy Start project achieved several notable outcomes. Among participating families, **95%** followed safe sleep practices and **97%** of pregnant women began prenatal care in the first trimester.

Our State Healthy Start team conducted **5,184 home visits** during the same period. Among the families served, **98%** of mothers received depression screenings, **100%** of infants received developmental screenings, and **all families** were connected to additional support when needed.

NFP: Connecting Nurses & First Time Moms

Nurse-Family Partnership is a free home visiting program that supports women expecting their first child. Registered nurses provide guidance and care throughout pregnancy and continue visiting families until the child reaches two years of age.

During fiscal year 2025, nurses supported **352 families**, and **57 mothers graduated** from the program. In addition to this work, NFP Supervisor Jaime Russin was named **Florida MIECHV's 2026 Supervisor of the Year**. The award noted, "Jaime's leadership, compassion, and ability to inspire others have made a lasting impact on both her team and the families they serve."



Making Headlines

REACHUP was invited to participate in a press conference following the passage of the bipartisan *Preventing Maternal Deaths Reauthorization Act*, led by U.S. Rep. Kathy Castor. Joined by partners from Tampa General Hospital and the USF Health Morsani College of Medicine, we emphasized the critical role of community-based care in improving maternal health outcomes. The event was held at Genesis Women's Center, a site that houses our **Pregnancy Medical Home** program.

Two of our first-time mom clients shared their personal stories, one of them being **Nurse-Family Partnership** client Miriam Nieves. Her story was later featured in a Spanish-language segment by Telemundo 49, which highlighted REACHUP as a nonprofit making a meaningful difference by offering free, bilingual services to pregnant women in Hillsborough County.

REACHUP was also featured in a Bay News 9 report examining the history of maternal mortality amid Black Maternal Health Week.

Our organization was highlighted as a solution that supports families before, during, and after pregnancy, and our President/CEO Nicola Bailey was featured sharing REACHUP's mission.

The report also spotlighted REACHUP's **GROWTH Doulas** and **MamaCareRising** programs emphasizing the critical role doulas and maternal health specialists play in improving birth outcomes through education, advocacy, and continuous support.



Revenue Increased 24% Over Prior Year

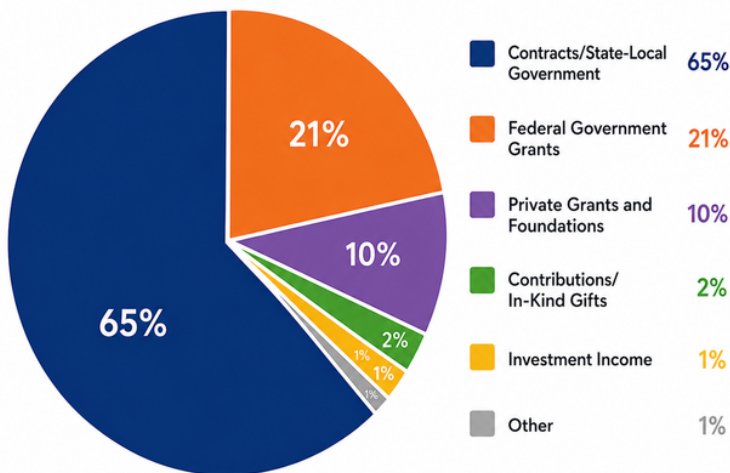
2025

\$5,187,289

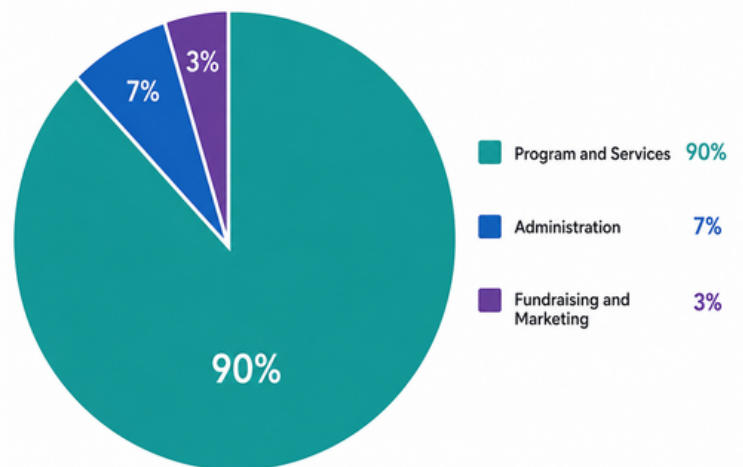
2026

\$6,432,290

Sources of Revenue
(Percentage of Total Revenue)



USE OF REVENUE
(Percentage of Total Revenue)



REACHUP is committed to responsible stewardship of every dollar entrusted to our mission. During Fiscal Year 2025–2026, 90% of all expenditures directly supported programs and services that improve maternal and infant health outcomes, strengthen families, and advance healthier communities. Administrative and fundraising investments provide the infrastructure, compliance, technology, and accountability necessary to deliver high-quality services and sustain long-term impact.

Acknowledgements

This work is made possible by the many individuals and partners who support our mission every day.

We extend our sincere appreciation to our program staff and service teams, whose day-to-day work with families drives everything we do. We also want to recognize those who contributed to the coordination, writing, and design of this report.

A special thank you to our community partners, healthcare system partners, and collaborating organizations for their continued partnership and shared commitment to supporting families.

We truly value our major funders, The Children's Board of Hillsborough County, Healthy Start Coalition of Hillsborough County and HRSA (Health Resources and Services Administration) whose investment in families and communities makes our work possible.

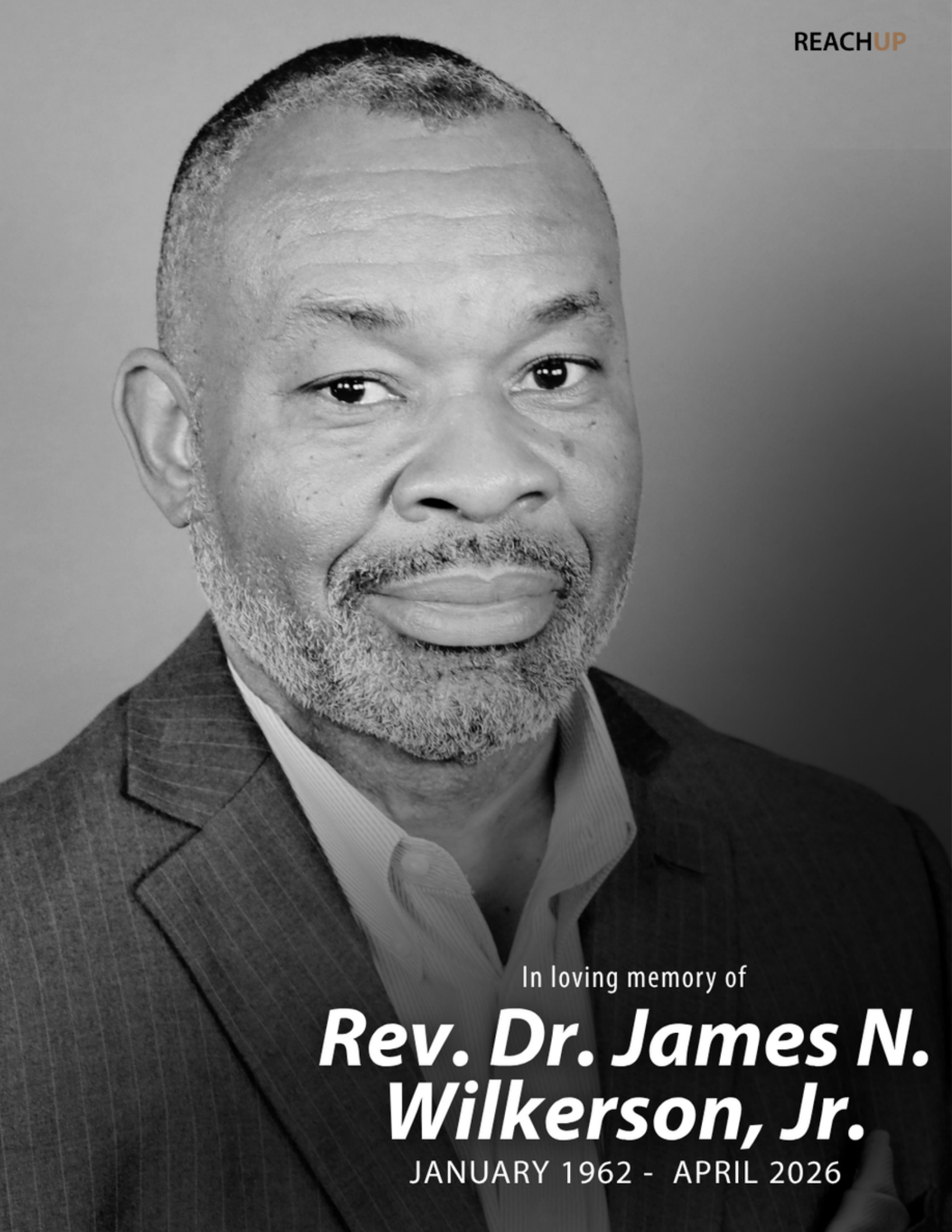
Finally, we owe our deepest gratitude to the families and community members who trust us to walk alongside them.



Together, we continue working toward a future where no infant or mother is lost to preventable causes. We are grateful to be part of a community committed to making that vision a reality.

REACHUP

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In loving memory of

***Rev. Dr. James N.
Wilkerson, Jr.***

JANUARY 1962 - APRIL 2026