




Delighted
to Doula
Educate. Support. Nurture.

WOVEN TOGETHER

2025 ANNUAL REPORT





As Delighted to Doula continues to grow its impact, we delight in the growing community that's working together to improve maternal mortality outcomes in marginalized communities. Our doulas, our partners in healthcare, our partners in wraparound services, our donors, and especially the people we serve each day are forming a community that's built to last generations. **Much like a beautiful quilt, we are woven together.**

May the ties that bind us together
-love, compassion, and joy for service-
never be broken.



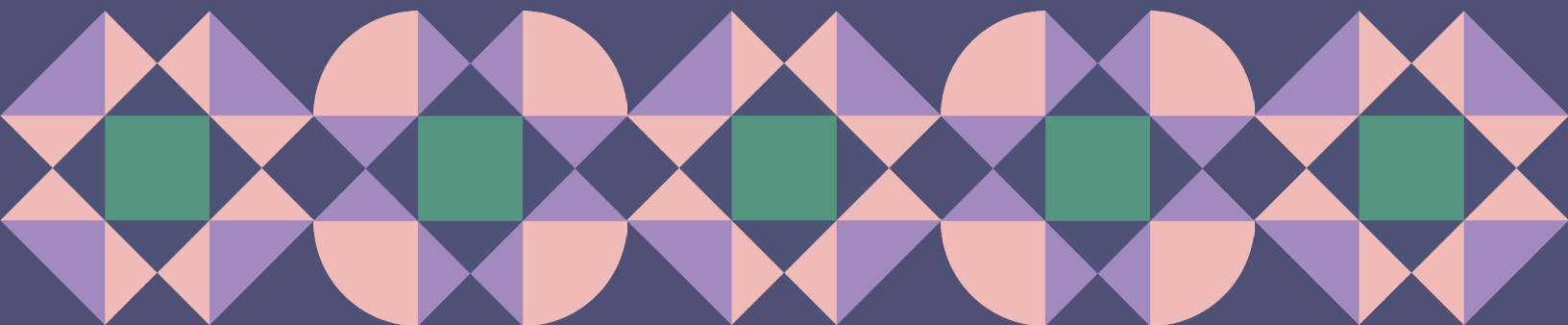
**Delighted
to Doula**

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FROM THE FOUNDER

Dear Friends, Supporters, and Partners,



As I reflect on 2025, I am filled with a deep sense of gratitude, growth, and transformation. This year required a level of reflection and realignment that shaped not only the direction of Delighted to Doula, but also who I am as a leader and as a woman called to this work. What began as a response to loss and a commitment to serve mothers has continued to grow into a mission that is both personal and purposeful.

This year marked an important shift toward sustainability and long-term impact. In order to continue serving families with excellence, we made intentional decisions to strengthen our foundation while remaining grounded in our mission. This season invited me to lead with greater clarity, deeper faith, and a stronger sense of responsibility for both the work and the people who make it possible.

On a personal level, this journey has transformed me physically, emotionally, and spiritually. There were moments that stretched me and required me to be more mindful of my own well-being while continuing to show up for others. Through that process, I have grown in resilience, discernment, and faith, and I have come to understand more deeply that this calling is not mine to carry alone.

In 2025, we expanded our impact in meaningful ways by reaching new communities, investing in the training of future doulas, and creating pathways for doulas to build sustainable careers while continuing to serve families. Each of these efforts reflects our commitment to strengthening the maternal health workforce and ensuring that families receive consistent, compassionate, and high-quality postpartum care.

At the heart of everything we do are the families who trust us during one of the most vulnerable seasons of their lives. It is

an honor to walk alongside mothers as they recover, bond, and begin new chapters with their babies. Their experiences continue to remind us why this work matters.

I am deeply grateful for our team, partners, and supporters who believe in the mission of Delighted to Doula. Your commitment allows us to continue growing with intention and serving with excellence. Together, we are creating a future where mothers are supported, families are strengthened, and communities are healthier.

With gratitude,

Prinscilla Moore
Founder & CEO
Delighted to Doula
Postpartum Services



POSTPARTUM DOULA SUPPORT OUTCOMES



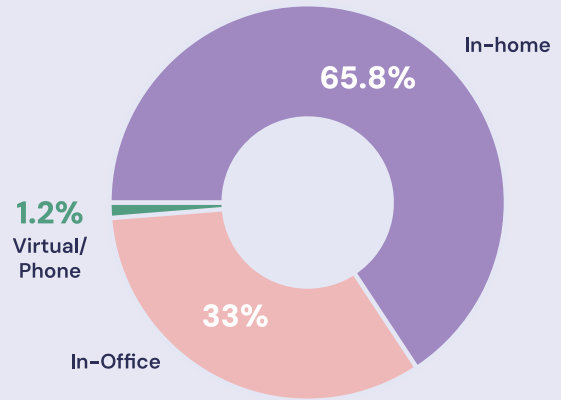
406 **Total Visits Delivered**
Supporting families during the most critical postpartum period

887 **Mental Health Screenings**
Early identification and support for maternal mental health

51.3% **Stress Reduction**
Average decrease in stress from start to end of visits

93.5% **Avoided Hospital Readmission**
Preventative care that keeps families safe at home

Percent of Visits by Type



Most families received care in their homes, highlighting the importance of hands-on, personalized support during postpartum recovery.

How Families Received Care (406 Visits)



267

IN-HOME VISITS



5

VIRTUAL SUPPORT



134

IN-OFFICE VISITS

Delighted to Doula meets families where they are. While most care happens in the home, the Postpartum Wellness Center provides a safe and supportive environment for additional services, and virtual care ensures continued connection when needed.

What Families Needed Most

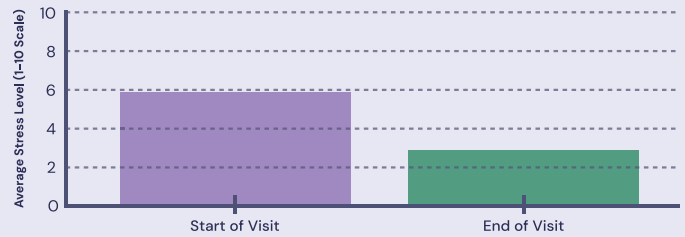


- Rest and physical recovery
- Infant feeding and sleep support
- Emotional support and stress management
- Household assistance
- Access to resources like diapers, food, and housing support

Postpartum support extends beyond medical care. Families need hands-on help, emotional reassurance, and access to basic resources to truly recover and thrive.

IMPROVING MATERNAL WELL-BEING THROUGH CARE ❖❖❖

Each visit provided not only physical support, but also emotional relief. Mothers reported a decrease in stress from 5.89 at the beginning of visits to 2.87 by the end. This reduction reflects the power of consistent, compassionate care during one of life's most vulnerable transitions.

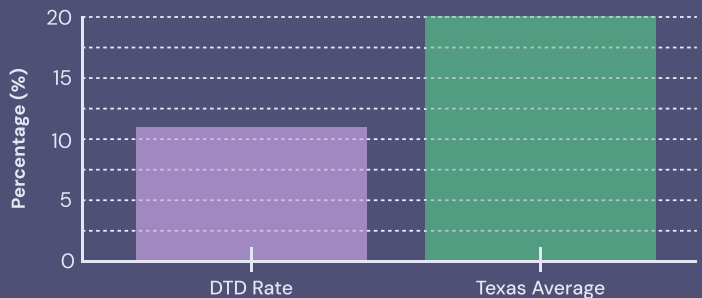


Mothers experienced a significant decrease in stress during each visit, showing the immediate impact of doula support.

Mental Health Screening Outcomes

In 2025, 14% of clients screened positive for depression or anxiety using the EPDS tool, and all received referrals and follow-up support. Delighted to Doula's rate of 11% is significantly lower than the Texas average of 20%, demonstrating the impact of early intervention and ongoing postpartum care.

Postpartum Depression/Anxiety Screening Comparison



How We Supported Families ❖❖❖

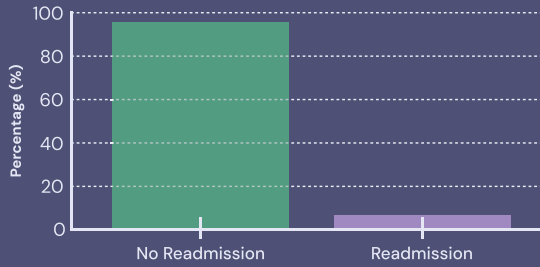
Delighted to Doula provides holistic postpartum care that addresses the full needs of each family:

- Supporting maternal rest and recovery after birth
- Providing hands-on infant care and education
- Offering emotional support and reassurance
- Assisting with light household tasks
- Connecting families to community resources and services

Our postpartum doulas serve as both caregivers and advocates, ensuring families feel supported, informed, and never alone.



Hospital Readmission Rate



The majority of families avoided hospital readmission, demonstrating the preventative impact of postpartum doula care.

Preventing Complications and Supporting Stability



With 93.5% of families avoiding hospital readmission, our program plays a critical role in early intervention and prevention. Postpartum Doulas help identify warning signs, provide education, and ensure families seek care when needed. This support is especially impactful for high-risk communities facing barriers to healthcare access.

A MODEL OF CARE THAT WORKS



Every visit represents a mother who was able to rest, a baby who received nurturing care, and a family that felt supported. In 2025, Delighted to Doula continued to strengthen families by providing **consistent, compassionate, and community-based postpartum care.**



POSTPARTUM WELLNESS NETWORK



*Expanding Access Through
the Postpartum Wellness
Network Call Center*

In 2025, Delighted to Doula significantly expanded its impact through the growth of the Postpartum Wellness Network Call Center, a multi-state maternal health navigation and social needs coordination hub.

The Call Center connects postpartum families to:

- Maternal health education
- Mental health screening and referrals
- Blood pressure and wellness follow-up
- Breastfeeding and lactation support
- Community resources addressing housing, food, and transportation needs

During 2025, the Postpartum Wellness Network achieved:

- 121,577 care coordination activities
- 9,665 outreach attempts to families
- 108 comprehensive postpartum and maternal health assessments completed

Outreach attempts reflect the number of times our team actively tried to connect with families through calls, texts, and follow-ups. This high number demonstrates both the demand for support and the persistence required to ensure families are not left without care.

This model enables Delighted to Doula to reach families earlier in the postpartum period, identify risks before they escalate, and connect parents to both clinical and community-based support.

The Call Center also represents a strategic shift for Delighted to Doula—moving from a primarily in-home service model to a scalable, technology-supported maternal health infrastructure capable of serving families across state lines.

As a result, Delighted to Doula is positioned to expand its postpartum navigation and triage services into additional states, strengthening continuity of care, improving outcomes, and building a national safety net for postpartum families.

During 2025, the Postpartum Wellness Network achieved:

121,577

CARE COORDINATION ACTIVITIES

Ongoing support & navigation

108

COMPLETED ASSESSMENTS

Maternal health screening

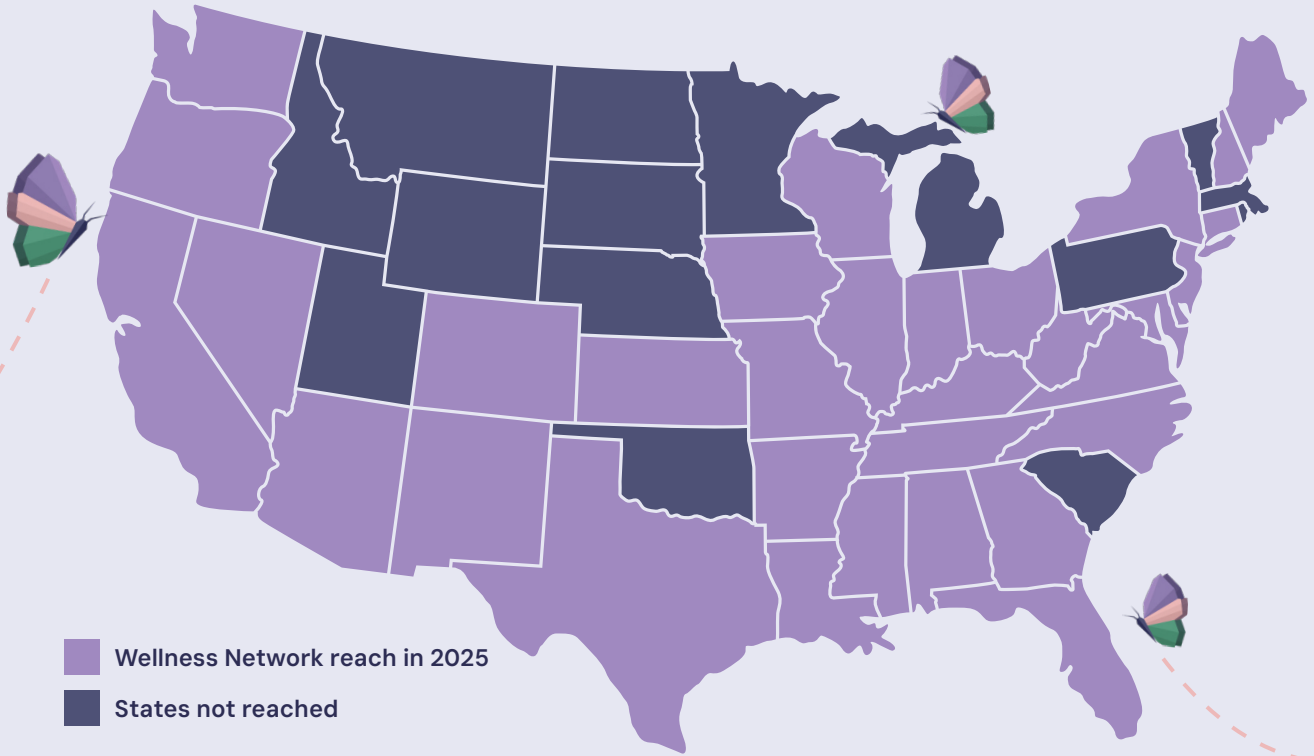
9,665

OUTREACH ATTEMPTS

Calls, texts, follow-ups



Postpartum Wellness Network Reach



HOUSTON OUTCOMES



In 2025, Delighted to Doula's Houston program provided comprehensive birth and postpartum support to families navigating a wide range of medical, emotional, and social complexities.

Our Houston team supported families from pregnancy through postpartum, ensuring continuity of care, advocacy within hospital systems, and access to critical resources.

31
BIRTHS SUPPORTED

30
LIVE BIRTHS

1
FETAL DEMISE
(ANENCEPHALY)

40
POSTPARTUM
MOTHERS SERVED

Birth Outcomes

Houston families experienced a range of birth types, reflecting both low-risk and high-risk pregnancies:



THESE INCLUDED:

- Spontaneous vaginal births
- Assisted vaginal births (vacuum/forceps)
- Scheduled cesareans
- Emergency cesareans due to maternal or fetal complications

Clinical Complexity

CLIENTS EXPERIENCED:

- Preeclampsia (including severe cases)
- Gestational hypertension
- Seizure disorders
- Cardiac complications
- Prolonged and stalled labor
- Fetal distress

Despite these complexities, doulas provided continuous emotional, physical, and advocacy-based support throughout labor and delivery.



Infant Outcomes



Majority of infants roomed with parents

Multiple preterm and low birth weight infants

Several required NICU admission, particularly in preterm cases

One fetal demise at 29 weeks

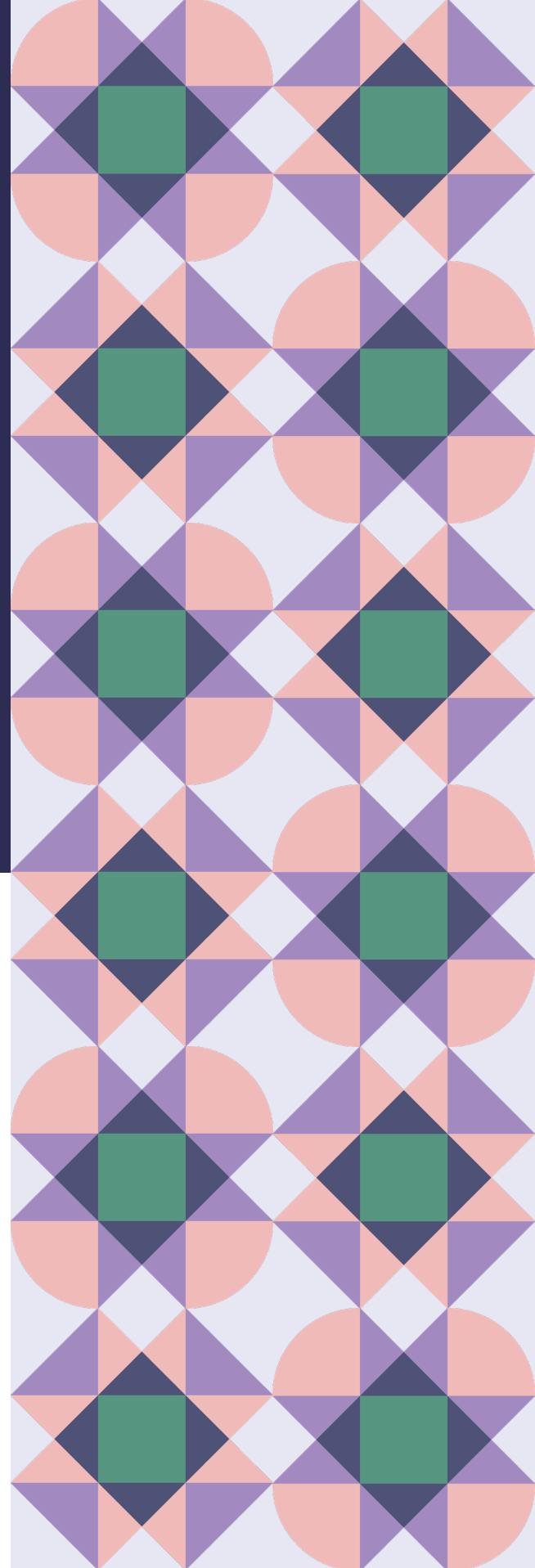
Fetal Demise Case



One client experienced fetal demise due to anencephaly, a severe congenital condition in which a baby is born without parts of the brain and skull. This condition is not compatible with life.

Delighted to Doula provided:

- Continuous labor support during induction
- Grief-informed emotional care
- Advocacy in a medically and emotionally complex environment
- This reflects our commitment to supporting families through both birth and loss with dignity and compassion.



Postpartum Outcomes

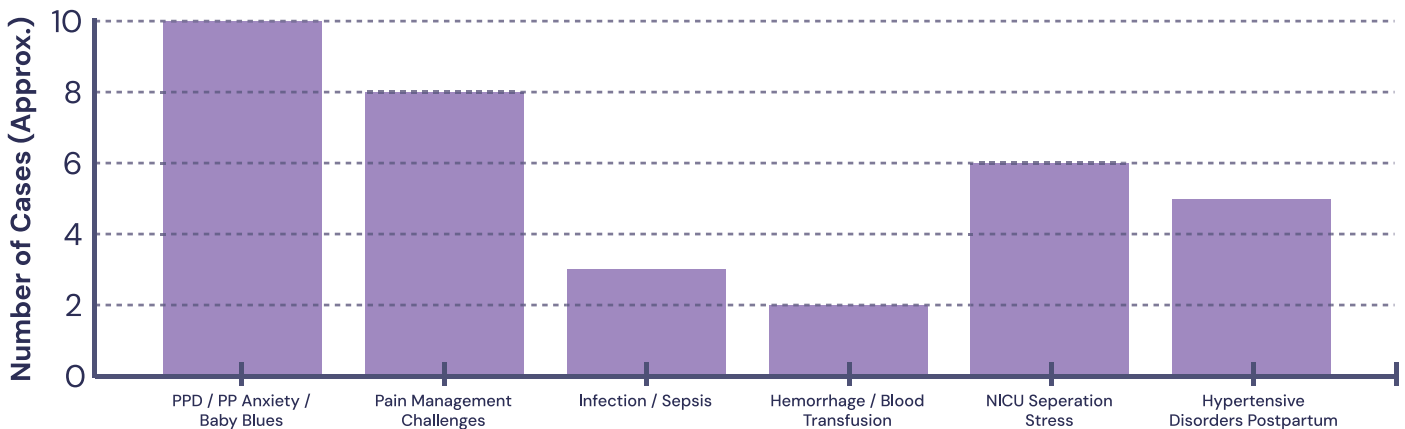
Delighted to Doula supported 40 postpartum mothers, addressing both physical recovery and emotional well-being.

Common Postpartum Challenges

- Postpartum depression (PPD), anxiety (PPAD), and baby blues
- Pain management challenges following cesarean birth
- Infection and sepsis
- Hemorrhage requiring transfusion
- Hypertensive complications postpartum
- Emotional distress related to NICU separation



Houston Postpartum Challenges Observed (2025)



Postpartum Care & Interventions



Doulas played a critical role in improving outcomes by:

- Advocating for appropriate pain management
- Escalating concerns when clients were dismissed or not seen timely
- Supporting mental health screening and referrals
- Connecting families to behavioral health providers
- Providing emotional support during NICU stays and recovery

Mental Health & Referrals



Clients were connected to ongoing support through:

- Behavioral health providers
- Therapy services
- Community-based mental health programs

Several clients began weekly therapy and follow-up care, demonstrating successful intervention and early identification of postpartum mental health needs.



Contraceptive Access

Postpartum families were supported in making informed reproductive choices, including:

- Nexplanon
- IUD (hormonal and copper)
- Tubal ligation
- Depo-Provera



System Challenges Identified



Data from Houston highlighted several systemic barriers:

- Delayed provider response after delivery
- Inconsistent pain management
- Understaffed hospital units
- Delays in NICU visitation
- Gaps in communication between care teams



DELIGHTED TO DOULA'S IMPACT ✨ ✨ ✨

In response, doulas:

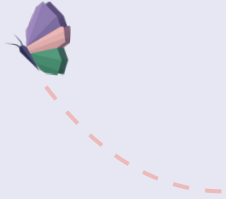
- Advocated for timely medical attention
- Helped prevent unnecessary cesareans through patient advocacy
- Ensured clients' voices were heard
- Provided trauma-informed, culturally responsive care
- Supported families through both positive outcomes and medical crises

In Houston, Delighted to Doula is bridging critical gaps in maternal healthcare by providing continuous, community-based support across birth and postpartum.

From healthy deliveries to high-risk emergencies and even loss, **our doulas ensure that no mother is left unheard, unsupported, or alone.**



WITH GRATITUDE TO TEXAS WOMEN'S FOUNDATION



Because of the visionary support of Texas Women's Foundation, Delighted to Doula was able to expand its life-saving postpartum care model into the Houston community. Their \$100,000 investment was not just funding. It was a catalyst for access, equity, and healing for mothers and families during one of the most vulnerable times in their lives.

This partnership reflects a shared commitment to improving maternal health outcomes, addressing disparities, and ensuring that no mother has to navigate the postpartum period alone.

What This Investment Made Possible



With the support of Texas Women's Foundation, Delighted to Doula successfully launched and implemented postpartum doula services in Houston, reaching families with compassionate, culturally responsive care.

For the first time, this investment also made it possible for Delighted to Doula to open a physical space in Houston where families can come to rest, receive support, and participate in services that nurture healing during the postpartum period. This space serves as a small Postpartum Wellness Center, offering a welcoming environment for connection, education, and recovery.

This funding directly supported:

- The launch of Houston-based postpartum doula services
- The opening of a physical space where mothers can rest, attend classes, and receive in-person postpartum support
- Mothers being supported during both birth and the postpartum period
- Continuous care coordination, advocacy, and emotional support
- Postpartum recovery support for families navigating a range of needs and experiences
- Early connection to mental health support and community resources
- Expansion of a trusted care model into a new major metropolitan area



A Model for What's Possible



Texas Women's Foundation's investment demonstrates what happens when funding is aligned with community-based, evidence-informed care.



Families receive early, preventive support instead of crisis intervention.



Health systems benefit from improved outcomes and stronger patient experiences.



Communities gain access to a growing, trained doula workforce.



Mothers experience safer, more supported postpartum recoveries.



Care is delivered in a way that is culturally responsive, relationship centered, and community rooted.

With Deep Gratitude



We are deeply grateful to the Texas Women's Foundation for believing in this work, in our model, and in the families we serve. Their investment has created a lasting impact in Houston and continues to shape the future of maternal health care in Texas.

Because of this partnership, mothers were supported, families were strengthened, and communities were impacted with care that meets both medical and human needs.



OUR PARTNERSHIP WITH TWU AND CAPP



In partnership with TWU (Texas Woman's University) and CAPP (Childbirth and Postpartum Professional Association), Delighted to Doula launched an innovative Certified Comprehensive Perinatal Professional (CCPP) Training Program designed to strengthen the maternal health workforce and expand access to high-quality, community-based care.

This inaugural training marked the first cohort of three, establishing a strong foundation for continued growth and workforce development in the perinatal space.

This comprehensive program provides participants with multiple perinatal certifications, including childbirth education, labor and postpartum doula support, lactation education, and infant family education, alongside hands-on experience and professional development. Through this model, we are not only training doulas; we are building a workforce equipped to support families across the full perinatal journey.

Graduates of this program are also able to transition into real-world practice through the Delighted to Doula Agency, creating a direct pathway from training to employment and ensuring families have access to skilled, compassionate care.

This collaboration represents a powerful alignment between higher education, professional certification, and community-based care, creating a scalable pathway for individuals to enter and thrive in the perinatal field.

The impact and innovation of this program were also recognized publicly, with Delighted to Doula featured in local news coverage highlighting the importance of expanding the doula workforce and improving maternal health outcomes through education and community partnerships.

Together, this work reflects what is possible when institutions and community organizations come together to invest in both people and the future of maternal health care.

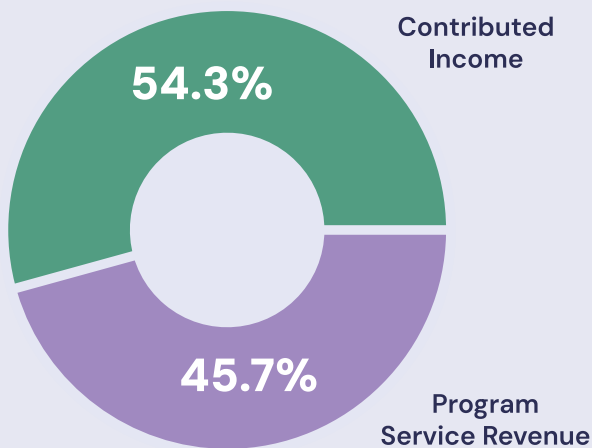


2025 FINANCIAL OVERVIEW



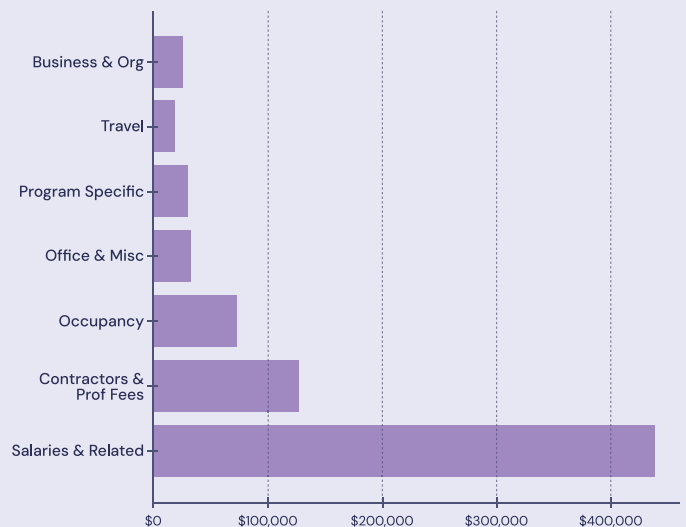
In 2025, Delighted to Doula continued to grow as a hybrid model organization, combining strong philanthropic support with earned revenue from services. This balanced approach reflects both community trust and the increasing demand for postpartum care. The majority of investments were directed toward staffing and direct service delivery, ensuring families received consistent, high-quality support.

Revenue Breakdown (Total: \$744,762)



Over half of our revenue came from grants and donations, while nearly half was generated through program services, showing a strong and sustainable dual-revenue model.

Expense Breakdown (Total: \$755,644)



The largest investment was in people -- doulas, staff, and service delivery teams -- highlighting a mission-driven focus on direct care and workforce support.

\$744,762

TOTAL INCOME

\$755,644

TOTAL EXPENSES

-\$10,881

NET

This modest operating gap reflects intentional reinvestment into programs, infrastructure, and expansion to meet the growing needs of mothers and families.

WITH GRATITUDE TO OUR SUPPORTERS ✨ ✨ ✨

At Delighted to Doula, our work is only possible because of a community that believes deeply in mothers, families, and the importance of postpartum care.

We extend our heartfelt gratitude to the individuals, foundations, and partners who invested in our mission throughout 2025. Your generosity made it possible for us to expand services, reach new communities, and provide compassionate, life-affirming support to families during one of the most critical times in their lives.

Because of you, mothers were able to rest, recover, and feel supported. Families received care with dignity, reassurance, and connection. Your support has strengthened our ability to respond to real needs with intention and excellence.

We are especially grateful to our foundation partners whose grants allowed us to grow sustainably, deepen our impact, and continue building a model of care that prioritizes equity and access. To our individual donors, your belief in this work fuels everything we do. Every contribution, no matter the size, plays a meaningful role in creating healthier outcomes for mothers and babies.

This work is not done alone. It is built through partnership, trust, and shared purpose.

Thank you for standing with us. Thank you for believing in the mission. And thank you for helping us create a future where every mother has the support she deserves.



BUILDING COMMUNITY & SUPPORTING MOTHERS BEYOND THE VISIT



At Delighted to Doula, our support extends beyond in-home care through programs designed to keep mothers connected, informed, and supported throughout their postpartum journey.

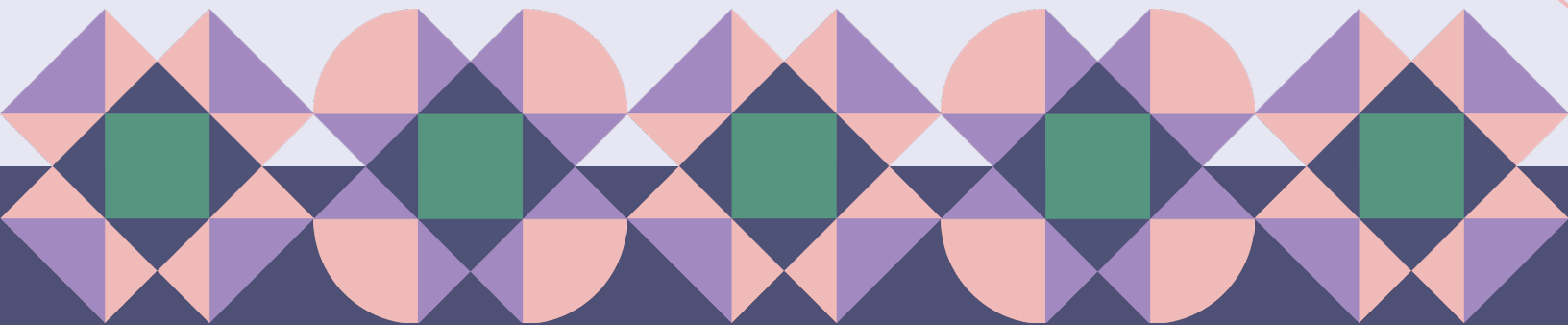
Our Breastfeeding with Confidence program provides weekly, in-person, one-on-one support sessions with a trained lactation professional. These sessions create a safe and supportive space for mothers to receive hands-on guidance, ask questions, and build confidence in their feeding journey. Through this personalized approach, we have been able to sustain strong breastfeeding outcomes, with over 75% of the mothers we serve continuing to breastfeed beyond six months.

In addition, our Motherhood Huddle Club offers a virtual space where mothers come together twice a month to build community and learn from one another. Each session is centered around a topic related to postpartum recovery, parenting, or overall well-being, while also allowing space for open conversation and shared experiences.

This group is open to all mothers, not just first-time moms, creating a diverse and supportive environment where every voice is valued.

In 2025, more than 200 mothers participated in the Motherhood Huddle Club, strengthening connections and fostering a sense of belonging that extends beyond individual services. This program also allows our team to remain engaged with families over time, ensuring that mothers continue to have access to resources, guidance, and support well beyond the initial postpartum period.

Together, these programs reflect our commitment to creating not only healthier outcomes, but stronger, more connected communities of mothers.





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