Maternity Care Coalition
2019 - 2022 Strategic Plan

Maternity Care Coalition envisions an equitable future where all families are healthy and connected, with all children thriving and ready to learn.
Every family has individual needs—it is our collective responsibility to advocate for each of them.

Black mothers in the U.S. are dying at three to four times the rate of white mothers—one of the widest disparities in women’s health. One in five children in Pennsylvania has experienced a stressful or traumatic event, including abuse and neglect. Current research demonstrates essential brain development occurs during pregnancy and through a child’s first three years; yet only 35% of Philadelphia’s 3rd graders are reading at grade level. Since 1980, Maternity Care Coalition (MCC) has confronted the abysmal rates of maternal mortality, infant death and inadequate early childhood education across Southeastern Pennsylvania. MCC’s services are, now, more than ever, critically necessary.

At MCC, we strive to create a world where each child is welcomed; where each person is nurtured and achieves one’s full potential; where parents and caregivers are empowered to care for themselves and their children; where communities understand and act upon the imperative to provide systematic support.

MCC’s mission is to improve the health and well-being of pregnant women and parenting families, and enhance school readiness for children 0-3.

We achieve this through direct service, advocacy and research, in collaboration with individuals, families, providers and communities.

Our Core Values

Empowerment: We support individuals in recognizing their strengths. We provide tools to accomplish goals. We nurture relationships, inspire confidence and encourage voices to be heard.

Achievement: We are committed to fostering an environment where our staff has the resources and support to do the best in their jobs while strengthening and encouraging families.

Integrity: We are honest and trustworthy. We are true to our values and conduct ourselves according to our professional ethics. Our principles guide our work and interactions.

Innovation: We are creative and forward thinking. We welcome curiosity and the exploration of new approaches to achieving organizational goals as we advance our mission.

Inclusion: We respect and value the diversity of individuals, families and communities. We are committed to exploring, learning from and including different beliefs, ideas and experiences.

GUIDING PRINCIPLES

All MCC’s work, whether direct service, advocacy, research or capacity-building, supports our vision of empowerment and equity for all women, children and families.

MCC will position itself as a national leader through exemplary direct service in Southeastern PA as a model for other regions; by informing state and national policy and advocacy efforts; by initiating and contributing to significant research; and by building the body of knowledge related to maternal and child health and early learning.

STRATEGIC PRIORITIES

In support of the guiding principles, MCC will focus on three strategic priorities:

Excellence in Design, Delivery and Impact of Programs

- Strengthen and develop programs that anticipate and address community needs.
- Engage in collaborative partnerships that explore both innovative and existing ways of delivering and scaling direct service work.

Sustainability Through Diversification of Revenue

- Enhance brand visibility and awareness.
- Develop a comprehensive donor strategy that anticipates changing demographics and leverages board and staff stewardship.
- Explore additional revenue opportunities in the academic, healthcare and corporate sectors.

Capacity Building for Organizational Effectiveness & Leadership

- Enhance organizational culture and effectiveness while prioritizing diversity and inclusion.
- Continue to develop the board to reflect best practices in governance and engagement.
- Establish and develop successful leaders within an effective leadership system throughout the organization.
As we navigate uncertain times, our strategic plan charts a bold and focused path towards strengthening families and inspiring change. 

Will you join us?

Maternity Care Coalition
2000 Hamilton Street, Suite 205
Philadelphia, PA 19130

215.972.0700
www.maternitycarecoalition.org
@maternitycarecoalition

